



## Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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### National Service Scheme (NSS)

### Awareness on Human Rights to Villagers

**KL ECE**

# Road Safety Saves Lives

Following road safety rules protects lives and prevents accidents.

**Event Name: National road safety**  
**Place: prathuru**  
**Date: 03-01-2026**  
**Time: 1:30pm to 4:30pm**  
**Venue: Indoor stadium**

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**Event : Awareness on Road Safety and Traffic Rules**

**Date : 03-01-2026**

**Place : Atamkur**

**Objective:**

The objective of awareness on road safety and traffic rules is to educate people about safe road practices and responsible behavior while using roads. It aims to reduce road accidents, injuries, and fatalities by promoting adherence to traffic laws. Road safety awareness encourages discipline, patience, and respect for fellow road users, including pedestrians, cyclists, and drivers. It helps individuals understand the importance of wearing helmets and seat belts, avoiding over-speeding, and following traffic signals. The programme promotes civic responsibility and safe mobility. Ultimately, it contributes to saving lives and building a safer road environment for society.

**Description:**

As per the guidelines of the Ministry of Youth Affairs and Sports, National Service Scheme (NSS), Regional Directorate, and State NSS, the NSS Unit of the Department of ECE, KL University organized a public awareness programme on **Road Safety and Traffic Rules** on Friday, 03rd January 2026, at Atamkur, said Dr. K.R.S.Prasad, Dean of Student Affairs, KL University. Addressing the gathering, he explained that road safety refers to the measures and practices adopted to prevent road accidents and ensure the safety of all road users. He emphasized that adherence to traffic rules is essential to protect human life and property and to maintain order on roads.

Dr.I.Govardini, Head of the Department, ECE stated that traffic rules are formulated to regulate road usage and minimize accidents. He highlighted the importance of following speed limits, traffic signals, lane discipline, and pedestrian crossings. He also stressed that awareness and responsible behaviour play a crucial role in reducing road mishaps, especially in rural and semi-urban areas. NSS Programme Coordinator Mr. P. Srikanth Reddy explained that road safety awareness broadly covers several important aspects. These include safe driving practices such as obeying traffic signs, avoiding mobile phone usage while driving, and not driving under the influence of alcohol. Pedestrian safety involves using footpaths, zebra crossings, and following road signals. Two-wheeler safety includes wearing helmets, while four-wheeler safety emphasizes the use of seat belts. He also explained the importance of vehicle maintenance and road courtesy.

NSS Programme Officer Dr. K. Venkata Kishore emphasized that road safety is a shared responsibility of the government, society, and individuals. He stated that individuals must follow traffic laws, respect other road users, and remain alert while traveling. At the government level, road safety is ensured through traffic regulations, enforcement agencies, awareness campaigns, and infrastructure development. He also informed that NSS volunteers conducted door-to-door campaigns to spread awareness among villagers regarding traffic rules and safe road practices.

The programme was coordinated by NSS Field Coordinator Mr. P. Suresh. The volunteers were appreciated by Vice-Chancellor Dr. G. Parthasarathi Varma, Pro Vice-Chancellors Dr. A.V.S.Prasad, Dr. N.Venkataram, and Dr. K.Rajashekhara Rao, Dean Advisors Dr. Habibullah Khan, Registrar Dr. K.Subbarao, Principal Dr. V.Rajesh, Associate Dean Dr. Shanta Sri, and other dignitaries.

**Outcome:**

The road safety and traffic rules awareness programme helped villagers gain a clear understanding of safe road practices. People became more aware of the importance of following traffic rules, using safety gear, and avoiding risky behaviour on roads. The door-to-door interactions by NSS volunteers ensured effective communication and personal engagement. The programme encouraged responsible behaviour among drivers and pedestrians alike. It contributed to accident prevention awareness and promoted safer travel habits within the community.

**Impact on Society:**

The road safety awareness programme created a positive social impact by promoting disciplined and responsible road usage. It helped reduce ignorance about traffic rules and emphasized the value of human life. Increased awareness fostered safer behavior and mutual respect among road users. The programme encouraged citizens to take responsibility for their actions on roads. It strengthened community cooperation with traffic authorities through education and awareness. In the long term, such initiatives contribute to reduced accidents, safer roads, and a more responsible society.

**Details of the Event:**

Name of the Event : Awareness on Road Safety and Traffic Rules

Place of the Event : Atmakur

Date of the event : 03-01-2026

No. of Hours : 01:30 pm to 04:30 pm

No. of Participants : Students: 96, Faculty: 01

No. of Beneficiary's : 334

**Event Photos:**





