

ROAD SAFETY AWARENESS CAMPAIGN AND VOLUNTEERING SUPPORT FOR ROAD TRAFFIC

"Road safety is not just a policy issue, it's a social movement. All stakeholders, from citizens to policymakers, need to come together to make our roads safer."

**- Shri Narendra Modi
Hon'ble Prime Minister**

Background

Every year many people lose their life in road accidents in our country. The human cost is immeasurable as is the economic burden it puts on the families of the deceased/injured persons. In such a situation, a collective awakening to road safety is required. Initiatives focused on public education, strengthened enforcement of traffic regulations, and the development of safer infrastructure are crucial to reverse this alarming trend. Towards this objective, Government of India observes National Road Safety Week from 11-17th January every year.

In this context, NYKS shall conduct an awareness campaign in collaboration with the Traffic Police Department across the country to observe the National Road Safety Week 2024 with participation of a large number of MyBharat Youth Volunteers at 3 levels viz. 10 Metropolitan Areas, 40 Large Urban Areas and in 750 districts.

Objective

- To coordinate with Traffic Police department to provide opportunity for youth to be trained on Road Safety norms.
- To facilitate collaboration with Traffic police department to enable trained MyBharat volunteers to become part of traffic management during National Road Safety Week.
- To Conduct locally relevant intensive road safety awareness activities to enable awareness generation among public.

Plan of Action

a) Metropolitan Areas-Traffic Volunteering:

- Duration: 5 days (between 11-17th January 2024)
- Coverage: 10 big Metropolitan Cities
- Participation: 5000 (1000 volunteers per day for 5 days of campaign)

Implementation Strategy

- In 10 metropolitan cities, (**Annexure-1**) intensive road safety awareness programs will be held in coordination with the traffic police and road transport safety departments.
- The concerned State Directors in respect of the 10 metropolitan cities are required to meet the Traffic Police Commissioner or equivalent of the concerned state capital and explore avenues of collaboration in those cities for observation of the National Road Safety Week 2024. The concerned DDs and DYO of capital NYKS should also

accompany the concerned State Director during the meeting. The following pointers are issued to guide the discussion.

- Suggestive Activities for MyBharat Volunteers who shows interest to be part of the National Road Safety Week 2024. (IEC, assist in Traffic control etc.)- Requirements of the Traffic Police Department.
- NYKS shall mobilize required volunteers in coordination with NSS, Youth Clubs and other stakeholders.
- Incentives/certificates/Training/Refreshments that the Traffic Police Department can provide to the volunteers.
- After finalization of plan of action for the City, an **event shall be created on the MYBharat Portal** inviting applications from the interested youth.
- Wide publicity shall be given to the event registration through Media, Social Media messages, NYKS Youth clubs, NSS volunteers, Colleges and other educational institutions.
- After registration, candidates shall be called for training/ orientation before deployment for activities during the National Road Safety Week. The training shall be provided by the Traffic Police/Road Safety Department.
- All the volunteers shortlisted for deployment shall be provided with T-shirts, Caps and refreshments. Towards this, **a budget of Rs 550 per volunteer** will be released to the Kendras.
- **1000 volunteers per day will be deployed for 5 days wearing MYBharat T-shirt and Caps** to serve with the traffic personnel to assist in traffic control and also in other activities identified to raise awareness on road safety.
- **The State Director shall take a lead role** in coordinating the activities in case the city/urban area spreads across jurisdiction of multiple Nehru Yuva Kendras.
- Suggestive activities include Traffic Police Volunteering assistance, Flash mobs, Nukkad Nataks, Pamphlet distribution and other outdoor activities.
- **A social Media campaign** on the theme of Road Safety shall also be undertaken by the MYBharat Volunteers through official handles of district Traffic police, NYKS, NSS units.

b) Large Urban Areas -Traffic Volunteering:

- Duration: 5 days
- Coverage: 40 Large Urban Areas
- Participation: 500 (100 volunteers per day for 5 days of campaign)

Brief Overview:

- In 40 large urban areas/cities, (**Annexure-2**) intensive road safety awareness programs will be held in coordination with the traffic police and road transport safety departments.

- The concerned Deputy Directors and District youth Officers in respect of the 40 cities are required to meet the Traffic Police Commissioner or equivalent of the concerned cities and explore avenues of collaboration in the city for observation of the National Road Safety Week 2024. The following pointers are issued to guide the discussion.
 - Suggestive Activities for MyBharat Volunteers who shows interest to be part of the National Road Safety Week 2024. (IEC, assist in Traffic control etc.)- Requirements of the Traffic Police Department.
 - NYKS shall mobilize required volunteers in coordination with NSS, Youth Clubs and other stakeholders.
 - Incentives/certificates/Training/Refreshments that the Traffic Police Department can provide to the volunteers.
- After finalization of plan of action for the City, an **event shall be created on the MYBharat Portal** inviting applications from the interested youth.
- Wide publicity shall be given to the event registration through Media, Social Media messages, NYKS Youth clubs, NSS volunteers, Colleges and other educational institutions.
- After registration, candidates shall be called for training/ orientation before deployment for activities during the National Road Safety Week. The training shall be provided by the Traffic Police/Road Safety Department.
- All the volunteers shortlisted for deployment shall be provided with T-shirts, Caps and refreshments. Towards this, **a budget of Rs 550 per volunteer** will be released to the Kendras.
- **100 volunteers per day will be deployed for 5 days wearing MYBharat T-shirt and Caps** to serve with the traffic personnel to assist in traffic control and also in other activities identified to raise awareness on road safety.
- **The State Director shall take a lead role** in coordinating the activities in case the city/urban area spreads across jurisdiction of multiple Nehru Yuva Kendras.
- Suggestive activities include Traffic Police Volunteering assistance, Flash mobs, Nukkad Nataks, Pamphlet distribution and other outdoor activities.
- **A social Media campaign** on the theme of Road Safety shall also be undertaken by the MYBharat Volunteers through official handles of district Traffic police, NYKS, NSS units.

c) District Level-Traffic Volunteering:

- Duration: 5 days
- Coverage: 750 Districts
- Participants : 25 volunteers

Implementation Strategy

- In **750 districts**, (all districts except Districts of Delhi and non-NYK districts of Ramnagara and Mumbai city) intensive road safety awareness programs will be held

in coordination with the traffic police and road transport safety departments.

- The concerned Deputy Directors and District youth Officers of these districts are required to meet the Traffic Police Commissioner or equivalent of the concerned districts and explore avenues of collaboration in those cities for observation of the National Road Safety Week 2024. The following pointers are issued to guide the discussion.
 - Suggestive Activities for MyBharat Volunteers who shows interest to be part of the National Road Safety Week 2024. (IEC, assist in Traffic control etc.)- Requirements of the Traffic Police Department.
 - NYKS shall mobilize required volunteers in coordination with NSS, Youth Clubs and other stakeholders.
 - Incentives/certificates/Training/Refreshments that the Traffic Police Department can provide to the volunteers.
- After finalization of plan of action for the City, an **event shall be created on the MYBharat Portal** inviting applications from the interested youth.
- Wide publicity shall be given to the event registration through Media, Social Media messages, NYKS Youth clubs, NSS volunteers, Colleges and other educational institutions.
- After registration, candidates shall be called for training/ orientation before deployment for activities during the National Road Safety Week. The training shall be provided by the Traffic Police/Road Safety Department.
- All the volunteers shortlisted for deployment shall be provided with T-shirts, Caps and refreshments. Towards this, a **budget of Rs 550 per volunteer** will be released to the Kendras.
- **25 volunteers per day will deployed for 5 days wearing MYBharat T-shirt and Caps** to serve with the traffic personnel to assist in traffic control and also in other activities identified to raise awareness on road safety.
- Suggestive activities include Traffic Police Volunteering assistance, Flash mobs, Nukkad Nataks, Pamphlet distribution and other outdoor activities.
- **A social Media campaign** on the theme of Road Safety shall also be undertaken by the MYBharat Volunteers through official handles of district Traffic police, NYKS, NSS units.

Additional Guidelines

- The design for the MYBharat T-shirt and cap will be centrally prepared and circulated among the field offices.
- Active and voluntary involvement of more youth participants and NYKS youth clubs shall be promoted by the district NYKS in the campaign.
- Involvement of celebrities, youth icons and public representatives- MPs, MLAs, Municipal Corporations/ District Panchayats and other PRIs in the campaign shall be ensured in the campaign.

Media and Social Media Plan

- Continuous social media activity through e-posters, photo posts, video clips from activities at metros, large cities and districts for engagement maximum number of youths online in the campaign.
- Press Releases and news reports shall be ensured for extensive Media publicity through TV Channels, Newspapers and Radio and regional media outlets.
- **Using the Hashtags-** #MYBharat #RoadSafetyWeek2024
- **Buzz Creation**– District NYKs may involve local social media influencers, and public representatives to create buzz about the campaign, highlighting activities and involvement.

Further directions will follow.