

# **Impact of Extension Activities in Sensitizing Students to Social Issues and Holistic Development**

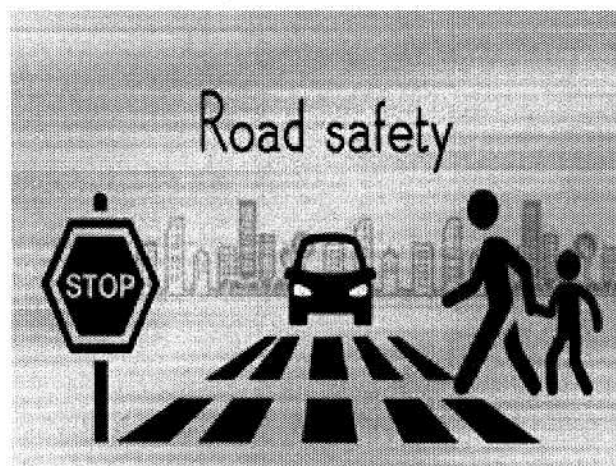
## **Case Study 4 Traffic Awareness Campaign**

**Organized by:  
Shobhit University,  
Gangoh, Saharanpur**

Shobhit University, Gangoh, Saharanpur, actively contributed to promoting traffic awareness in the surrounding community through a well-structured and impactful campaign. This initiative was designed to sensitize students and the local population to crucial road safety issues while fostering a sense of social responsibility and holistic development among students.

#### **Purpose and Relevance:**

1. **Student Safety:** With a significant number of students commuting from nearby towns and villages, the campaign aimed to educate them on traffic norms and safety measures to prevent accidents and promote responsible behaviour.
2. **Community Outreach:** The campaign extended beyond the university boundaries, aiming to reach residents of Gangoh and adjacent areas. It encouraged collaboration between the university and local communities to ensure a safer travel environment.
3. **Social Accountability:** Recognizing road safety as a pressing public issue in India, Shobhit University took the initiative to spread awareness and contribute to societal welfare, fulfilling its social responsibility.
4. **Model for Public Behaviour:** The university's proactive involvement aimed to inspire similar actions by educational institutions and individuals, reinforcing collective responsibility in promoting traffic discipline.



#### **Objectives of the Traffic Awareness Campaign**

- **Enhancing Knowledge of Traffic Rules:** To inform students and citizens about fundamental road signs, traffic signals, right-of-way rules, and best practices for safe walking, cycling, and driving.
- **Promoting Safe Commuting Habits:** The campaign focused on discouraging high-risk behaviour such as over speeding, mobile phone use while driving, riding without helmets, and drunk driving.
- **Reducing Accidents:** Through continuous awareness activities, the initiative sought to lower traffic-related incidents in Gangoh and nearby areas, making roads safer for students and the community.
- **Building a Culture of Road Safety:** By engaging youth and the community, the campaign worked towards creating a lasting culture of traffic rule adherence and safety awareness.
- **Institutional Reputation:** The campaign demonstrated Shobhit University's commitment to civic issues, enhancing its standing as a socially responsible institution.



### Campaign Highlights

#### 1. Poster and Slogan Competitions:

Students from various departments designed posters and created slogans on road safety, which were displayed across the campus and shared on social media platforms to reach a wider audience.

#### 2. Awareness Drives and Street Plays:

Students performed *nukkad nataks* (street plays) at public places in Gangoh to creatively communicate the dangers of reckless driving and the importance of following traffic rules.

#### 3. Workshops and Seminars:

Expert-led sessions were conducted in collaboration with the Saharanpur District Traffic Police. Topics included accident statistics, safe driving behavior, and real-life consequences of traffic violations.

#### 4. Collaborative Initiatives:

Traffic officers and university faculty jointly held interactive sessions. Students were encouraged to ask questions and share ideas for improving local road safety.

#### 4. Mock Drills and Demonstrations:

Practical demonstrations illustrated the impact of not wearing helmets or seatbelts, emphasizing the protective value of safety gear.

#### 5. Road Safety Pledge:

All participants took a pledge to follow traffic rules and spread awareness in their communities.



## Outcomes and Impact

- **Student Development:** Students gained practical knowledge about traffic rules and developed soft skills like communication, teamwork, and leadership while planning and conducting the campaign.
- **Community Sensitization:** The campaign reached over 1,000 residents directly through community events, and many more through social media outreach.
- **Institutional Visibility:** The campaign was positively received by local media and authorities, highlighting Shobhit University as an institution committed to societal betterment
- **Long-Term Engagement:** Plans are in place to make traffic awareness an annual outreach activity and incorporate it into the university's NSS (National Service Scheme) calendar.

The **Traffic Awareness Campaign** organized by Shobhit University, Gangoh stands as a successful example of how higher education institutions can play a proactive role in promoting social responsibility and community well-being. It effectively engaged students in real-world issues, helping them grow into responsible citizens while creating a safer environment for all.

