



MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE(New Delhi), Permanently Affiliated to JNTUH)

Recognised under Section 2(f) & 12(B) of the UGC Act 1956, An ISO 9001:2015 Certified Institution.



AWARENESS ON ROAD SAFETY

**"Transforming Road Safety Awareness into Action:
Paving the Way for Sustainable and Responsible Mobility
by 2047"**



Program Report

Organized by:

ROAD SAFETY CLUB

Date: 10th November 2025



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Program Report

AWARENESS ON ROAD SAFETY

"Transforming Road Safety Awareness into Action: Paving the Way for Sustainable and Responsible Mobility by 2047"

Organized by: Road Safety Club,

Malla Reddy College of Engineering (MRCE), Hyderabad

Date: 10th November 2025

Venue: Seminar Hall, MRCE

1. Introduction

Event Banners

MALLA REDDY COLLEGE OF ENGINEERING
APPROVED BY AICTE - NEW DELHI, ACCREDITED BY NBA (CSE & ECE)
AFFILIATED TO JNTUH - HYDERABAD

ROAD SAFETY CLUB ORGANIZES

AWARENESS ON ROAD SAFETY
KEEP YOUR EYES ON ROAD

SAFETY FIRST
ALERT TODAY, ALIVE TOMORROW

SPEED THRILLS, BUT IT KILLS

CHIEF GUEST

SRI. CH. MALHAL RAO
DY. COMMISSIONER OF POLICE (RETD.)
CYBERABAD

SPEAKER

DR. SIDDARDHA KORAMATI
ROAD SAFETY SPECIALIST
SARVEJANA FOUNDATION

DATE : 10-11-2025 **VENUE : Seminar Hall**

CHIEF PATRON
SRI. CH. Malla Reddy
Founder Chairman
MRGI

PATRON
Dr. Ashok Maram
Principal
MRCE

CONVENER
M. Bhasker
Asst. Professor
H&S Dept

FACULTY COORDINATORS
Mr. V. Ramesh (CSD)
Mr. P. Bala Suresh Reddy (ECE)
Mr. L. Lakshmi Reddy (CSE&IT)
Mr. M. Bhasker (H&S)
Mr. M. Sakthivel (CSM)

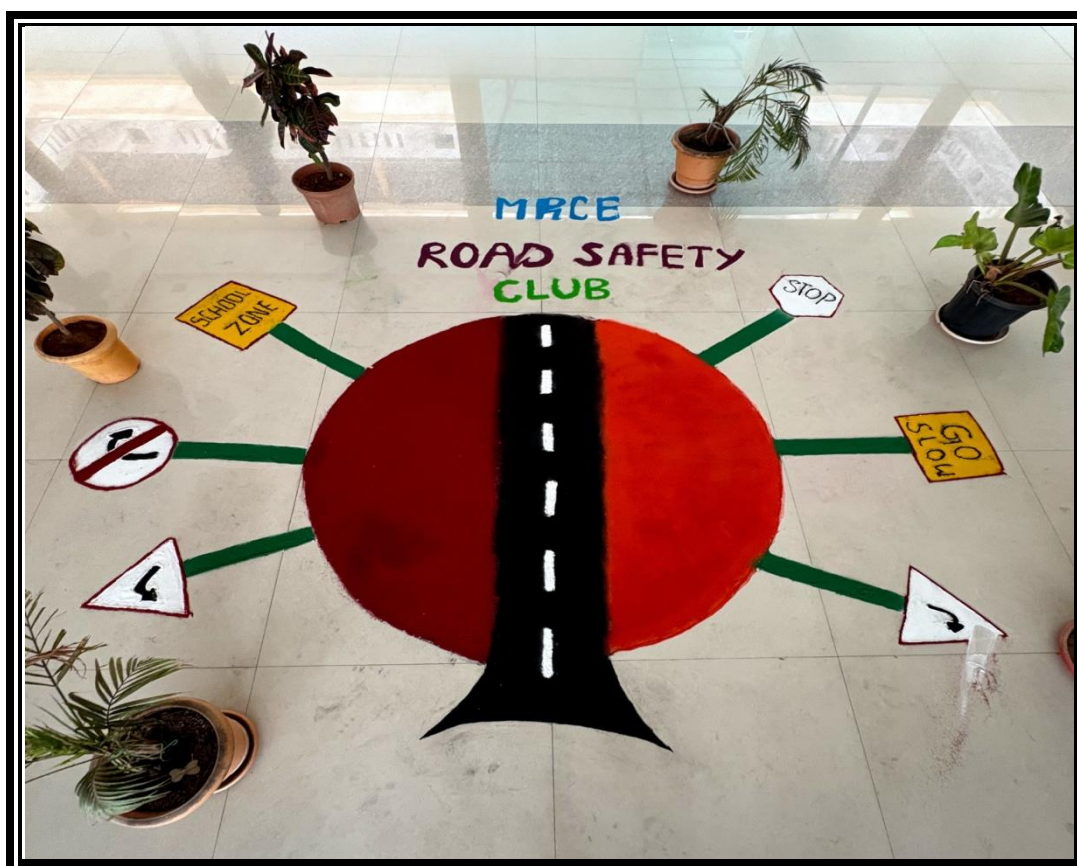
The Road Safety Club of Malla Reddy College of Engineering conducted an **Awareness on Road Safety** on the theme:

"Transforming Road Safety Awareness into Action: Paving the Way for Sustainable and Responsible Mobility by 2047"

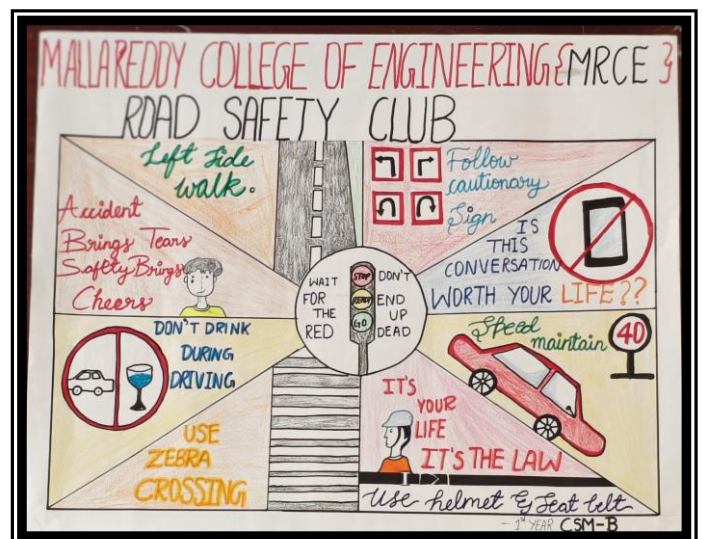
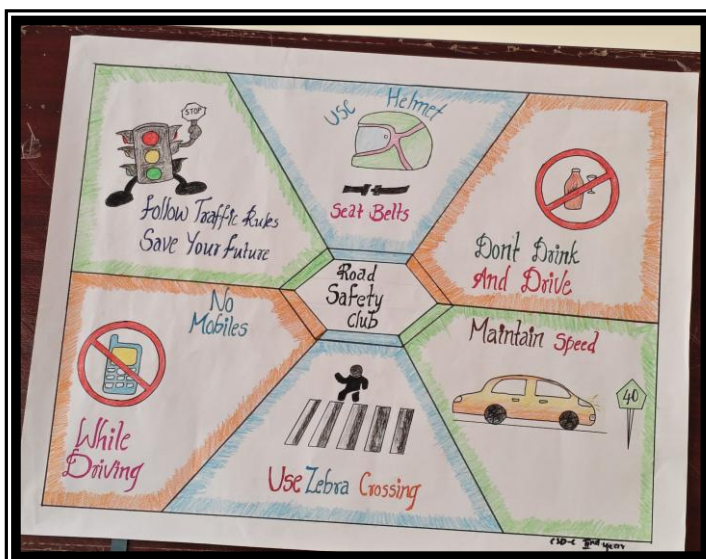
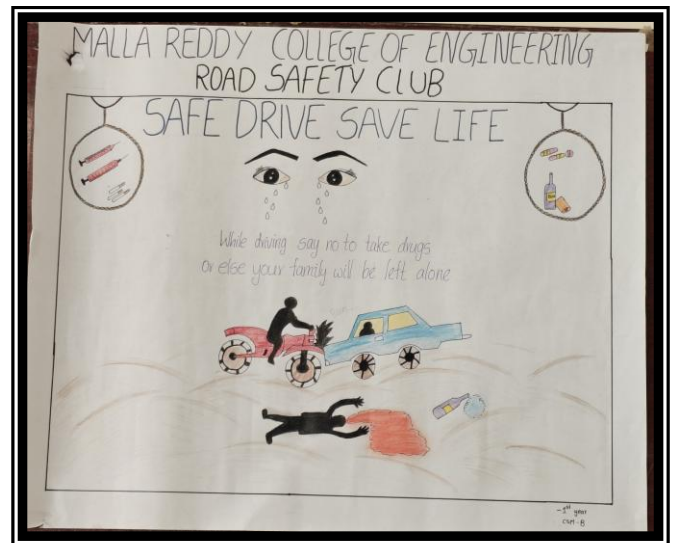
The Road Safety awareness program at Malla Reddy College of Engineering aimed to strengthen both students' and faculty understanding of road safety rules. More than **300 students** from various departments actively participated, gaining valuable knowledge on road safety practices, ethical values, and the significance of responsible behaviour.

This initiative fostered a collective commitment among students and faculty to create safer road environments and support sustainable development goals by combining traditional wisdom with modern road safety education

The program received notable coverage in Sakshi, highlighting MRCE's dedication to preserving while fostering socially responsible citizens aligned with the vision of reducing road accident deaths by 50% by 2047.



2. Display of Road Safety Awareness Related Topics





3. Chief Guest & Speaker

Chief Guest

- **Sri. Ch. Malhal Rao**, Dy. Commissioner of police (Retd.) Cyberabad

Speaker

- **Dr. Siddardha koramati**, Road Safety Specialist, Sarvejana Foundation

4. Logo Release Ceremony

As part of the program, the **Road Safety Logo** was formally unveiled by:

- **Dr. Maram Ashok**, Principal, MRCE
- **Chief Guest: Sri. Ch. Malhal Rao**, Dy. Commissioner of police (Retd.) Cyberabad
- **Speaker: Dr. Siddardha koramati**, Road Safety Specialist, Sarvejana Foundation
- **Road Safety Club Convener – Mr. M. Bhasker**
- **Faculty Coordinators of the Road Safety Club Cell**

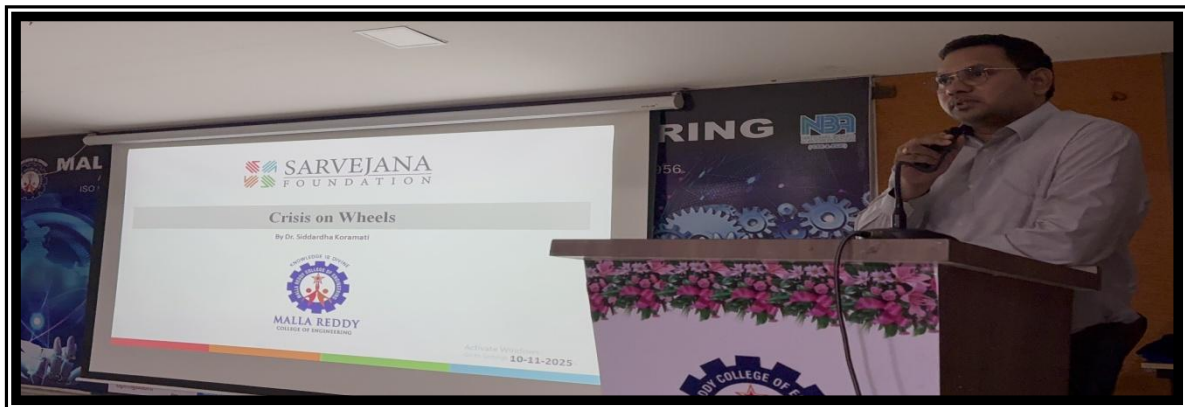


The logo symbolizes the institution's commitment to fostering road safety awareness and promoting responsible road behaviour. It represents the core values of safety, discipline, and community well-being, reinforcing the importance of integrating road safety education into campus life and beyond.

5. Program Proceedings

The Program began with an invocation, followed by a welcome address by the Convener. The Program featured two awareness sessions:

✓ Session 1 –



- Dr. Siddardha Koramati from Sarvejana Foundation presented a professional and impactful overview of the Foundation's road safety efforts.
- He emphasized Sarvejana's commitment to reducing road accidents by 5% over the next decade through strategic awareness campaigns and partnerships with government and community stakeholders.
- The foundation's approach is based on the 5 Es of Road Safety: Education, Engineering, Enforcement, Emergency Care, and Empowerment.
- Key initiatives include school and community awareness programs, junction adoption, free medical services, first-aid training, and the use of technology like the Smart Helmet and STOP Road Accidents app.
- The campaign addresses major risky behaviors termed the "7 Deadly Sins" (e.g., non-use of helmets, seat belts, over speeding).
- Emphasis is placed on children as influencers to promote safer driving habits in families.
- The foundation's outreach has educated hundreds of thousands and actively promotes sustained road safety culture through competitions, pledges, and digital engagement.
- Overall, the awareness outlines a professional, multi-faceted strategy aimed at lasting impact and lives saved on roads.

✓ Session 2 –



Sri. Ch. Malhal Rao, Dy. Commissioner of Police (Retd.), emphasized that roads are not meant for racing and highlighted high road accident and youth fatality rates, emphasizing that safety is a personal responsibility and most crashes are preventable. He identified major causes such as over-speeding, wrong-lane driving, not using helmets, drunk or drowsy driving, and mobile phone distraction, and underlined the critical “Golden Hour” and timely use of emergency services for saving lives.

He outlined the 3Es of road safety—Education, Enforcement and Engineering—calling for active roles from educational institutions, police/transport authorities and road designers, along with proper vehicle maintenance and disciplined driving behavior. He concluded with a strong call and pledge to always use helmets and seat belts, avoid alcohol and mobile phones while driving, and to always choose life over speed.

✓ 6. Road Safety Awareness Program Outcomes:

- 1. Enhanced Public Awareness and Responsibility:** The program successfully reinforced that road safety is a shared personal responsibility, emphasizing preventive behavior and informed decision-making among youth and general road users.
- 2. Promotion of the 3Es and 5Es Frameworks:** It strengthened understanding of comprehensive road safety strategies through the 3Es (Education, Enforcement, Engineering) and extended 5Es (adding Emergency Care and Empowerment), encouraging collaboration between institutions, authorities, and communities.
- 3. Behavioral Change and Safety Commitment:** Participants pledged to adopt disciplined driving habits—always wearing helmets and seat belts, avoiding alcohol and mobile phones while driving, and prioritizing life over speed.
- 4. Community Engagement and Technological Integration:** The Sarvejana Foundation’s initiatives, such as Smart Helmet technology, junction adoption, and the STOP Road Accidents app, fostered community participation and technology-driven safety solutions.

5. **Sustained Impact through Education and Outreach:** Through school programs, competitions, and digital campaigns, the foundation cultivated long-term awareness, empowering children as influencers and reaching hundreds of thousands to promote a continuous culture of road safety.

8. Conclusion

The Road Safety Club effectively bridges traditional safety principles with modern education. It inspires faculty and students to integrate road safety awareness into teaching and campus life. Departments are motivated to launch initiatives promoting responsible road use. Through awareness campaigns and interactive sessions, the club fosters a culture of safety and accountability. These collective efforts aim to reduce accidents and build safer communities.

The event concluded with a vote of thanks delivered by **Mr. Ramesh**, Faculty Coordinator, acknowledging chief guests, speakers, management, faculty, and student volunteers.

9. Media coverage



10. Organizing Committee

Patron:

- **Dr. Maram Ashok**, Principal, MRCE

Convener:

- **Mr. M. Bhasker**, Road Safety Club

Faculty Coordinators:

MR.V.RAMESH (CSD) Mr. P. Bala Suresh Reddy (ECE) Mr.L.Lakshmi Reddy (CSE&IT)

Mr. M Sakthivel (CSM)

Student Coordinators:

Students from CSE, CSM, CSD, IT, ECE, H&S