



# MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE-New Delhi, Affiliated to JNTUH-Hyderabad)  
Recognised under Section 2(f) & 12(B) of the UGC Act 1956,  
An ISO 9001:2015 Certified Institution.  
Maisammaguda, Dhulapally, post via Kompally, Secunderabad - 500100

## *Traffic Control & Road Safety Awareness*

*"Viksit Bharat @2047: Students Igniting Road Safety through Traffic Education Campaigns"*



## Program Report

Organized by:

**ROAD SAFETY CLUB**

Date: 22<sup>nd</sup> December 2025



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## Program Report

### *Traffic Control & Road Safety Awareness*

*"Viksit Bharat @2047: Students Igniting Road Safety through  
Traffic Education Campaigns"*

Organized by: Road Safety Club

Malla Reddy College of Engineering (MRCE), Hyderabad

In collaboration with: Traffic Department, Jeedimetla Traffic Police Station.

Date: 22<sup>nd</sup> December 2025

Location: Gandimaisamma X Roads

### 1. Introduction:

#### Program Banner



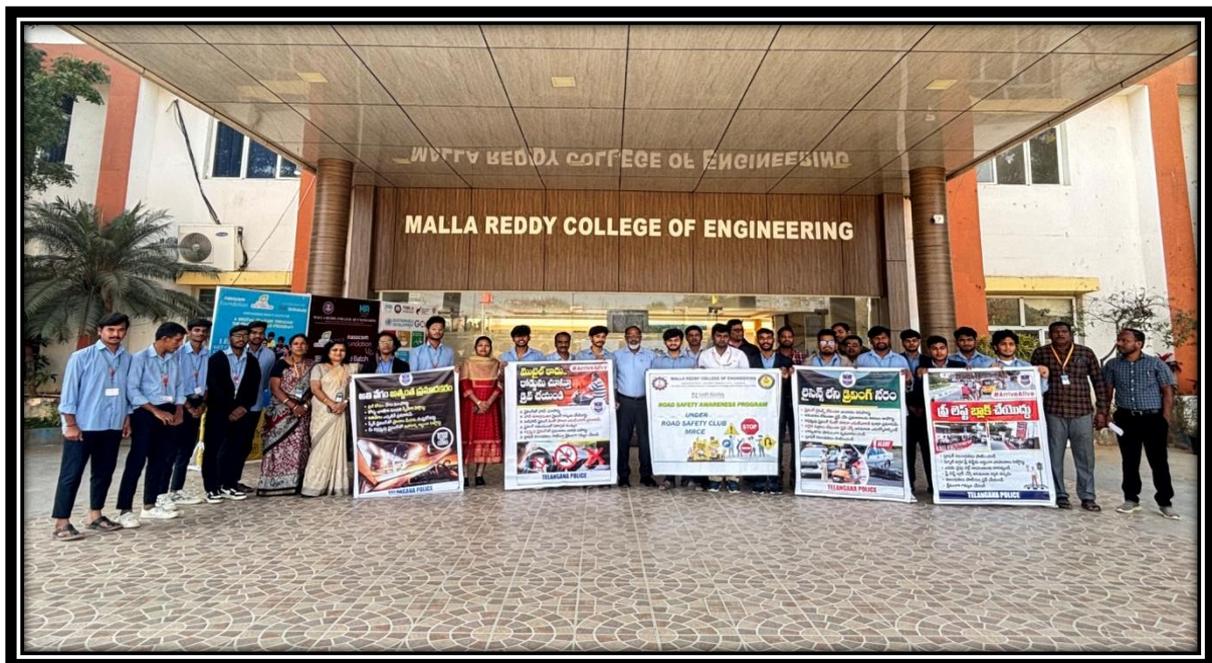
## 2. Program Execution:

The Road Safety Club of Malla Reddy College of Engineering Organized **Traffic Control & Road Safety Awareness**

*"Viksit Bharat @2047: Students Igniting Road Safety through Traffic Education Campaigns"*

The Program began with an awareness march by volunteers, who walked through the main roads of the local community, carrying placards and banners with road safety messages.

- **Dr. Maram Ashok, Principal, MRCE**
- **Deans of Academics and Administration**
- **Heads of Various Departments**
- **Road Safety Club Convener Mr.M.Bhasker**
- **Faculty Coordinators of the Road Safety Club**



## 3. Key Aspects of Program:

The **objectives** of the Program were:

- The programme adopted two main sub-themes, one was related to awareness on road safety issues to the general public and the other was focused on road safety issues for drivers of different specific type of vehicles.
- To educate people about the importance of following traffic rules and regulations.
- To highlight the dangers of speeding, drunk driving, distracted driving, and not wearing helmets or seat belts.
- To increase awareness about pedestrian safety and the need for safe crossings.
- To promote the use of helmets, seat belts, and other safety gear.

#### 4. Program Details:

### *Helmet and Seat Belt Checking*

Malla Reddy College of Engineering, Road safety club and traffic police officers set up a checkpoint to ensure that motorcyclists and car occupants were wearing helmets and seat belts. Those not complying were briefed on the importance of these measures.



**MRCE Road Safety Club team helped the traffic police in managing the traffic by making people follow traffic signal, show them posters on consequences of rash driving and raising road safety awareness slogan.**



**The MRCE Road safety club advised drivers and riders on crucial safety measures:**

- **Seat belts:** Protecting drivers and passengers from severe injuries.
- **Helmets:** Reducing head injuries for two-wheeler riders.
- **Speed limits:** Encouraging responsible driving within prescribed limits.
- **Traffic signals:** Following road signs, signals, and lane discipline.
- **Safe distance:** Maintaining adequate space between vehicles to avoid collisions.
- **Avoiding distractions:** Refraining from mobile phone use while driving.

## ***Pedestrian Safety Awareness***

**Educating pedestrians about safe walking habits—using sidewalks, footpaths, and zebra crossings.**

**Encouraging wearing bright clothing or reflective gear at night to stay visible.**



## ***Dangers of Drunk Driving***

**Spreading awareness about the hazards of driving under the influence of alcohol or drugs.**

**Promoting alternative transportation options for those under the influence.**  
**Visible.**



## ✓ 6. Traffic Control & Road Safety Awareness Program Outcomes:

- **Increased Awareness:** Educated locals on key traffic rules, resulting in better understanding of signals and speed limits.
- **Driver Pledges:** Collected commitments from drivers to follow helmet laws and avoid mobile distractions.
- **Pedestrian Compliance:** Encouraged pedestrians to use crosswalks and wear reflective gear consistently.
- **Violation Reduction:** Live demos led to immediate improvements in lane discipline and no-overtaking adherence.
- **Police Collaboration:** Strengthened ties with Jeedimetla Traffic Police, enhancing enforcement credibility.

## 7. Community Impact & Response:

The initiative was well-received by the local community, with drivers, riders, and pedestrians showing great interest in the discussions. Several auto and truck drivers pledged to follow traffic rules and ensure passenger safety. Pedestrians also expressed their willingness to adopt safe walking practices and educate others in their households.

## 8. Conclusion:

- The Traffic Control & Road Safety Awareness Program, conducted by the **Malla Reddy College of Engineering (MRCE) Road Safety Club** in collaboration with Traffic Department, Jeedimetla Traffic Police Station, marked a significant step toward promoting responsible driving and pedestrian behavior in the local community.
- MRCE Road Safety Club volunteers played an active and commendable role in educating the public on essential road safety measures. The Program successfully raised awareness, encouraged behavioral change, and strengthened the community's commitment to road safety, with the club aiming to continue such initiatives to build a safer and more responsible society.
- After the program posters and placards were handed over to traffic police to use them for creating awareness about the road traffic safety rules. Traffic Police appreciated our efforts and encouraged us to conduct such awareness activities frequently.

