

## **Road Safety Awareness Campaign**

As per the directions of UP Government, Amity University Uttar Pradesh (AUUP) organized various activities at University level to create Road Safety Awareness among the Students, Faculty & Staff during the period 17<sup>th</sup> – 31<sup>st</sup> July, 2023.

To mark the occasion, Amity Business School, Amity University Uttar Pradesh organized a **Guest Lecture by Dr. Siyaram Verma, ARTO, Noida** to spread **Road Safety Awareness** among the students on 27<sup>th</sup> July, 2023 at 2.30 pm in Room No. 104, F-3 Block, First Floor, Amity University Campus, Sector 125, Noida.

The event commenced with a warm and cordial welcome extended to Dr. Siyaram Verma, Assistant Regional Transportation Officer (ARTO), Noida with a Tulsi sapling by Dr. Sanjeev Bansal, Dean FMS & Director ABS. He also welcomed Dr. Sujit Prasad, CoE, Dr. Savita Mehta, VP - Communications, Ms. Chhaya Chordia, Director Hostels, Faculty and Students of various Amity Institutions who were present during the session.

The session commenced with a pledge-taking ceremony, adhering to the Government Traffic Guidelines which was led by Dr. S.K Prasad, Controller of Examination, AUUP involving Faculty members, PhD Scholars and Students present during the session. Subsequently, an informative video was presented by the organizing team to raise awareness about the significance of road safety in our daily lives.

Dr. Siyaram Verma, ARTO, Noida in his address enlightened the audience about the different types and frequency of road accidents due to various reasons. He also shared valuable insights on preventive measures to minimize such accidents and emphasized the importance of responsible behavior while on the road.

Dr. Verma discussed a recent initiative taken by the Government of India which grants anonymity to individuals who come forward to assist victims involved in road accidents. Under this provision, such individuals have the right to remain anonymous and will not be compelled to answer any questions. During the session the Speaker gave various insights to the audience on road safety measures. Many questions were put before the Speaker for which he answered and requested young generation to follow traffic rules properly. During the session Dr. Verma distributed a Book on Road Safety to the audience. The session concluded with Vote of Thanks.

A good number of Students, Faculty & Staff members attended and benefitted from the Session which was coordinated by Dr. Anita Venaik, Professor, ABS.

### **Learning Outcome of the Session:**

The Students, Faculty and Staff members were made aware of the Road Safety Norms and the importance of adhering to the rules in day-to-day life.

**Glimpses of the Session:**



*Gathering at the session*



*Pledge taking*



*Address by Dr. Siyaram Verma, ARTO, Noida*



*Question & Answer Session*



*Introduction of Book on Road Safety*