

**Name of the Cell/Department:** SP of traffic rule, Bareilly

**Academic year:** 2020-21

**Name of the event:** Traffic rule awareness campaign

**Date:** 21-05-2021

**Venue:** Bareilly National highway 24

**Description:** Traffic rule awareness campaign

The University Traffic Rule Campaign was initiated with the primary goal of promoting road safety and responsible behavior among students and staff members within the university campus. The campaign aimed to raise awareness about traffic rules and foster a culture of adherence to these rules, contributing to a safer and more orderly environment within the campus.

**Campaign Objectives:**

- To educate the university community about essential traffic rules and regulations.
- To encourage responsible driving and pedestrian behavior.
- To reduce traffic-related incidents within the university premises.

The University Traffic Rule Campaign was a successful initiative in promoting road safety and responsible behavior within the university community. It not only increased awareness but also led to a reduction in traffic-related incidents, contributing to a safer campus environment. Continuing such campaigns and emphasizing the importance of traffic rules is crucial to maintaining a culture of road safety on the university campus.



Students taking pledge 21-05-2021



Students taking pledge 21-05-2021

*AKK*  
Coordinator

*[Signature]*  
Registrar  
Invertis University  
Bareilly