



ਦਫ਼ਤਰ ਡਿਪਟੀ ਕਮਿਸ਼ਨਰ-ਕਮ-ਜ਼ਿਲ੍ਹਾ ਮੈਜਿਸਟਰੇਟ, ਬਠਿੰਡਾ
Office of the Deputy Commissioner & Distt. Magistrate, Bathinda.
(ਫੁਟਕਲ ਸ਼ਾਖਾ-2)

ਪੱਤਰ ਨੰਬਰ 334-343/ਫਕ-8

ਮਿਤੀ 29/1/2025

ਸੇਵਾ ਵਿਖੇ,

1. ਸਕੱਤਰ ਰਿਜਨਲ ਟਰਾਂਸਪੋਰਟ ਅਥਾਰਟੀ, ਬਠਿੰਡਾ।
2. ਰਿਜਨਲ ਟਰਾਂਸਪੋਰਟ ਅਫਸਰ, ਬਠਿੰਡਾ।
3. ਉਪ ਮੰਡਲ ਮੈਜਿਸਟਰੇਟਸ
ਬਠਿੰਡਾ/ ਰਾਮਪੁਰਾ/ ਤਲਵੰਡੀ ਸਾਬੋ/ ਮੌੜ।
4. ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ), ਬਠਿੰਡਾ।
5. ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਐ.ਸਿ), ਬਠਿੰਡਾ।
6. ਉਪ ਕਪਤਾਨ ਪੁਲਿਸ, ਟਰੈਫਿਕ ਪੁਲਿਸ, ਬਠਿੰਡਾ।
7. ਜਨਰਲ ਮੈਨੇਜਰ, ਪੀ.ਆਰ.ਟੀ.ਸੀ., ਬਠਿੰਡਾ।

ਵਿਸ਼ਾ:-

Request for collaboration with Youth Volunteers for Road Safety Interventions during National Road Safety Month (NRSM) 2025 reg.

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਦੇ ਸਬੰਧ ਵਿੱਚ ਸਟੇਟ ਟਰਾਂਸਪੋਰਟ ਕਮਿਸ਼ਨਰ, ਪੰਜਾਬ, ਚੰਡੀਗੜ੍ਹ ਵੱਲੋਂ ਈਮੇਲ ਪ੍ਰਾਪਤ ਹੋਏ ਪੱਤਰਾਂ ਦੀਆਂ ਫੋਟੋ ਕਾਪੀ ਆਪ ਪਾਸ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਹਿੱਤ ਭੇਜੀ ਜਾਂਦੀ ਹੈ।

ਸੁਪਰਡਿਵੀਜ਼ਨ-1,

ਦਫ਼ਤਰ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ) ਬਠਿੰਡਾ

ਪਿਠ ਅੰਕਣ ਨੰ : ਜੀ-1/1 ()2025/ 1328

ਮਿਤੀ: 06.02.25

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਸਕੂਲ ਮੁੱਖੀਆਂ ਨੂੰ, ਭੇਜਕੇ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਉਕਤ ਪੱਤਰ ਅਨੁਸਾਰ ਦਰਜ ਹਦਾਇਤਾਂ ਦੀ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਕਰਨੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।

ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ)
ਬਠਿੰਡਾ

Request for collaboration with Youth Volunteers for Road Safety interventions during National Road Safety Month (NRSM) 2025 reg

st stc.transportpunjab <stc.transportpunjab@punjab.gov.in>

Wed, 22 Jan 2025 2:38:16 PM +0530

To "Ghanshyam Thori" <dc.asr@punjab.gov.in>, "Punamdeep Kaur IAS" <dc.brn@punjab.gov.in>, "SHOWKAT AHMAD PARRAY" <dc.btd@punjab.gov.in>, "Himanshu Aggarwal" <dc.prd@punjab.gov.in>, "Deepshikha Sharma" <dc.frz@punjab.gov.in>, "AMARPREET KAUR SANDHU" <dc.fzk@punjab.gov.in>, "VINEET KUMAR" <dc.frd@punjab.gov.in>, "Komal Mittal IAS" <dc.hsr@punjab.gov.in>, "DC Jalandhar" <dc.jal@punjabmail.gov.in>, "DC Kapurthala" <dc.kpr@punjab.gov.in>, "DC Office Ludhiana" <dc.ldh@punjab.gov.in>, "DC Mansa" <dc.man@punjabmail.gov.in>, "Dr Palavi Dr Palavi" <dc.malerkotla@punjab.gov.in>, "Amrinder Singh" <dc.mhl@punjab.gov.in>, "Vishesh Sarangal" <dc.mog@punjab.gov.in>, "Rajesh Tripathi" <dc.mks@punjab.gov.in>, "Dr. PREETI YADAV IAS" <dc.ptl@punjab.gov.in>, "Aditya Uppal IAS" <dc.pkt@punjab.gov.in>, "DC Pathankot" <dc.pathankot@gmail.com>, "Sandeep Rishi" <dc.sgr@punjab.gov.in>, "DC SBS Nagar" <dc.nsr@Punjab.gov.in>, "DC Tarn Taran" <dc.ttn@punjabmail.gov.in>, "Himanshu Jain" <dc.rpr@punjab.gov.in>

Respected Sir,

Please find the Attachment Letter No

1204-26

Dated 22.01.2025

With regards

O/o State Transport Commissioner-cum-Punjab State Transport Society
SCO 177-7B, Sector- 17C Chandigarh
Contact No 0172-4644866
Website: www.punjabtransport.org

M. A. II
Deputy Commissioner
Bathinda

1 Attachment(s) • Download as Zip

Scan_0019.pdf
3.7 MB •

OFFICE OF THE STATE TRANSPORT COMMISSIONER, PUNJAB,
S.C.O.177-178 SECTOR 17 C CHANDIGARH.
(Email:stc.transportpunjab@punjab.gov.in)

To

The All Deputy Commissioners-Cum-
Chairman- District Road Safety Committee ,Pb.

No.STC/Road Safety/ 1204-26 Dated: 22-01-2025

Subject: Request for collaboration with Youth Volunteers for Road Safety
interventions during National Road Safety Month (NRSM)2025- reg.

Kindly refer to this office letter no STC/Road Safety/332-354dated
08.01.2025 regarding observance of National Road Safety Month 2025.

2. On the subject cited above, letter received from Government of India,
Ministry of Road Transport and Highways (Road Safety Cell) vide no RT-25035/78/2024-
RS Part(2) dated 15.1.2025 (copy enclosed) is being sent to you. In order to achieve
maximum success during National Road Safety Month 2025 MoRTH has collaborated
with Ministry of Youth Affairs and Sports to mobilize youth volunteers for road safety
awareness campaigns .You are requested to extend full cooperation to the youth
volunteers by providing them necessary support to carry out road safety
activities.

Enclosed as above.

State Transport Commissioner, Punjab.

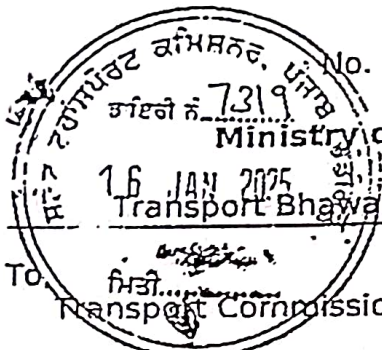
Dated:

Endst.No. STC/Road Safety/

A copy of the above is forwarded to following for information and
necessary action:

1. Director General Lead Agency on Road Safety Punjab.
2. All Regional Transport Officers-cum- member of District Road Safety
Committee in the State of Punjab.

sd/-
State Transport Commissioner, Punjab.



.S.T.C
 A.S.T.C(A)
 A.S.T.C(Enf.)
 J.S.T.C
 D.S.T.C
 D.C.F.A
(Handwritten signature)

No. RT-25035/78/2024-RS-Part(2)

Government of India

Ministry of Road Transport and Highways

(Road Safety Cell)

Transport Bhawan, 1, Parliament Street, New Delhi- 110001

Date: 15 January, 2025

To: Transport Commissioners, Department of transport, all States/UTs.

Subject: Request for Collaboration with Youth Volunteers for Road Safety Interventions during National Road Safety Month (NRSM) 2025- regarding.

*Serial No. 16/01/2025
 15 PDS
 Mirtyunjay
 16/01/2025*

*16/01/2025
 15 PDS
 Mirtyunjay*

I am directed to refer to this Ministry's letter No. RT-25035/128/2024-RS dated 31.12.2024 (Copy enclosed) regarding observance of the National Road Safety Month (NRSM), 2025 from 1st to 31st January 2025, with an aim to raise awareness and promote safer roads for all citizens through collective action and citizen engagement.

In order to achieve the maximum success during NRSM, 2025 this Ministry has collaborated with the Ministry of Youth Affairs and Sports to mobilize youth volunteers for road safety awareness campaigns. A detailed Standard Operating Procedure (SOP) has also been issued by NYKS, MoYAS to its State and District Level Officers to guide the coordination and execution of this initiative (Copy enclosed). It is therefore requested to extend full cooperation to the youth volunteers by providing them necessary support to carry out road safety activities.

3. It is believed that by involving youth in these interventions will not only enhance public awareness but also contribute significantly to achieving the goal of reducing road traffic injuries and fatalities.

4. To maximize participation and streamline coordination, all State Transport Departments and Police Departments are encouraged to use the MyBharat Portal (https://mybharat.gov.in/mega_events/NATIONAL-ROAD-SAFETY-MONTH-2025).

5. For any assistance on matter relating to MyBharat Portal, you may contact to MY Bharat Team or Sh. Deepanshu Gupta, Vice President, Indian Road Safety Campaign at 91-8860397532.

Yours Sincerely,

(Handwritten signature)
 15/01/2025

Enclosed: NYKS Letter and SOP

(Mirtyunjay Kumar)
 Under Secretary to the Govt. of India
 Tel No.: 011-23717379
 Email ID - mirtyunjay.kumar@nic.in

Copy to: PPS to AS (RS) for kind information



नेहरु युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्थान
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

An Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India

Ref. No. NYKS/RoadSafetyWeek/2024-25/134

09/01/2025

To: All State Directors, NYKS

Subject: Organization of Road Safety Awareness Campaign and Volunteering Support for Road Traffic from 17th to 23rd January, 2025 – regarding.

Sir/Madam,

Every year many people lose their life in road accidents in our country. In such a situation, a collective awakening to road safety is required. Towards this objective, Govt. of India is observing National Road Safety Month (NRSM) 2025 from 01st to 31st January, 2025 to propagate the cause of safer roads for all.

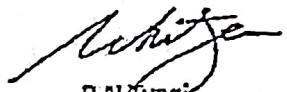
2. In this context, NYKS under the auspices of MY Bharat shall conduct Road Safety Awareness Campaign from 17th to 23rd January, 2025 in collaboration with the Traffic Police Department across the country to foster awareness, community engagement, and educational outreach to promote road safety and reduce road traffic injuries with participation of a large no. of MY Bharat Youth volunteers.
3. The Road Safety Awareness Campaign will be organized at 3 levels viz. 10 Metropolitan Areas; 40 Large Urban Areas and in 752 districts.
4. Comprehensive guidelines have been prepared and enclosed with the letter for your information please. All State Directors are requested to go through the contents of the guidelines very minutely and share the same among DDs and DYOs under their jurisdiction. This will enable them to conduct the activities as per the guidelines. As time is very short therefore, efforts and spade works are to be initiated forthwith.
5. Role of State Directors, DDs and DYOs at 3 levels is clearly defined in the guidelines and should be strictly adhered with to make the campaign successful.
6. The concerned SDs in respect of the 10 metropolitan cities are required to meet Traffic Police Commissioner or equivalent of the state capital for collaboration in these cities. Similarly, DDs and DYOs in respect of 40 large cities and 752 districts should meet Traffic Police Commissioner or equivalent to make the campaign successful.
7. Event Creation on MY Bharat Portal – After finalization of the plan of action, an event shall be created under the Mega Event National Road Safety Month 2025 on the MY Bharat portal inviting applications from the interested youth. While creating event, the option of Road Safety should be selected as specification.
8. Training of Youth Volunteers – After registration, youth volunteers shall be called for training/orientation about the road safety norms before deployment for activities during the Road Safety Awareness Campaign that shall be provided by Traffic Police/Road Safety Department.

भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001
Ground Floor, 4 Jeewan Deep Building, Parliament Street, New Delhi-110001
Phone: 011-23442800

Visit us at <http://www.nyks.nic.in>

9. Outreach – Each deployed volunteer is expected to disseminate the message of road safety and traffic sense to a minimum of 200-300 youth and community members, thereby amplifying the program's impact and outreach.
10. MY Bharat merchandise – All volunteers shortlisted for deployment shall be provided with MY Bharat T-shirt and Caps that would be wore while serving with the traffic personnel during traffic control and while conducting awareness activities.
11. Involvement of VIPs, celebrities, youth icons and PRIs – MPs, MLAs, Municipal Corporations/District Panchayats and other PRIs shall be ensured during the campaign.
12. Tag Ministry of Road Transport and Highways and Indian Road Safety Campaign on social media so that they would also amplify the activities carried out by resharing them on their platforms.
13. Wide publicity – Wide publicity shall be given to the event through Print, Electronic and social media.
14. Feedback of youth participants – Experience Sharing and Feedback Video Bytes from MY Bharat and other Youth Volunteers and officials of Traffic Police, Road Safety Dept. and other coordinating dept. participated in the campaign should be taken.
15. Good quality photos and videos – Good quality photos, event videos and feedback videos should be uploaded daily during the campaign on the MY Bharat portal and google drive link.
16. The funds details are enclosed with the letter and the same have been already released to the districts. All SDs are requested to ensure that financial prudence and transparency are maintained at District level by strictly following the prescribed GFR norms.
17. Regular and strict monitoring by SDs is required to ensure the success of the programme. Further, timely submission of reports is equally important.
18. Reporting Performa and other details (if required) will be shared shortly.

With best wishes,


R N Tyagi
Joint Director (Prog.)

Encl: as above

CC:

- PS to DG
- All RDs – for follow up please.

9/11/25

SOP
ROAD SAFETY AWARENESS CAMPAIGN AND VOLUNTEERING SUPPORT FOR ROAD TRAFFIC
17th to 23rd January 2025

"Road safety is not just a policy issue, it's a social movement. All stakeholders, from citizens to policymakers, need to come together to make our roads safer."

- Shri Narendra Modi
Hon'ble Prime Minister

Background

Every year many people lose their life in road accidents in our country. The human cost is immeasurable as is the economic burden it puts on the families of the deceased/injured persons. In such a situation, a collective awakening to road safety is required. Initiatives focused on public education, strengthened enforcement of traffic regulations, and the development of safer infrastructure are crucial to reverse this alarming trend. Towards this objective, Ministry of Road Transport and Highways (MoRTH), Government of India is observing National Road Safety Month (NRSM) 2025 from 01st to 31st January 2025 to propagate the cause of safer roads for all. The Indian Road Safety Campaign has been entrusted to lead road safety activities aimed at upping grassroots-level citizen involvement in road safety measures nationwide.

In this context, NYKS under the auspices of MY Bharat shall conduct Road Safety Awareness Campaign from 17th to 23rd January 2025 in collaboration with the Traffic Police Department across the country to foster awareness, community engagement, and educational outreach to promote road safety and reduce road traffic injuries with participation of a large number of MY Bharat Youth Volunteers at 3 levels viz. 10 Metropolitan Areas, 40 Large Urban Areas and in 752 districts.

Objective

- To coordinate with Traffic Police department to provide opportunities for youth to be trained on Road Safety norms.
- To facilitate collaboration with Traffic police department to enable trained MY Bharat volunteers to become part of traffic management during Road Safety Awareness Campaign from 17th to 23rd January 2025.
- To conduct locally relevant intensive road safety awareness activities (nukkad natak, rallies, pamphlet distribution, social media campaign, educational activities such as quiz, essay writing & poster competition etc.) to enable awareness generation among public.

Plan of Action

a) Metropolitan Areas-Traffic Volunteering:

- Duration: 5 days (between 17-23rd January 2025)
- Coverage: 10 big Metropolitan Cities
- Participation: 5000 (1000 volunteers per day for 5 days of campaign)

Implementation Strategy

- In 10 metropolitan cities, (Annexure-1) intensive road safety awareness campaign will be held in coordination with the traffic police and road transport safety departments. The concerned State Directors in respect of the 10 metropolitan cities are required to meet the Traffic Police Commissioner or equivalent of the concerned state capital and explore avenues of collaboration in those cities for observation of the Road Safety Awareness Campaign from 17th to 23rd January 2025. The concerned DDs and DYOs of capital NYKs should also accompany the concerned State Director during the meeting. The following pointers are issued to guide the discussion.
 - Suggestive Activities for MY Bharat Volunteers who shows interest to be part of the Road Safety Awareness Campaign (IEC, assist in Traffic control at busy intersections, school zones, and market places etc.) - Requirements of the Traffic Police Department.
 - MY Bharat (NYKS) shall mobilize required volunteers in coordination with NSS, Youth Clubs and other stakeholders.
 - Incentives/Certificates/Training/Refreshments that the Traffic Police Department can provide to the volunteers.
- After finalization of plan of action for the City, an event shall be created under the Mega Event NATIONAL ROAD SAFETY MONTH 2025 on the MY Bharat Portal inviting applications from the interested youth.
- Wide publicity shall be given to the event registration through Media, Social Media messages, MY Bharat (NYKS) Youth Clubs, NSS Volunteers, Colleges and other educational institutions.
- After registration, candidates shall be called for training/ orientation before deployment for activities during the Road Safety Awareness Campaign. The training shall be provided by the Traffic Police/Road Safety Department.
- All the volunteers shortlisted for deployment shall be provided with T-shirts, Caps and refreshments. Towards this, a budget of Rs 550 per volunteer will be released to the Kendras.
- 1000 volunteers per day will be deployed for 5 days wearing MY Bharat T-shirt and Caps to serve with the traffic personnel to assist in traffic control and also in other activities identified to raise awareness on road safety.
- The State Director shall take a lead role in coordinating the activities in case the city/urban area spreads across jurisdiction of multiple MY Bharat (NYKS).
- Suggestive activities include Traffic Police Volunteering assistance, Flash mobs, Nukkad Natak, Pamphlet distribution, Traffic Safety Workshops inviting speakers such as RTO & Traffic Policemen & road safety experts, educational activities such as

- quiz, essay writing & poster competition and other outdoor activities.
- A Social Media Campaign on the theme of Road Safety shall also be undertaken by the MY Bharat Volunteers through official handles of District Traffic Police, NYKS, NSS with hashtags such as #MYBharat, #SafeRoads, #DriveSafe, #YouthForRoadSafety and #RoadSafetyWeek2025.

b) Large Urban Areas -Traffic Volunteering:

- Duration: 5 days
- Coverage: 40 Large Urban Areas
- Participation: 500 (100 volunteers per day for 5 days of campaign)

Implementing Strategy:

- In 40 large urban areas/cities, (Annexure-2) intensive road safety awareness campaign will be held in coordination with the traffic police and road transport safety departments.
- The concerned Deputy Directors and District Youth Officers in respect of the 40 cities are required to meet the Traffic Police Commissioner or equivalent of the concerned cities and explore avenues of collaboration in the city for observation of the Road Safety Awareness Campaign from 17th to 23rd January 2025. The following pointers are issued to guide the discussion.
 - Suggestive Activities for MY Bharat Volunteers who shows interest to be part of the Road Safety Awareness Campaign (IEC, assist in Traffic control at busy intersections, school zones, and market places etc.)- Requirements of the Traffic Police Department.
 - MY Bharat (NYKS) shall mobilize required volunteers in coordination with NSS, Youth Clubs and other stakeholders.
 - Incentives/Certificates/Training/Refreshments that the Traffic Police Department can provide to the volunteers.
- After finalization of plan of action for the City, an event shall be created under the Mega Event NATIONAL ROAD SAFETY MONTH 2025 on the MY Bharat Portal inviting applications from the interested youth.
- Wide publicity shall be given to the event registration through Media, Social Media messages, MY Bharat (NYKS) Youth Clubs, NSS Volunteers, Colleges and other educational institutions.
- After registration, candidates shall be called for training/ orientation before deployment for activities during the Road Safety Awareness Campaign. The training shall be provided by the Traffic Police/Road Safety Department.
- All the volunteers shortlisted for deployment shall be provided with T-shirts, Caps and refreshments. Towards this, a budget of Rs 550 per volunteer will be released to the Kendras.
- 100 volunteers per day will be deployed for 5 days wearing MY Bharat T-shirt and Caps to serve with the traffic personnel to assist in traffic control and also in other activities identified to raise awareness on road safety.
- The State Director shall take a lead role in coordinating the activities in case the

city/urban area spreads across jurisdiction of multiple MY Bharat (NYKS).

- Suggestive activities include Traffic Police Volunteering assistance, Flash mobs, Nukkad Nataks, Pamphlet distribution, Traffic Safety Workshops inviting speakers such as RTO & Traffic Policemen & road safety experts, educational activities such as quiz, essay writing & poster competition and other outdoor activities.
- A Social Media Campaign on the theme of Road Safety shall also be undertaken by the MY Bharat Volunteers through official handles of district Traffic police, NYKS, NSS with hashtags such as #MYBharat, #SafeRoads, #DriveSafe, #YouthForRoadSafety and #RoadSafetyWeek2025.

c) District Level-Traffic Volunteering:

- Duration: 5 days
- Coverage: 752 Districts
- Participants: 25 volunteers

Implementation Strategy

- In 752 districts, (all districts except Districts of Delhi) intensive road safety awareness campaign will be held in coordination with the traffic police and road transport safety departments.
- The concerned Deputy Directors and District Youth Officers of these districts are required to meet the Traffic Police Commissioner or equivalent of the concerned districts and explore avenues of collaboration in those cities for observation of the Road Safety Awareness Campaign from 17th to 23rd January 2025. The following pointers are issued to guide the discussion.
 - Suggestive Activities for MY Bharat Volunteers who shows interest to be part of the Road Safety Awareness Campaign (IEC, assist in Traffic control at busy intersections, school zones, and market places etc.)- Requirements of the Traffic Police Department.
 - MY Bharat (NYKS) shall mobilize required volunteers in coordination with NSS, Youth Clubs and other stakeholders.
 - Incentives/Certificates/Training/Refreshments that the Traffic Police Department can provide to the volunteers.
- After finalization of plan of action for the City, an event shall be created under the Mega Event NATIONAL ROAD SAFETY MONTH 2025 on the MY Bharat Portal inviting applications from the interested youth.
- Wide publicity shall be given to the event registration through Media, Social Media messages, MY Bharat (NYKS) Youth clubs, NSS Volunteers, Colleges and other educational institutions.
- After registration, candidates shall be called for training/ orientation before deployment for activities during the Road Safety Awareness Campaign. The training shall be provided by the Traffic Police/Road Safety Department.
- All the volunteers shortlisted for deployment shall be provided with T-shirts, Caps and

refreshments. Towards this, a budget of Rs 550 per volunteer will be released to the Kendras.

- 25 volunteers per day will be deployed for 5 days wearing MY Bharat T-shirt and Caps to serve with the traffic personnel to assist in traffic control and also in other activities identified to raise awareness on road safety.
- Suggestive activities include Traffic Police Volunteering assistance, Flash mobs, Nukkad Nataks, Pamphlet distribution, Traffic Safety Workshops inviting speakers such as RTO & Traffic Policemen & road safety experts, educational activities such as quiz, essay writing & poster competition and other outdoor activities.
- A social Media campaign on the theme of Road Safety shall also be undertaken by the MY Bharat Volunteers through official handles of district Traffic police, NYKS, NSS with hashtags such as #MYBharat, #SafeRoads, #DriveSafe, #YouthForRoadSafety and #RoadSafetyWeek2025.

Additional Guidelines

- The design for the MY Bharat T-shirt and cap will be centrally prepared and circulated among the field offices.
- Active and voluntary involvement of more youth participants and MY Bharat (NYKS) youth clubs shall be promoted by the district NYKs in the campaign.
- Involvement of celebrities, youth icons and public representatives- MPs, MLAs, Municipal Corporations/ District Panchayats and other PRIs shall be ensured in the campaign.

Media and Social Media Plan

- Continuous social media activity through e-posters, photo posts, video clips from activities at metros, large cities and districts for engagement maximum number of youths online in the campaign.
- Press Releases and news reports shall be ensured for extensive Media Publicity through TV Channels, Newspapers and Radio and regional media outlets.
- Using the Hashtags - #MYBharat, #SafeRoads, #DriveSafe, #YouthForRoadSafety and #RoadSafetyWeek2025
- Buzz Creation - District NYKs may involve local social media influencers, and public representatives to create buzz about the campaign, highlighting activities and involvement.
- Tag Ministry of Road Transport and Highways and Indian Road Safety Campaign on social media so that they would also amplify the activities carried out by resharing them on their platforms.

Feedback of youth participants

Experience Sharing and Feedback Video Bytes from MY Bharat Volunteer and other Youth Volunteers and officials of Traffic Police, Road Safety Department and other coordinating departments participated during the Road Safety Awareness Campaign should be taken.

MY Bharat portal

- Event creation under the Mega Event NATIONAL ROAD SAFETY MONTH 2025 on the

- MY Bharat Portal. While creating the event, select "Road Safety" in specification.
- Uploading good quality photos and videos on MY Bharat portal.

Banner, Backdrops and Creatives

All creatives, banners and backdrops are advised to include logos of MY Bharat, Ministry of Youth Affairs & Sports, Ministry of Road Transport and Highways and Indian Road Safety Campaign.

Safety and Compliance

- Ensure all activities adhere to local traffic laws and safety regulations.
- Emphasize safety precautions for volunteers and participants during outdoor engagements.

By engaging youth in these structured activities, we can mobilize youth to champion road safety, create widespread awareness, and contribute to safer roads for all.

F. No. RS-25035/128/2024-RS-Part(2) (247047)
Government of India
Ministry of Road Transport and Highways
(Road Safety Cell)
Transport Bhawan, 1, Parliament Street, New Delhi - 110001

Dated: 31st December, 2024

To,
All Transport Commissioners of All States/ UTs.

Sub: Observance of Road Safety Month, 2025 - regarding.

Sir,

Road Safety is an area of critical concern in India. With rapid expansion of the road network, increasing number of vehicles and increase in average speed on roads, India is witnessing a high number of road accidents and fatalities. Every year, India witnesses about 450,000 road accidents and around 150,000 road fatalities, 83% of which belong to the working age group of 18-60 years. This not only leads to significant human suffering, but also drains the GDP of the Country by claiming lakhs of economically productive young lives. As per a World Bank's study, road accidents and fatalities resulted in a loss of around 3.14% of India's GDP in 2019.

2. Recognizing the gravity of the situation, the Ministry has consistently observed the National Road Safety Week for the past 36 years to advocate the cause of road safety. The month of January i.e. 1st January, 2025 to 31st January, 2025 has been officially designated as National Road Safety Month, 2025.

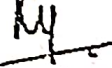
3. Since more than 50% of road fatalities occur among young population (upto 35 years of age), the focus this year would be on creating awareness among youth, through electronic road safety education modules on MY Bharat Portal, online quizzes, online certifications, etc. The tentative month long activities by different stakeholders has been attached in Annexure-1.

4. The State/ District Authorities are requested to upload a brief report of the activities conducted during the Road Safety Month, along with relevant photographs, on MY Bharat Portal and the people be requested to participate in Road-Safety competition organized at mygov.in portal.

5. I request you to observe National Road Safety Month 2024 in true spirit and propagate the cause of safer Roads amongst the stakeholders throughout the country. I may emphasize here that the dissemination of the road safety message among stakeholders is pivotal for effecting a positive change and reducing road accidents and fatalities.

Encl.as above

Yours faithfully,


(Mahmood Ahmed)
Additional Secretary
Email: mahmood.ahmed@nic.in

Annexure-1: Month Long Activities for NRSM - 2025

1. Activities by State Authorities including District Collectors, Traffic Police & Transport Commissioners to improve Road Safety issues:

- o Identify and train volunteers for road safety awareness. Volunteers to conduct awareness campaigns targeting schools, colleges, marketplaces, and public spaces.
- o Encourage students and youth to participate in Road Safety Quizzes/ Competition on MY Bharat portal for getting recognition and certificates.
- o Conduct programs including road safety pledge, workshop, plays/ nukkad natak in Schools and Colleges.
- o Conduct special enforcement drives for helmet/ headgear compliance by Two Wheeler riders
- o Ensure strict enforcement and visibility as per MV Act up to grass root level through surprise checks and enforcement drives at key locations within the district
- o Special drives by the Transport Department to check rear side of Trucks and Tractor Trolley for Retro Reflective sheeting to avoid rear collision.
- o Police and Transport Officials to conduct awareness campaigns for road users, school children, drivers about traffic rules & regulations, emergency care and rules for protection of Good Samaritans.
- o Schedule meeting of the District Road Safety Committee, bringing together key stakeholders such as traffic police, transport officials, NGOs, etc. to discuss and review the road safety situation in the district, identification of blackspots and accident-prone spots, entry of accident data on e-DAR and develop strategies to address them.
- o Engage with local media outlets to promote road safety messages through newspapers, radio, & television and utilize social media platforms to share informative content, graphics, and videos related to road safety.
- o District Authorities to provide the Road Accident Data highlighting road accidents, fatalities and injuries number during Road Safety Month in comparison to last year. The data has to be uploaded on MY Bharat portal and request the people to participate in Road Safety competition organized at mygov.in portal.