

ROLE OF NSS IN PROPAGATION OF TRAFFIC RULES AWARENESS

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Abstract

India as a country is teeming with people so we need a large scale infrastructure for these people. India has the **second-largest road network in the world**, spanning a total of 5.89 million kilometres (km). It means that a lot of people are commuting by road and using it as extensive mode of transportation. Ostensibly when India has a lot people on roads this exposure of human life to roads poses a lot of risk to life also. Our country has strict laws to regulate traffic. If anyone is found violating these laws he/she is dealt strictly and is punished accordingly. But the question is have these laws and regulations been able to dissuade people from committing traffic violations? Have we been able to decrease the number of casualties on road? What can be done so that the effect can be maximized? One of the apt answers is awareness and sensitization. A large number of young people study in schools and colleges and maximum of them use vehicles. So they are a big target for this awareness and sensitization programmes. This paper will try to elaborate how through NSS we can bring about revolution in awareness programmes.

Keywords: Traffic Rules, NSS Role, Sensitization, Casualty, Propagation.

Every country does have different agencies which contribute to the inclusive development of the society. People form their own social groups to contribute to the society through many programmes like community awareness, sensitization and education. In our country, India, after freedom the biggest challenge was to bring holistic change in the society. The

educational institutes could play important role in bringing about this change. Besides giving education to the youth the educational institutes were supposed to add another dimension that was extension education which was aimed at taking young people out of the campuses of the colleges and universities to the rural areas so as to understand the problems of rural India. so an institution solely dedicated for social cause and service was established which was named National Service Scheme. It was founded with the motto **“Not Me But You”**. National Service Scheme (NSS) was launched during 1969, the birth centenary year of Mahatma Gandhi. NSS is an extension dimension in the higher education system to intend the student youth to community service. It is supported and implemented by the Ministry of Youth Affairs and Sports, Government of India.

Aims and Objectives of NSS are:

1. To understand the community in which they work;
2. To identify the needs and problems of the community and involve them in problem solving process.
3. To develop among themselves a sense of social and civic responsibility;
4. To utilize their knowledge in finding practical solution to individual and community problems;
5. To develop competence required for group-living and sharing of responsibilities;
6. To gain skills in mobilizing community participation;
7. To acquire leadership qualities and democratic attitude;

Extension education can be defined as **an educational process to provide knowledge to the rural people about the improved developmental practices in a convincing manner and help them to take decision within their specific and limited social conditions.**

The need for extension sprung out of the fact that the condition of the rural people in general, and the farm people in particular, have an emergent attention for improvement. There is a huge gap between what is-the actual situation and what ought to be-the desirable situation. This gap has to be

mitigated by the application of science and technology in their enterprises to bring appropriate changes in their behavior.

The function of extension education in the institutions and organizations is to educate, train and develop professionals for teaching and research in extension and for the extension service, and also to develop methodology for research in extension and field extension work. The extension work of these institutions and organizations is generally limited to the neighboring or adopted villages or blocks, which are considered as their extension laboratories.

As we know that India is the third largest country on the planet in terms of population. ***“India has second largest road network in the world”***. But amazingly ***“India has only 1% of the world's vehicles but 11% of the global deaths from road accidents occur in India, according to a report by the World Bank released earlier this year.”*** These two startling facts seem to be a perfect oxymoron. People in large number on roads means increased risk of life. Moreover we say that India is a young country having largest number of young population. Many of them are taking education in colleges and schools. Maximum of them commute on their own vehicles. These students often live in a fancy fairy world which does not match with the reality. So many a times these vulnerable people become the cause of road accidents either by negligence driving or due to traffic rule violations. Negligence is not the only cause of deaths on the roads there are many factors like road engineering, quality of material used in road building, blockage of traffic signage's, insufficient road literacy etc. the government on its part has been doing many things to decrease deaths on road. But the question is whether the government alone would be able to do a miraculous job of stopping accidents on roads? We as citizens have some of the responsibilities that we don't take care of. Our sincere efforts can bring amazing results. There is blatant need to reach to the remotest corner of the society in regard to make them aware about road etiquettes and behavior.

Road Safety Programmes are vital and regular programmes of NSS. NSS for an institution is a way to reach out to the society for rectification and improvement in dented areas. The volunteers are the ambassadors of the projects, schemes of social betterment and other awareness and sensitization programmes run by the government. The NSS unit of any educational

institute in collaboration with the local government, NGO's and other agencies carry out many activities for road safety and traffic rules awareness. These activities include motivational lectures, workshops, PPT Presentations, Nukkad Natak, Awareness Rallies, Poster Making, Essay Writing and Slogan Writing Competitions and many more. It is not like there are no rules and laws to restrict unlawful traffic violations and to regulate on-road vehicles. There are laws and rules which incur heavy penalty and punishment also. But deterrents do not always yield desired results. The other way is to spread awareness and to sensitize the people. It needs large scale paraphernalia. The best way is to motivate NGO's, Social Clubs and social platforms like NSS for this task. Every school, college and university has its own NSS cell which work to collaborate an educational institute to the society.

NSS at college level has its structure like, that it adopts some village/villages where they dedicate most of the time and energy. But in no case the area of their work is restricted to these villages only. Traffic rules awareness and road safety awareness rather should not be restricted any area. The government also time to time sends dedicated road safety awareness programmes to NSS wings with time bound restriction. The NSS wings disposing their social commitment carry out all the programs. NGO's also approach the NSS wings to carry out their programmes and the NSS stands shoulder to shoulder with them also. NSS on its own also chalks out many programmes of road safety sprawling through the long year and keeps completing them. Apart from these regular activities the NSS volunteers by becoming good Samaritans spread awareness and sensitize the people to follow traffic rules. They also encourage the people to help the victims in case of any emergency on the road. Many people die in the road accidents due to the casual attitude of onlookers and bystanders. Sometimes the law enforcement agencies also show callous attitude towards the victims and the helpers of the victims also. They also should be put on target of sensitization.

These very volunteers of NSS work as the traffic wardens to make people aware to follow the traffic rules. According to Collins Dictionary a traffic warden is ***“a person who is appointed to supervise road traffic and report traffic offences”***.³ The volunteers of NSS joining hands with the local traffic police help them regulating the traffic apart from sensitizing the

commuters. They encourage two wheel drivers to wear helmets to avoid any fatal injury to in case of accident. The car drivers are motivated to wear seat belts and not to use mobile phones while driving. Use of mobile phone works as an distraction for the driver ultimately losing control over the vehicle. People are encouraged to drive the vehicle within the speed limit.

The volunteers on places like bus stand, railway station or on any crowded place perform skits and street plays based on traffic rules and safety to spread awareness. These volunteers often go to nearby villages and adopted villages to perform Nukkad Natak based on traffic awareness. Special days during camps are dedicated to traffic rules and safety.

NSS not only strives to spread awareness about traffic safety but also indulge in the selfless service to the society which many lives. The volunteers are groomed to sensitize the society about following rules and laws of traffic to keep our society safe for us and our younger generations.

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