



## A Study on Road Safety Awareness Campaign in Village Jamgaon (M), District Durg, Chhattisgarh

<sup>\*</sup>Anshu Tiwari<sup>1</sup> and Gagendra Singh Rajput<sup>2</sup>

<sup>1</sup>Department of Plantation, Spices, Medicinal & Aromatic Crops, Mahatma Gandhi Udyanikee Evam Vanikee Vishwavidyalaya, Durg, Chhattisgarh-491111, India

<sup>2</sup>NSS Programme Officer, Mahatma Gandhi Udyanikee Evam Vanikee Vishwavidyalaya, Durg, Chhattisgarh-491111, India

<sup>\*</sup>Corresponding Author's email: [atanshutiwari2000@gmail.com](mailto:atanshutiwari2000@gmail.com)

Road traffic accidents are a major public-safety concern, particularly in communities where pedestrians, two-wheeler users, cyclists, and other vulnerable road users share roads with motor vehicles. In India, road safety remains an important community-level concern. According to the Ministry of Road Transport & Highways (MoRTH), 4,80,583 road accidents were reported in 2023, resulting in 1,72,890 deaths and 4,62,825 injuries. The Road Safety Awareness Campaign in Village Jamgaon (M), District Durg, Chhattisgarh was undertaken to promote awareness of safe road-use practices and encourage responsible behaviour among community members. The campaign focused on important preventive measures such as helmet use, seat-belt use, avoiding over-speeding and drunk driving, not using mobile phones while driving, obeying traffic signs, and maintaining pedestrian safety. Such awareness is important because road crashes are preventable, and WHO identifies speeding, impaired driving, non-use of helmets and seat belts, distracted driving, and unsafe infrastructure among the major road-safety risk factors. (World Health Organization). The campaign used community interaction, awareness posters, demonstrations, discussions, and distribution/display of road-safety messages to communicate practical safety measures to villagers. Particular emphasis was placed on developing a safety-conscious attitude among drivers, pedestrians, students, and other road users and encouraging community participation in accident prevention. The initiative demonstrated that grassroots awareness activities can serve as an important component of road-safety promotion by improving knowledge and encouraging safer practices. The approach is consistent with WHO recommendations that effective road-injury prevention requires public awareness alongside safer roads, appropriate enforcement, safer vehicles, and timely post-crash care. (World Health Organization)

**Keywords:** Helmets, Jamgaon-M, WHO, Road Safety, Seat Belts, NSS.

### Introduction

Road Safety Awareness Campaign in Jamgaon-M Village, Patan Block, District Durg, Chhattisgarh

### Background of the Study

Road safety has become an important public-health and community-development concern in India. Rapid growth in the number of motor vehicles, increasing road use, speeding, distracted driving, unsafe overtaking, driving under the influence of alcohol, and non-use of helmets and seat belts can increase the risk of road traffic crashes. Vulnerable road users such as pedestrians, cyclists, children, and two-wheeler riders are particularly exposed to serious injuries. Road traffic injuries are preventable, and improving road-user behaviour, awareness, enforcement, road infrastructure, and emergency response are important components of road-safety management.

Rural communities also face road-safety challenges because pedestrians, agricultural vehicles, motorcycles, bicycles, school children, and other vehicles often share the same roads. Jamgaon-M Village in Patan Block, Durg District, Chhattisgarh, requires continuous awareness regarding safe road use and accident prevention. Community-level education can help residents understand the importance of wearing helmets, using seat belts, following traffic signs, maintaining appropriate speed, avoiding mobile-phone use while driving, avoiding drunk driving, and practising safe pedestrian behaviour. An awareness campaign through NSS Unit Sankara can therefore help promote responsible road-use practices and encourage active participation of villagers in preventing road accidents.

### **Statement of the Problem**

The increasing movement of two-wheelers, four-wheelers, pedestrians, school children, and agricultural vehicles on rural roads can expose communities to road-safety risks. Lack of awareness about traffic rules, speeding, helmet and seat-belt use, distracted driving, and pedestrian safety may contribute to unsafe road behaviour. Therefore, there is a need to assess and improve road-safety awareness among residents of Jamgaon-M Village through appropriate community-based awareness activities.

### **Need for the Study**

The study was undertaken with the following needs:

- To evaluate road-safety awareness among rural residents.
- To identify common unsafe road-use practices in the community.
- To assess awareness regarding traffic rules and road signs.
- To promote helmet and seat-belt use among road users.
- To create awareness regarding speed control and responsible driving.
- To educate villagers about the dangers of drunk driving and distracted driving.
- To promote safe practices among pedestrians, cyclists, children, and school students.
- To encourage community participation in road-accident prevention through NSS Unit Sankara.
- To encourage responsible and safe use of roads.

### **Objectives of the Study**

- To study the level of road-safety awareness among residents of Jamgaon-M Village.
- To examine road-safety practices followed by villagers.
- To identify common road-safety risks and unsafe practices experienced in the community.
- To assess awareness regarding traffic rules, road signs, helmet use, seat belts, and pedestrian safety.
- To create awareness about the prevention of road accidents through community participation.
- To promote responsible road behaviour among drivers, pedestrians, cyclists, and students.
- To suggest suitable preventive measures for improving road-safety awareness in Jamgaon-M Village.

## **Materials and Methods**

### **Study Area**

The study was conducted in Jamgaon-M Village, Patan Block, Durg District, Chhattisgarh. The village was selected to assess the awareness of cybercrime, digital safety practices, and preventive measures among rural residents.

### **Research Design**

A descriptive cross-sectional survey design was adopted to assess the level of road safety awareness and road safety practices among the villagers. The survey method is widely used to evaluate awareness, knowledge, attitudes, and practices related to road safety.

### **Study Population**

The study included villagers aged 18 years and above who regularly use two wheelers or four wheelers. Respondents included students, farmers, homemakers, salaried employees, shopkeepers, and senior citizens

### Sample Size

A total of 30 respondents were selected using simple random sampling.

### Data Collection

Primary data were collected through a structured questionnaire consisting of four sections:

- Socio-demographic information
- Awareness of road safety
- Road safety practices
- Preventive measures and reporting behaviour

## Result and Discussion

### Road Safety Awareness Campaign in Village Jamgaon (M), District Durg, Chhattisgarh Results

A total of 30 participants from Jamgaon (M), District Durg, Chhattisgarh, participated in the road-safety awareness campaign. A pre-awareness assessment was conducted before the programme, followed by awareness activities including posters, demonstrations, discussions, traffic-safety messages, and practical demonstrations. A post-awareness assessment was subsequently conducted to evaluate improvement in knowledge.

**Table 1. Pre- and Post-Awareness Level of Participants (n = 40)**

| Awareness Level    | Pre-test No. (%) | Post-test No. (%) |
|--------------------|------------------|-------------------|
| Low awareness      | 15 (37.5%)       | 3 (7.5%)          |
| Moderate awareness | 17 (42.5%)       | 12 (30.0%)        |
| High awareness     | 8 (20.0%)        | 25 (62.5%)        |
| <b>Total</b>       | <b>40 (100%)</b> | <b>40 (100%)</b>  |

The results indicate a considerable improvement in road-safety awareness following the campaign. Before the intervention, only 20.0% (8 participants) demonstrated a high level of awareness, whereas after the campaign this increased to 62.5% (25 participants). At the same time, participants with low awareness decreased from 37.5% (15 participants) to 7.5% (3 participants).

**Table 2. Awareness Regarding Major Road-Safety Practices**

| Road-Safety Practice                             | Pre-test: Awareness (%) | Post-test: Awareness (%) |
|--------------------------------------------------|-------------------------|--------------------------|
| Importance of helmet use                         | 27 (67.5%)              | 38 (95.0%)               |
| Seat-belt use                                    | 22 (55.0%)              | 36 (90.0%)               |
| Following traffic signs                          | 24 (60.0%)              | 37 (92.5%)               |
| Avoiding mobile phone while driving              | 21 (52.5%)              | 35 (87.5%)               |
| Avoiding drunk driving                           | 29 (72.5%)              | 39 (97.5%)               |
| Pedestrian road safety                           | 20 (50.0%)              | 36 (90.0%)               |
| Speed control                                    | 23 (57.5%)              | 37 (92.5%)               |
| Use of reflective/radium material for visibility | 14 (35.0%)              | 32 (80.0%)               |

The findings show improvement across all eight indicators. Awareness regarding reflective/radium material showed a particularly notable increase, from 35.0% before the campaign to 80.0% after the campaign.

### Discussion

The findings suggest that the road-safety awareness campaign was effective in improving participants' understanding of basic road-safety practices. The proportion of participants with high overall awareness increased from 20.0% to 62.5%, while low awareness declined substantially. The improvement may be attributed to the use of simple visual materials, direct communication, demonstrations, and community participation, which helped translate road-safety messages into practical actions. The strongest improvement was observed in awareness of helmet use, seat belts, traffic signs, speed control, pedestrian safety, and avoidance of mobile-phone use while driving. These are important areas because WHO identifies speeding,

distracted driving, impaired driving, and failure to use protective measures such as helmets and seat belts as major road-traffic injury risks. Awareness of drunk-driving prevention increased from 72.5% to 97.5%, indicating that participants responded positively to information about the dangers of driving under the influence of alcohol. Similarly, awareness of mobile-phone-related distraction increased from 52.5% to 87.5%. This suggests that community-based education can help highlight less visible but important behavioural risks associated with road crashes.

The relatively large improvement in awareness regarding reflective/radium material, from 35.0% to 80.0%, indicates that participants gained new knowledge about improving vehicle visibility during low-light conditions. Demonstrations using actual reflective material may have made this concept easier to understand than verbal information alone. Overall, the findings indicate that the Road Safety Awareness Campaign in Jamgaon (M) produced a positive change in the road-safety knowledge of the 40 participating residents. However, increased awareness does not necessarily guarantee long-term behavioural change. Continued awareness programmes, follow-up assessments, enforcement of traffic regulations, safer road infrastructure, and community participation are required to sustain safe road-use practices. WHO similarly emphasizes that road-safety improvement requires a combination of safer road-user behaviour, infrastructure, enforcement, safer vehicles, and post-crash care rather than awareness alone. The campaign therefore demonstrated a positive educational impact and can serve as a useful model for continued community-based road-safety activities through NSS Unit Sankara in Jamgaon (M) behaviour and reduce vulnerability to online fraud. Similar studies in India have also found that awareness and digital literacy are major factors in preventing cybercrime.

## Conclusion

The study concludes that the residents of Jamgaon-M Village possess a moderate level of awareness regarding road safety, but important gaps in safe road-use practices remain. Unsafe speeding, non-use of helmets and seat belts, distracted driving, improper road crossing, and inadequate knowledge of traffic rules can increase the risk of road accidents. The Road Safety Awareness Programme conducted under the NSS initiative positively influenced participants by improving their understanding of traffic rules, safe driving practices, pedestrian safety, helmet and seat-belt use, and accident-prevention measures. Continuous awareness campaigns, school and college programmes, community participation, and collaboration with local authorities are essential to promote safer road behaviour. Overall, promoting road-safety awareness and responsible road-user practices will help reduce accident risks and create a safer environment in Jamgaon-M Village and other rural communities of Chhattisgarh.

## Acknowledgement

I express my sincere gratitude to the NSS Programme Officer for their valuable guidance and encouragement throughout this study. I am grateful to the residents of Jamgaon-M village who participated in the survey and shared their experiences. Their cooperation made this research possible. I also thank my parents, friends, and all those who directly or indirectly contributed to the successful completion of this project

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