SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY
An Autonomous Institution | Approved by AICTE | Affiliated to Anna University | Accredited by NAAC with A++ Grade
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SDG 11: Sustainable Cities and Communities

SDG 11 – Sustainable Cities and Communities focuses on making cities and human settlements inclusive, safe, resilient and sustainable through improved infrastructure, affordable housing, waste management, environmental protection and green spaces.

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POLICY for SDG 11:

SDG 11 Policy: The institution is committed to fostering a safe, inclusive, accessible and sustainable campus through environmental conservation, efficient waste management, green initiatives and responsible resource utilisation.It promotes sustainable community development through student engagement, awareness programmes and collaborative outreach activities.

Event details

Helmet awareness programme at Raja Street (Near Townhall)	February 2025
Helmet awareness programme at Marudhamalai road (Near TNAU Campus)	February 2025
Helmet awareness programme at CODISSIA Junction, Avinashi road	March 2025

1. INSTITUTIONAL COMMITMENT TO IMPLEMENTING SDG 11

Sri Krishna College of Engineering and Technology (SKCET), Coimbatore, recognises the importance of translating sustainability principles into practical environmental activities. Institutional Commitment: Our institution is committed to promoting sustainable campus practices, environmental conservation, resource efficiency, cleanliness and community engagement through awareness programmes, student initiatives and outreach activities. Through these initiatives, the institution strives to contribute to the development of sustainable communities and a greener, healthier environment.

HELMET AWARENESS PROGRAMME

"Drive with Safety, Your LIFE is precious"

Organised by	UYIR Club, Sri Krishna College of Engineering and Technology (SKCET)
In association with	Coimbatore City Police
Date	20 February 2025
Venue	Raja Street, Town Hall, Coimbatore, Tamil Nadu

1. Introduction

Safe and sustainable mobility is an essential element of inclusive, resilient and well-planned cities. Road safety contributes directly to the quality of urban life by helping people travel safely, access education and employment, and participate in community activities. In support of this principle, the UYIR Club of Sri Krishna College of Engineering and Technology (SKCET), in association with Coimbatore City Police, organised a Helmet Awareness Programme on 20 February 2025 at Raja Street, Town Hall, Coimbatore.

The programme was conducted under the theme "Drive with Safety, Your LIFE is precious" and focused on creating awareness among two-wheeler riders about responsible road behaviour and the importance of wearing helmets. The initiative brought together student volunteers and traffic police personnel in a public-road setting to communicate practical road-safety messages directly to road users.

2. Objectives of the Programme

- To create awareness among two-wheeler riders about the importance of wearing a protective helmet.
- To encourage compliance with traffic rules and promote responsible road-user behaviour.
- To communicate that helmet use is a key personal safety practice and a shared public responsibility.
- To engage students in community-based road-safety education in collaboration with local law-enforcement authorities.
- To contribute to safer streets and more sustainable urban mobility in Coimbatore.

3. Programme Activities and Implementation

- SKCET UYIR Club volunteers actively engaged with riders who were observed violating traffic norms. Volunteers communicated the importance of road safety and explained why wearing a helmet is essential while travelling on a two-wheeler. The campaign used direct interaction and awareness communication to reach road users at Raja Street, Town Hall, rather than limiting the message to a classroom or campus setting.
- Coimbatore City Police personnel supported the campaign and interacted with the public. The photographs documenting the programme show police personnel and student volunteers addressing a gathering, speaking with riders near their vehicles, and conducting awareness interactions on the roadside. These activities helped connect road-safety guidance with everyday travel practices.
- The programme also provided an opportunity for students to observe the role of traffic enforcement and public education in improving road-user behaviour. Through their participation, volunteers contributed to disseminating safety

messages and encouraging riders to make helmet use a regular part of their journeys.

4. Key Messages Communicated

- Wear a properly fitted helmet whenever riding a two-wheeler, including for short-distance trips.
- Follow traffic rules and cooperate with traffic police to help maintain safer roads.
- Treat road safety as a shared responsibility involving riders, passengers, pedestrians, institutions and public authorities.
- Make safe travel practices habitual; personal protection helps reduce the risk of severe head injuries in a road crash.

KEY OUTCOME: Student volunteers and Coimbatore City Police jointly took road-safety awareness messages into a busy public area and directly engaged with traffic-rule violators and two-wheeler riders.

5. Contribution to SDG 11 – Sustainable Cities and Communities

- The programme aligns particularly with SDG 11, which seeks to make cities and human settlements inclusive, safe, resilient and sustainable. Safe mobility is an important part of this goal: urban streets should enable people to move around with reduced risk and with awareness of their responsibilities as road users.
- The activity supports the intent of SDG 11.2, which calls for access to safe, affordable, accessible and sustainable transport systems for all, with particular attention to improving road safety. By promoting helmet use, traffic-rule compliance and responsible riding, the campaign contributed to the road-safety awareness dimension of this target.
- The initiative also demonstrates how an educational institution can work with a local public authority to address a community concern. Conducting the

campaign in a public location helped extend the institution's outreach beyond its campus and encouraged a culture of safety among members of the wider community.

6. Institutional Commitment and Community Engagement

- SKCET, through its UYIR Club, demonstrates its commitment to sustainable and safe communities by encouraging students to participate in public-awareness initiatives and collaborative outreach programmes. The partnership with Coimbatore City Police reflects the value of cooperation between educational institutions and civic authorities in addressing urban safety concerns.

- The programme provided students with an opportunity to apply social responsibility in a real-world setting. Their involvement strengthened public communication, civic awareness and community engagement while reinforcing the institution's broader commitment to responsible citizenship and sustainable urban development.

7. Observed Outcomes

- Road-safety and helmet-use messages were communicated directly to riders and members of the public at Raja Street, Town Hall.

- Student volunteers gained practical experience in community outreach and public-safety awareness.

- The collaboration strengthened interaction between SKCET and Coimbatore City Police on a local road-safety issue.

- The campaign reinforced the message that safer urban mobility requires both responsible individual behaviour and collective community participation.

- The available programme record documents the date, venue, organising partnership and nature of the awareness activities. It does not specify the

total number of volunteers, riders reached, helmets distributed or measurable changes in helmet-use compliance; therefore, no numerical impact figures are claimed in this report.

8. Conclusion

- The Helmet Awareness Programme organised by the SKCET UYIR Club in association with Coimbatore City Police on 20 February 2025 was a community-oriented initiative to promote safer two-wheeler travel. By engaging directly with riders and communicating the importance of helmet use and traffic-rule compliance, the programme supported the development of safer streets and responsible urban mobility.

- The initiative reflects the institution's contribution to SDG 11 through public awareness, student participation and collaboration with civic authorities. The central message, “Safe Roads, Safe Lives: Wear a Helmet,” reinforces the principle that sustainable cities are built not only through infrastructure but also through informed, responsible and safety-conscious communities.

SDG 11 ALIGNMENT: Promoting road safety and responsible mobility through public awareness and institutional–police collaboration, in support of safer and more sustainable communities.

9. Photographic Evidence

The following photographs provide visual documentation of the awareness lecture, interactions between police personnel and riders, and the participation of SKCET UYIR Club volunteers.



SKCET UYIR Club Volunteers along with Coimbatore City Police giving awareness lectures to the traffic violators in HELMET awareness programme

HELMET AWARENESS PROGRAMME

"Ride Safe, Live Safe – Protect Your Life, Wear a Helmet!"

Organised by	UYIR Club, Sri Krishna College of Engineering and Technology (SKCET)
In association with	Coimbatore City Police
Date	28 February 2025
Venue	Marudhamalai Main Road, near Tamil Nadu Agricultural University (TNAU), Coimbatore

1. Introduction

- Road safety is a fundamental requirement for creating inclusive, safe, resilient and sustainable cities. Safe roads and responsible mobility enable people to travel for education, employment, healthcare and other essential

activities while reducing the risk of preventable injuries. Recognising the importance of public awareness in improving road-user behaviour, the UYIR Club of Sri Krishna College of Engineering and Technology (SKCET), in association with Coimbatore City Police, organised a Helmet Awareness Programme on 28 February 2025 at Marudhamalai Main Road, near the Tamil Nadu Agricultural University (TNAU), Coimbatore.

- UYIR, an NGO working towards road safety, joined hands with Coimbatore City Police for this awareness initiative. The programme focused on educating two-wheeler riders and members of the public about the importance of wearing helmets and obeying traffic rules. The campaign was conducted under the messages “Ride Safe, Live Safe!” and “Protect Your Life, Wear a Helmet!”

- The programme record notes that helmet use had been made mandatory for two-wheeler riders in Coimbatore and that the Traffic Police Department was enforcing the rule with the aim of reducing accidents and casualties associated with non-use of helmets. The campaign highlighted the protective role of helmets during falls or collisions, particularly in reducing the risk of serious head and brain injuries.

2. Objectives of the Programme

- To create awareness among two-wheeler riders about the importance of wearing helmets.

- To encourage the public to obey traffic rules and adopt responsible driving practices.

- To communicate the role of helmet use in protecting riders from serious head injuries during road accidents.

- To support the road-safety awareness efforts of Coimbatore City Police through student and faculty participation.

- To contribute to safer urban mobility and a stronger culture of road safety in the local community.

3. Programme Activities and Implementation

- SKCET UYIR Club volunteers, along with students and faculty members, participated in the campaign and helped Coimbatore City Police educate the public about helmet use and traffic-rule compliance. The awareness activities were carried out along Marudhamalai Main Road, near TNAU Campus, allowing volunteers and police personnel to interact with road users in a public setting.

- The programme included awareness talks and direct interactions with members of the public and two-wheeler riders. The photographs show a police officer addressing a seated audience, volunteers and police personnel engaging with riders, and discussions with individual members of the public. These interactions helped communicate road-safety messages in an accessible and practical manner.

- The campaign emphasised that wearing a helmet should be a consistent practice whenever riding a two-wheeler. Volunteers reinforced the importance of following traffic regulations and adopting safe riding behaviour. The involvement of the Traffic Police Department helped strengthen the campaign's public-safety message and connected awareness education with local traffic-rule enforcement.

- The Traffic Sub-Inspectors from Coimbatore City Police appreciated the volunteers for their dedicated efforts in promoting road safety and creating helmet awareness. This appreciation recognised the contribution of student volunteers in supporting a community-focused safety initiative.

4. Key Awareness Messages

- Wear a helmet every time you ride a two-wheeler; do not treat short journeys

as an exception.

- Obey traffic rules and cooperate with traffic police to help make roads safer for everyone.
- Use a properly fitted helmet as a protective measure against serious head and brain injuries.
- Practise responsible driving and encourage family members, friends and fellow road users to do the same.
- Understand road safety as a shared responsibility of individual road users, educational institutions, NGOs and public authorities.

IMPORTANT MESSAGE: A helmet is a vital protective measure. Consistent helmet use and compliance with traffic rules can help reduce the risk of severe injury and support safer journeys.

5. Alignment with SDG 11 – Sustainable Cities and Communities

- The Helmet Awareness Programme directly supports the broader purpose of Sustainable Development Goal 11 (SDG 11), which aims to make cities and human settlements inclusive, safe, resilient and sustainable. A safe urban environment requires not only suitable infrastructure but also informed road users, responsible mobility practices and effective community participation.
- The programme is particularly relevant to SDG Target 11.2, which focuses on providing access to safe, affordable, accessible and sustainable transport systems for all and improving road safety. By encouraging helmet use and obedience to traffic regulations, the campaign contributed to the road-safety awareness component of this target.
- The initiative also demonstrates the importance of local partnerships in addressing urban safety concerns. The collaboration among SKCET UYIR Club, Coimbatore City Police and the road-safety NGO UYIR brought together educational outreach, civic participation and public-authority support.

Conducting the campaign on Marudhamalai Main Road helped take the safety message beyond the campus and into the community.

- The programme should be understood as an awareness and outreach contribution to SDG 11. It supports the goal through education and responsible behaviour; the available record does not establish a measured reduction in accidents or injuries.

6. Institutional Commitment and Community Engagement

- Sri Krishna College of Engineering and Technology demonstrates its commitment to safer and more sustainable communities through the activities of its UYIR Club and the participation of students and faculty members in public-awareness initiatives. By working with Coimbatore City Police and a road-safety NGO, the institution supports collaborative action on an important urban community issue.

- The programme encouraged students to apply their knowledge and civic responsibility beyond the classroom. Their direct engagement with the public helped strengthen communication, social awareness and a sense of responsibility towards community well-being. Such initiatives reflect the institution's commitment to promoting safe mobility, responsible citizenship and community-oriented sustainability practices.

- 7. Outcomes and Significance

- Helmet-use and road-safety messages were communicated to members of the public at Marudhamalai Main Road near TNAU Campus.
- SKCET UYIR Club volunteers supported Coimbatore City Police in educating riders about helmet use and traffic-rule compliance.
- Students and faculty members participated together in a public road-safety awareness activity.
- The Traffic Sub-Inspectors appreciated the volunteers' efforts, acknowledging their contribution to promoting road safety.
- The programme strengthened institutional-community collaboration and supported the development of a road-safety-conscious community.

The supplied programme description and photograph document the date, location, organising partnership, awareness activities and appreciation by police personnel. The source does not

specify the number of participants or road users reached, the number of helmets distributed, or measured changes in helmet-use compliance. Accordingly, this report does not assign numerical reach or impact figures.

8. Conclusion

- The Helmet Awareness Programme conducted on 28 February 2025 at Marudhamalai Main Road, near TNAU Campus, Coimbatore, was a meaningful community outreach initiative aimed at promoting helmet use and responsible road behaviour. Organised by the SKCET UYIR Club in association with Coimbatore City Police, with the participation of students and faculty members and the support of the road-safety NGO UYIR, the campaign brought important safety messages directly to the public.

- By encouraging two-wheeler riders to wear helmets and obey traffic rules, the programme contributed to the road-safety awareness objectives of SDG 11, particularly Target 11.2. It also demonstrated how educational institutions can work with civic authorities and community organisations to promote safer and more sustainable urban mobility.

SDG 11 CONTRIBUTION: The institution supports safer communities by engaging students and faculty in road-safety awareness, promoting helmet use and collaborating with civic authorities to encourage responsible urban mobility.

“RIDE SAFE, LIVE SAFE – PROTECT YOUR LIFE, WEAR A HELMET!”

9. Photographic Evidence

The photograph below documents the awareness programme, including the public awareness session, student-volunteer participation and interactions with Coimbatore City Police and members of the community.



Figure 1. SKCET UYIR Club volunteers participating in the Helmet Awareness Programme at Marudhamalai Main Road, near TNAU Campus, Coimbatore.

ROAD SAFETY AND HELMET AWARENESS INITIATIVES

“Safe Roads, Safe Lives – Always Wear a Helmet”

Institution	Sri Krishna College of Engineering and Technology (SKCET), Coimbatore
Student initiative	UYIR Club
Road-safety partners	Coimbatore City Police and UYIR, a road-safety NGO
Documented campaign date	21 March 2025
Documented campaign venue	Codissia Junction, Avinashi Road, Coimbatore

1. Introduction

Safe and responsible mobility is essential to building inclusive, safe, resilient and sustainable cities. Road users need not only accessible transport infrastructure but also awareness, responsible behaviour and a shared commitment to preventing avoidable road injuries. Educational institutions can contribute to this effort by engaging students in public-awareness campaigns and working with civic authorities and community organisations.

Sri Krishna College of Engineering and Technology (SKCET), through its UYIR Club, has participated in road-safety and helmet-awareness initiatives in collaboration with Coimbatore City Police and UYIR, an NGO working in the field of road safety. The supplied records document a helmet-awareness campaign conducted on 21 March 2025 at Codissia Junction, Avinashi Road, Coimbatore, as well as wider volunteer contributions to traffic regulation and road-safety awareness activities during June–December 2024.

The initiatives focused on educating two-wheeler riders about wearing helmets, following traffic rules and adopting responsible driving practices. The campaign message, “Safe Roads, Safe Lives – Always Wear a Helmet,” communicates the importance of personal protection and collective responsibility on public roads.

2. Objectives

- To create awareness among two-wheeler riders about the importance of wearing helmets.
- To encourage compliance with traffic regulations and responsible driving practices.
- To support Coimbatore City Police in public-facing road-safety education and traffic-awareness activities.
- To provide students and faculty members with opportunities to participate in community

service and civic engagement.

- To strengthen collaboration among the institution, police department and road-safety organisations.
- To contribute to safer streets and more sustainable urban mobility in Coimbatore.

3. Helmet Awareness Campaign – 21 March 2025

- The UYIR Club of Sri Krishna College of Engineering and Technology, in collaboration with Coimbatore City Police, organised a Helmet Awareness Campaign on 21 March 2025 at Codissia Junction, Avinashi Road, Coimbatore. SKCET UYIR Club volunteers interacted with two-wheeler riders and members of the public, educating them about the importance of wearing helmets and following traffic rules.
- The volunteers communicated that safe riding practices and compliance with traffic regulations are important to reducing road accidents and preventing serious consequences. The campaign took place in a public-road environment, enabling the volunteers to reach road users directly and communicate safety messages in the context of their everyday travel.
- The programme was presided over by Traffic Inspector Mr. R. Murugesan, along with other Sub-Inspectors from Coimbatore City Police, as recorded in the supplied event report. The police officials appreciated the volunteers for their commitment to enhancing road-safety awareness. The event was well received by the public, according to the programme record.

KEY CAMPAIGN MESSAGE: “Safe Roads, Safe Lives – Always Wear a Helmet.” The initiative encouraged riders to make helmet use and traffic-rule compliance regular habits.

4. Implementation and Community Engagement

- The campaign combined public awareness communication with direct interaction on the road. The photographs show an awareness session conducted under a temporary canopy, volunteers and police personnel addressing participants, and volunteers speaking with two-wheeler riders along Avinashi Road. These activities illustrate how the institution extended road-safety education beyond the campus and into a public location.
- Student volunteers acted as community-awareness ambassadors by engaging road users and reinforcing the importance of protective helmet use and responsible driving. The participation of police personnel provided an opportunity for the public to receive road-safety guidance from the authority responsible for traffic regulation and enforcement.

- The activity also offered students practical exposure to civic engagement, teamwork and communication with the public. It demonstrated that road safety is not solely an enforcement responsibility; it requires awareness and cooperation from individual riders, educational institutions, community organisations and public authorities.

5. Sustained Contribution to Traffic Regulation and Road-Safety Awareness

- The supplied institutional record further states that SKCET UYIR Club volunteers participated in Diwali traffic-regulation and helmet-awareness programmes organised from June 2024 to December 2024. These activities reflect sustained engagement rather than a one-time awareness event. Volunteers contributed to traffic-related public service and road-safety awareness in Coimbatore during the stated period.
- The record also documents recognition of the institution and its volunteers for their contribution. The Coimbatore City Police team, led by Commissioner of Police Sri A. Saravana Sundar, presented an appreciation award to SKCET Principal Dr. K. Porkumaran. Appreciation certificates were also presented to mentors and volunteers in the presence of UYIR NGO officials. The supplied record identifies 22 January 2025 as the date associated with this recognition.
- The record names Mr. K. Balasubramanian, UYIR Coordinator, as having participated in discussions on road-safety projects with UYIR Club mentors and trained volunteers. It also notes that SKCET UYIR Club volunteers, mentors and faculty members were personally appreciated by police department officials.
- The appreciation certificates shown in the evidence recognise mentors for dedicated services in promoting road-safety awareness during the June 2024 to December 2024 period. A separate award certificate recognises SKCET as the Best Volunteering College for organising road-safety awareness events during the same period.

INSTITUTIONAL RECOGNITION: SKCET received the Best Volunteering College appreciation award for road-safety awareness activities conducted during June–December 2024, as documented in the supplied certificate.

6. Recognition, Appreciation and Public Visibility

- The supplied evidence includes photographs of the Principal receiving the appreciation award from the Commissioner of Police, appreciation being presented to UYIR Club mentors, mentor appreciation certificates, and a certificate recognising SKCET as the Best Volunteering College. These records provide evidence of external recognition for the institution's road-safety volunteering and awareness work.

- The materials also include a Comibat(o)re Chronicle news clipping dated 22 January 2025, reporting on the UYIR Club's road-safety volunteering and group mentor recognition. This media coverage indicates public visibility for the institution's community-oriented road-safety activities.
- Recognition by the police department and UYIR NGO highlights the value of sustained student and faculty participation in civic initiatives. It also reinforces the role of institutional partnerships in supporting community safety and responsible urban mobility.

7. Alignment with SDG 11 – Sustainable Cities and Communities

- SDG 11 aims to make cities and human settlements inclusive, safe, resilient and sustainable. Road safety is an important component of this agenda because safe streets and responsible mobility help people access education, employment, healthcare and other essential services.
- The initiatives documented in this report align particularly with SDG Target 11.2, which calls for access to safe, affordable, accessible and sustainable transport systems for all, with improved road safety. Helmet-awareness campaigns, public education on traffic rules and volunteer support for traffic regulation contribute to the road-safety awareness dimension of this target.
- The work also reflects the partnership-based approach needed to address urban challenges. SKCET UYIR Club, Coimbatore City Police and UYIR NGO brought together educational outreach, civic responsibility and public-authority engagement. This collaboration helped communicate safety messages to road users and encouraged a culture of responsible behaviour.
- The programme records establish activities, participation, institutional recognition and public communication. They do not provide measured accident-reduction data, helmet-compliance rates or a quantified number of riders reached. Accordingly, the report presents the contribution as awareness, engagement and partnership rather than claiming a measured reduction in road accidents.

SDG 11.2 CONTRIBUTION: Promoting safer urban mobility through helmet awareness, traffic-rule education, student volunteering and collaboration with Coimbatore City Police and a road-safety NGO.

8. Institutional Commitment

- Sri Krishna College of Engineering and Technology is committed to contributing to safe and sustainable communities by encouraging student participation in road-safety

awareness, civic engagement and collaborative outreach programmes. Through the UYIR Club, the institution supports initiatives that promote responsible road use and public well-being.

- The institution's participation in road-safety programmes, along with the appreciation received from Coimbatore City Police and UYIR, demonstrates its commitment to community-oriented service. The recognition of the college, mentors and volunteers further encourages continuity in student-led social responsibility initiatives.
- By integrating public awareness, volunteering and partnerships with civic authorities, SKCET seeks to nurture responsible citizens and contribute to safer and more sustainable urban communities.

9. Outcomes and Evidence

- Helmet-use and traffic-rule awareness was communicated directly to two-wheeler riders and members of the public at Codissia Junction, Avinashi Road.
- SKCET UYIR Club volunteers supported public road-safety and traffic-regulation activities during the documented June–December 2024 period.
- Traffic Inspector Mr. R. Murugesan and other Coimbatore City Police Sub-Inspectors were associated with the March 2025 awareness campaign, according to the event report.
- The Coimbatore City Police Commissioner presented an appreciation award to the SKCET Principal, and appreciation certificates were presented to mentors and volunteers.
- SKCET received a Best Volunteering College appreciation award for road-safety awareness events conducted during June–December 2024.
- The institution's road-safety volunteering activities received public visibility through a Comibat(o)re Chronicle clipping dated 22 January 2025.

10. Conclusion

- The helmet-awareness and traffic-regulation initiatives undertaken by SKCET UYIR Club demonstrate the institution's active contribution to community road safety. The campaign conducted on 21 March 2025 at Codissia Junction, Avinashi Road, provided an opportunity for volunteers to interact with riders and communicate the importance of wearing helmets and obeying traffic rules. The wider volunteering activities from June to December 2024, together with the appreciation received from Coimbatore City Police

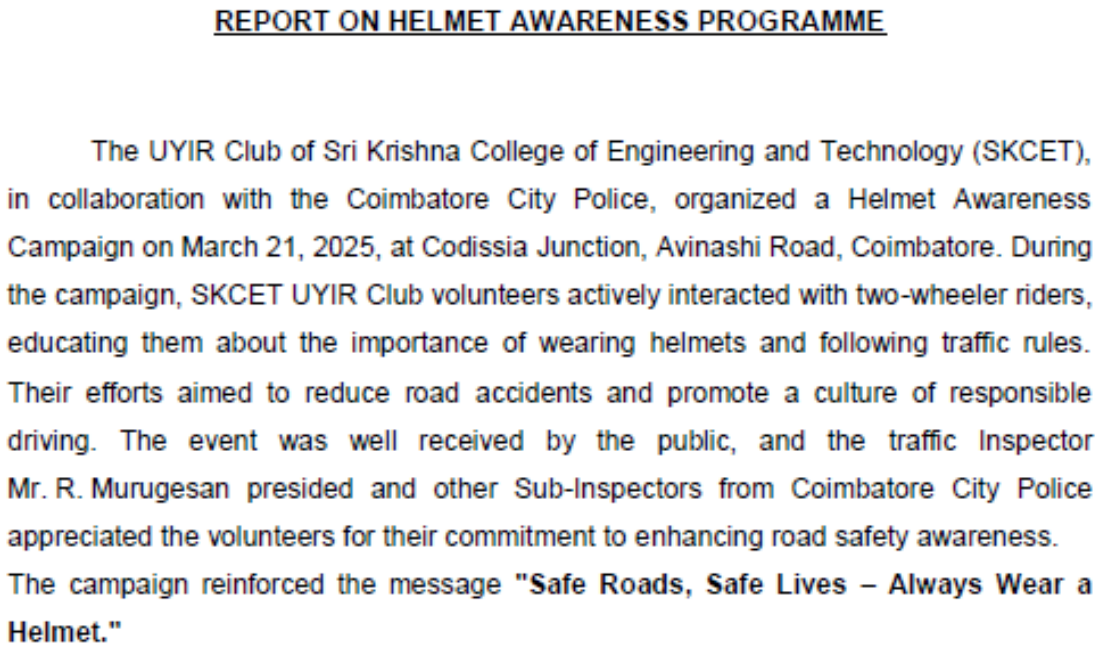
and UYIR, reflect sustained institutional engagement.

- These initiatives support SDG 11, particularly Target 11.2, by promoting road-safety awareness and responsible urban mobility through student participation and collaboration with public authorities and community organisations. The recognition received by SKCET, its mentors and volunteers provides further evidence of the value of the institution's contribution to safer communities.

OVERALL SDG 11 IMPACT: SKCET advances safer and more sustainable communities by mobilising student volunteers, educating road users, supporting traffic-safety initiatives and building partnerships with civic authorities and road-safety organisations.

11. Photographic and Documentary Evidence

The following evidence images are included as supplied. Captions describe the visible activity or the heading and information shown in each record.



REPORT ON HELMET AWARENESS PROGRAMME

The UYIR Club of Sri Krishna College of Engineering and Technology (SKCET), in collaboration with the Coimbatore City Police, organized a Helmet Awareness Campaign on March 21, 2025, at Codissia Junction, Avinashi Road, Coimbatore. During the campaign, SKCET UYIR Club volunteers actively interacted with two-wheeler riders, educating them about the importance of wearing helmets and following traffic rules. Their efforts aimed to reduce road accidents and promote a culture of responsible driving. The event was well received by the public, and the traffic Inspector Mr. R. Murugesan presided and other Sub-Inspectors from Coimbatore City Police appreciated the volunteers for their commitment to enhancing road safety awareness.

The campaign reinforced the message **"Safe Roads, Safe Lives – Always Wear a Helmet."**

Figure 1. Programme report for the Helmet Awareness Campaign conducted on 21 March 2025 in collaboration with Coimbatore City Police.

PHOTOS OF THE EVENT



Figure 2. Awareness session involving SKCET UYIR Club volunteers and participants at the campaign venue.



SKCET UYIR Club Volunteers along with Coimbatore City Police giving awareness lectures to the traffic violators in HELMET awareness programme

Figure 3. Student volunteers interacting with two-wheeler riders and road users along Avinashi Road.

BEST VOLUNTEERING COLLEGE AWARD FOR PARTICIPATING IN ALL THE TRAFFIC REGULATION AND HELMET AWARENESS PROGRAMMES

UYIR Club Volunteers of SKCET participated in the diwali traffic regulation and helmet awareness programmes organized from June 2024 to December 2024. To appreciate the young volunteers of SKCET UYIR club, the Coimbatore city police team lead by Sri.A.Saravana Sundar, Commissioner of police presented the appreciation award to Dr.K.Porkumaran, Principal of SKCET. Appreciation certificates were presented to all the mentors and volunteers in the presence of all UYIR NGO officials.



Our SKCET Principal Dr.K.Porkumaran receiving the appreciation award from Sri.A.Saravana Sundar, Commissioner of Police, Coimbatore city

Figure 4. SKCET UYIR Club volunteers and Coimbatore City Police personnel conducting helmet-awareness interactions.



Mentors appreciation certificate is presented to SKCET UYIR Club mentors by Commissioner of police, Coimbatore city

Mr.K.Balasubramaniyan, UYIR coordinator graced the event and had discussions on road safety projects with UYIR club mentors and trained volunteers. The SKCET UYIR Club volunteers were appreciated personally by the officials of the Police department , UYIR Club mentors and faculties of the college.

Figure 5. Record of the Best Volunteering College appreciation award for participation in traffic regulation and helmet-awareness programmes.

UYIR CLUB NEWS IN COIMBATORE CHRONICLE ON 22 JANUARY 2025



Figure 6. SKCET Principal receiving the appreciation award from the Commissioner of Police, Coimbatore City.

MENTOR APPRECIATION CERTIFICATES





Figure 7. Appreciation presented to SKCET UYIR Club mentors by Coimbatore City Police.

MENTOR APPRECIATION CERTIFICATES



UYIR

ROAD SAFETY · OUR RIGHT

CERTIFICATE OF APPRECIATION

This Certificate of Appreciation is presented to

Mr. / Ms. / Dr. Prof. Visvesvaran C of

Sri Krishna College of Engineering and Technology, Coimbatore

for the dedicated services rendered in promotion of

ROAD SAFETY AWARENESS

as UYIR CLUB Group Mentor during the period of June 2024 to December 2024 in Coimbatore.

Dr. S.Rajasekaran
Managing Trustee, UYIR

A. Saravana Sundar, I.P.S.,
Commissioner of Police, Coimbatore City

Date: 22/01/2025

Figure 8. Comibat(o)re Chronicle news clipping dated 22 January 2025 on UYIR Club road-safety volunteering and mentor recognition.

APPRECIATION AWARD FOR VOLUNTEERING & REGULATING TRAFFIC IN COIMBATORE DISTRICT

(AWARDED BY UYIR - An NGO working in the field of Road Safety)



Figure 9. Mentor appreciation certificate recog