

## Student Traffic Volunteer Scholarship Scheme

In 1993, a unique scheme for participation of University students in traffic management and education, the Student Traffic Volunteers Scholarship Scheme (STVS Scheme) was conceptualised at IRTE.



STVS Scheme came into existence in 1998 when it was sponsored by Shell India Pvt Ltd. This was the first ever University students participatory scheme traffic management in the country, perhaps, the world. Currently, the STVS scheme is being generously supported by Castrol India Ltd and UDV India Ltd. The aim of STVS scheme is two-fold:

- To assist the traffic police during peak hours in traffic management and road user education
- To give an incentive to volunteering students by way of stipend for performing a valuable and socially important task



The scheme was launched with an initial strength of 40 STVS (Student Traffic Volunteers) in Delhi. However, on the basis of its remarkable performance and success, the strength was increased from 40 to 100 students in July 1999.



The students are selected on the basis of aptitude, financial need, physical fitness enthusiasm and the desire to undertake a social cause. The students undergo a two-week specialized practical as well as classroom training, and are subjected to oral, practical, written and medical tests before being inducted as an STV.



Once trained and inducted, the STVS are required to perform the following tasks

- Controlling traffic at busy intersections under the supervision of traffic police
- Organising proper parking of vehicles in high activity areas,
- Educating road users about road rules and safe driving
- Controlling passengers and bus drivers at bus stops to prevent overcrowding and jostling
- Monitoring traffic outside schools
- Assisting pedestrians, especially children, old and handicapped in safe usage of road
- Conducting surveys for better traffic management

To improve the effectiveness of the STVS scheme, the training and feedback mechanism is under constant review Interactive sessions are held once a month where STVS and traffic police personnel exchange, modify and reinforce their experiences On these occasions, outstanding performances, both individual and as

a team, are acknowledged and rewarded. This serves as a valuable motivator for excellence in performance.



Over the years, the Student Traffic Volunteer Scheme has delivered positive results by way of

- Dramatic improvement in traffic discipline pertaining to common violations at intersections, such as crossing the STOP line, lane changing and jostling for position
- Cyclists and pedestrians have shown enhanced improvement in respect for road laws Road users, spanning the entire age spectrum, have related very positively to the young STVS
- The young drivers have been able to relate to the volunteers very positively as they belong to the same age bracket
- states have expressed keen interest in introducing STVS Scheme in their regions- both urban & rural
- The Student Traffic Volunteers Scholarship Scheme is a unique partnership between the Social Corporate Citizen, Traffic Police and Students, catalysed and organized by the IRTE.
- Day to day duties are also supervised and coordinated by the IRTE Students work under the directions and control of the traffic police and daily checks are recorded. Corporate Citizens associating with the STVS Scheme, gain a lot of publicity in addition to
- There have been practically no disagreements or disputes, whenever an STV has initiated a traffic violation penalty

- The educated demeanour, positive body language and eye contact with the road user, further helps to establish the credibility of the uniformed STV in their role as good Samaritans displaying their worthiness for a good cause.



The Student Traffic Volunteer Scholarship Scheme has been recognised not only in India but also in other parts of the world, especially the United Kingdom. The STVS scheme has also been declared recipient of the Prince Michael International Road Safety Award for the year 2001. After its immense success in Delhi, the scheme has also been introduced in the state of Goa. Other Indian states have expressed keen interest in introducing undertaking a socially important cause. Students wear special jackets which prominently displays the Corporate symbol.

