



SUSTAINABLE DEVELOPMENT GOALS

Don't Drink & Drive: A Road Safety Awareness Initiative





About the Event	<p>Don't Drink & Drive: A Road Safety Awareness Initiative</p> <p>SDG 3 (Good Health and Well-Being), SDG 11 (Sustainable Cities and Communities), SDG 16 (Peace, Justice and Strong Institutions), SDG 17 (Partnerships for the Goals)</p> <p>The Institutional Social Responsibility (ISR) Cell, Presidency University, in collaboration with the Karnataka Police, organised a "Don't Drink & Drive" Road Safety Awareness Drive at MG Road to highlight the serious consequences of drinking and driving and to promote responsible road behaviour. The initiative employed an engaging street-play and public awareness interaction, with active participation from students of Allied Health Sciences, to communicate critical messages on road safety, respect for traffic laws, and the value of human life. Emphasising the message <i>"Your Choice Can Save a Life"</i> and reinforcing that alcohol and driving do not mix, the drive effectively sensitised the public toward safer driving practices.</p>
Event Date	30.12.2025
Organised By	ISR Cell & School of Allied Health
Coordinators	<p>Ms. Vanitha R., ISR & Alumni Head</p> <p>Ms. Neha Panwar, ISR Manager</p> <p>Dr Richa Singh, School of Allied Health</p>







