```c
int main() {
    int startVertex;
    printf("Enter the number of vertices: ");
    scanf("%d", &vertices);

    printf("Enter the adjacency matrix:\n");
    for (int i = 0; i < vertices; i++) {
        for (int j = 0; j < vertices; j++) {
            scanf("%d", &graph[i][j]);
        }
    }

    for (int i = 0; i < vertices; i++) {
        visited[i] = 0;
    }

    printf("Enter the starting vertex for BFS: ");
    scanf("%d", &startVertex);

    printf("BFS Traversal: ");
    BFS(startVertex);

    return 0;
}
```