



# ALERT ACTIVITY REPORT

Jan 1 2010 to Dec 18 2010

[Confidential]

ALERT

No. 14, Venkatesan Street T. Nagar Chennai – 600017

[info@alert-wecare.org](mailto:info@alert-wecare.org)

[www.alert-wecare.org](http://www.alert-wecare.org)

December 18, 2010



## **ALERT – An Overview**

ALERT is a non profit organization that aims to spread awareness about wellness in the society. A first of its kind in Chennai in very many aspects, it has been started by a group of young, spirited and service minded professionals who share a vibe in terms of envisioning a society that is fully laden with awareness along with compassion. As a first step towards this journey towards wellness, ALERT has undertaken Golden Hour Care and Emergency Response management as its first and core project. Through this project ALERT aims to train various sections of the society in emergency response. This program is being taken to corporates, educational institutions and other social bodies. The end beneficiary would be none other the common man in our society which includes you and me. It is our aim to increase the sensitivity backed by knowledge to handle the situation with support from the man at the vicinity, the medical, enforcement and the legal fraternity, when a life is in danger due to an emergency. Our aim is to ensure that at least one member in each family to be trained in emergency care. The mission is totally free from any commercial motive. ALERT functions with the only aim of achieving a medically aware, socially conscious and a friendly society around us. The curriculum has been jointly developed and approved by the Indian Medical Association (IMA). Also, to know more about us kindly visit [www.alert-wecare.org](http://www.alert-wecare.org).

We have currently trained close to 10000 people but are on a constant endeavour to achieve the goal that Dr APJ Abdul Kalam has given is i.e., - "Train atleast one in every family". The group has been fortunate to have a patron in a visionary such as Dr APJ Abdul Kalam.

## **A Typical Workshop**

This training programme aims to generate awareness and provide training in handling an emergency situation. A typical session would last for about four hours with some dedicated time for hands on experience. The topics that get addressed in the training session are as follows –

- Inhibitions to render assistance during an emergency
- Chain of Survival
- Basic Life Support Principles.
- ABC of basic life support
- Common Medical Emergencies - Bleeding (external and internal), Fainting, Fractures, Seizures, Choking, Burns, venomous stings and bites etc.
- CPR – Cardio Pulmonary Resuscitation
- A brief about the 108 ambulance service with its benefits and other emergency numbers
- A live demonstration of the 108 ambulance (wherever possible)

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The activities and milestones presented in this document are strictly between the period Jan 1<sup>st</sup> 2010 to 18<sup>th</sup> Dec 2010.

## **ALERT Milestones**

A second meeting with the former President of India, Dr APJ Abdul Kalam took place at the Raj Bhavan, Chennai on the 8<sup>th</sup> of October 2009 where he spent close to half an hour with us listening to our updates and providing us with his expert advice on our focus areas.

Following are some of the significant milestones for ALERT achieved during the period **Jan 1<sup>st</sup> 2010 to Dec 18<sup>th</sup> 2010**

- Conducted 45 workshops during this period – With most of the available time being weekends, 45 workshops have been conducted spanning 54 weekends.
- RARE GEMS – A fundraiser event organized by ALERT on the 8<sup>th</sup> of January 2010 was a grand success
- Received a formal endorsement by the Department of Health, Govt of Tamilnadu as a recognized body to provide training in first aid and Hands-on CPR.
- Renewal of the MoU with the Indian Medical Association.
- ALERT has been acknowledged as ‘Trusted Partners’ by EMRI who operate 108 in Chennai in recognition of a non-biased support provided to them by ALERT with a motive to better the emergency care scenario in our society.
- ALERT was invited for the 3<sup>rd</sup> consecutive year to conduct its workshops as the main programme to the students of the bio technology department of SASTRA University, Tanjore during their technical symposium event that is hosted by them each year.
- ALERT was adopted as this year’s social responsibility project of the Chennai chapter of the Project Management Institute (PMI), USA. ALERT was invited at their AGM to showcase the cause which has generated much interest amongst the corporate community.
- ALERT was the chosen NGO to showcase its activities in the annual alumni event at IIT, Madras.
- ALERT has been sought upon by the business management school of MOP Vaishnav College, a leading woman’s college in TN, for the 2<sup>nd</sup> time in a span of 3 years to associate and engage and clock 30 hours of community service by every student.
- ALERT was the NGO chosen by SPIN, a professional forum for quality initiatives, to be invited to a mega technically interactive event between the industry and students at SRM Engineering College, Chennai.
- ALERT has consecutively been invited by the Indian Coast Guard to conduct workshops for officers, staff and family.

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## List of workshops conducted

Following are the list of places where ALERT workshops were conducted during the above said period.

Target Audience	Location
CBRE – OTPL	CBRE – OTPL
South Auto Union	Kodambakkam High Road, Chennai -94.
Tech Pro – CBRE	CBRE – Siruseri
ALERT III – Volunteers Workshop	Seafarers Club, Chennai – 1
Sify info Tech	Sify info Tech – Tidal
RRDonnelley	R R Donnelley global business process. R.A.Puram
IIT Campus	IIT – Engineering Design
Auto Drivers – CITU	CITU North Auto Union office, SRP Tools
IIT Campus	IIT – Engineering Design – Hands on Training
Steria Summer camp	Padma Adharsh Hr. Sec. School – Kelambakkam
Steria	Steria – IT Park, Siruseri.
HP	HP conference hall – OTPL, Guindy
Emmeskay	Emmeskay Conference Hall – T. Nagar.
HP	HP conference hall – OTPL, Guindy
CBRE - Olympia Tech Park	CBRE – Training Room, OTPL, Guindy.
CBRE - Olympia Tech Park	CBRE – Training Room, OTPL, Guindy.
Sathyam Cinemas	Private Hall In Whites Road.
CAMS	CAMS Training hall- Nungambakkam
IIT Chennai Campus	IIT – Engineering Design – Hands on Training
Indian Coast Guard	Indian Coast Guard hall – Royapuram
Narmada Hostel - IIT madras	IIT Madras
Indian Coast Guard Officers	Indian Coast Guard Regional Office
Rotary Club of Down Town	Boat Club Road, Chennai
CAMS India Ltd	CAMS Royal Towers, Chennai
Rotary Club of Madras East – 2	Students – Brahma Kumari Hall, Sunguva Chatram
ALERT 4 <sup>th</sup> Anniversary workshop for Friends of Police	Balamandir Research Foundation
MPhasis - 2 wrkshps	RMZ Perungudi and DLF Manapakkam
SASTRA University – 4 wrkshps	Thanjavur
Devi Academy School – 2 wrkshps	Valasarawalkam, Chennai
Rain Tree Hotel – Security	Anna Salai, Chennai
CBRE	Tamarai Tech Park, Guindy
Indian Coast Guard	ICG – Air Station
Govt High School	Jafferkanpet, Chennai
Chennai Social Service Volunteers	Balamandir Research Foundation
Indian Coast Guard	Rajaji Bhavan, Besant Nagar.
Indian Coast Guard	ICG Homemakers – Mugappair

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**RARE GEMS – A fund raiser event held on Jan 8<sup>th</sup> 2010**

This was the very first attempt made by ALERT in trying to generate funds through the musical evening by Anil Bajpai. The organizing efforts in itself were challenging yet very fruitful and helped us generate funds required for the year 2010-2011.

The funds are majorly being used for two purposes

1 – Cover workshop expenses

2 – Identified projects are underway to produce the complete training content in an e-learning format.

**Bahisprana 2010 – ALERT workshops at SASTRA University**

Owing to tremendous response and enthusiasm generated in the previous years by ALERT, it was for the 3<sup>rd</sup> consecutive year that ALERT was invited by the bio technology department of SASTRA University, Thanjavur to conduct workshops as the main event in the two day technical symposium titled Bahisprana 2010. Students from all over Tamilnadu took part in this programme and ALERT conducted 4 workshops back to back.

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**Endorsement by Department of Health, Govt. of Tamilnadu**

During the year, ALERT received an endorsement from the Department of Health, Government of Tamilnadu as a recognized body to give trainings in first aid and emergency care with specific focus on hands only CPR. We are deeply grateful to the Govt. of Tamilnadu for granting this recognition as more institutions have become more forthcoming to conduct ALERT workshops for them. This has specially helped us in approaching more government schools in conducting workshops and has been fairly successful. For a mass roll out to Govt. schools they seem to need a direction to that effect from the ministry of education that ALERT plans to pursue.

### Direct Benefits of the endorsement to ALERT

- Being a completely volunteer driven initiative with young professionals on it, the endorsement from the government has encouraged the spirit of service further.
- It has added more credibility to the programme.
- It has facilitated ease of approach to government run organizations such as the schools.
- It takes us a step closer to the recommendation ALERT proposes to make to the Ministry of Education to implement this as a compulsory course in all schools irrespective of the board the school is affiliated to.

### Snapshots of a workshop in a Govt School in Chennai

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### Moments with Dr APJ Abdul Kalam, former President of India



*Referring the ALERT manual and encouraging and directing us to take it forward with more vigour at Raj Bhavan, Chennai.*

### RARE GEMS EVENT – In Remembrance



*In the Picture (From Left) – Mr. V Ramasubramaniam – Justice, Madras High Court, Mr. Shakeel Akhtar – Asst. Commissioner of Police (Law and Order), Dr. V Ramachandran - Vice Chancellor, Anna University, Trichy, Mr. Srivatsan – COO, 108 EMRI TN, Ms. Sneha – Friends of Police Training co-ordinator, Ms Kala Balasundaram – President, ALERT, Ms. Saroja Sadasivam – Founder Secretary, Vishwashanthi Senior citizen's home.*

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### ALERT Workshop



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**At the Indian Coastal Guard****Auto Drivers and Security Guards**

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## **Events in Immediate Future**

### **Workshops at MOP Vaishnav College – Chennai.**

Every student of the business management department has to clock 30 hours of engagement in social work and this year ALERT has been chosen for a second time after 2008, for the same. ALERT would be conducting workshops and drawing up programmes for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> student through the next academic year starting January 2011.

### **Workshops at Coimbatore**

Talks are on and almost finalized for a one day programme for the NSS students of the Nirmala College at Coimbatore. This will be our first programme at Coimbatore during which we are aiming to bring the medical and enforcement together and also tie up with Radio City to relay ALERT messages in Coimbatore. This could well be the start of our services at Coimbatore.

### **Workshops at Indian Coast Guard**

A series of workshops are being planned to the staff and family of the Indian Coast Guard starting January 2010.

## **Challenges**

- **Funds** - Need to work on a regular flow of fund in taking lot many projects to scale and reach out to more people.
- **Training Methodology** - The workshops are highly trainer dependant and needs to be scaled into a more content dependant and less trainer intensive. Efforts are on for the same.
- **Volunteers** - Volunteer base needs to be strengthened.

## **Definite Future Plans**

### **Computer Based Training (CBT) Project**

- As a major step towards eliminating trainer dependency, efforts being made to convert the complete content into an e-learning module for which Sify India Pvt Ltd is being engaged.
- Another e-learning training module specifically targeted at the students of age group 5-15 has been conceptualized and is currently in the requirements gathering phase.
- Plans are on to approach the Education ministry to roll the e-content material thus developed through the above mentioned project to the schools

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- As part of the distribution strategy we wish to approach the corporate community and the government for the funding requirements.

### **Right to Emergency Care –**

India is increasingly being known as a preferred destination for healthcare solutions and medical tourism with the growing strength in this highly technical space. But, it is sad that while efficient systems are being built to provide advanced healthcare solutions, basic life support still remains a distant dream to any victim facing a medical emergency situation. Our society is a good example to a lack of realization that the sum is bigger than the parts. In spite of the existence of good healthcare systems, ambulance systems, Judicial and enforcing systems we have failed to confer on a common man the - ***Right to Emergency care***. ALERT is embarking on this initiative to bring thought leaders on one platform to brainstorm and institutionalize this right that a common man can use to save lives. This right is absolutely essential in the light of increasing deaths due to lack of emergency care and even more significant in our society where pizzas reach destinations faster than ambulances and comprehensive emergency care.

### **Emergency Management Course content for physically challenged -**

As part of the future plans ALERT wishes to produce specific course content on emergency management for physically challenged such as for blind, spastic, deaf and dumb etc. This will currently involve conducting research around these areas, design and develop a structured curriculum tailor made to specific needs.

### **Knowledge Centers on Emergency care Management -**

ALERT wishes to set up knowledge centers on emergency care management for constant study and dedicated dissemination of knowledge on this subject. With the invite from the MOP Vaishnav College to engage 30 hours of each student in a year, ALERT would be exploring an option of setting up its first knowledge centre in the campus that can be dedicated for the purpose and accessed by students of institutions within a defined geographical radius.

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