



ALERT ACTIVITY REPORT

January 2017 to December 2017

ALERT
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About ALERT

ALERT is a not-for-profit organization working to ensure 'Right to Life' a reality in India by bettering the emergency response eco system, for over a decade. ALERT's core initiative is Golden Hour Care & Emergency Response management. Working towards the Goal : "Train one in every family in Emergency Response", set by former legendary President **Dr. APJ Abdul Kalam**, we have, to date, trained over **56000 people** across varied walks of life. On one hand, we empower the common man by training him/her in Emergency response, and on the other work with various stakeholders of the emergency care eco system such as the legal, judicial, enforcement, EMS, hospitals, Government, research etc., to bring about synergies and advocate policy making in this space. ALERT's curriculum is jointly developed by the Indian Medical Association (IMA) & endorsed by the Governments of Tamilnadu and Karnataka and is approved to be offered as a credit course at **IIT, Madras**.

*"TRAIN ONE
IN EVERY
FAMILY IN
EMERGENCY
CARE"*

*– Goal set for
ALERT by Dr.
APJ ABDUL
KALAM*



ALERT Simulation Lab for Emergency Response Management is India's first for a common man to develop life-saving skills using high end simulation equipment. *ALERT's work has been awarded 'Hero of the Year' by Association of Healthcare Providers of India (AHPI), 'Good Samaritan' - Organisations category by Columbia Asia and 'Top 120 Social Enterprises to watch for in Asia' by DBS- NUS.*

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A Typical Workshop – Awareness Programs

This training program 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 & 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
- A live demonstration of the 108 ambulance (wherever possible)

PEER Workshop – Skilled Programs

Personal Empowerment in Emergency Response is a programme designed and envisioned by ALERT Simulation Lab for Emergency Response Management, keeping in mind the requirements of a lay person to learn emergency response. The programmes incorporate latest recommendations from the American Heart Association and weaves them into real life scenarios in an Indian context, thereby giving the learner universal protocols in handling emergencies even while relating to an Indian setting. The classifications of PEER programmes are as follows:

PEER – Basic : Imparts fundamental concepts of emergency response with adequate practice of skill.

PEER – Advance : Uses advanced laerdal link technology to assist in effective mastering of skills required and incorporates AED Readiness.

PEER – Intense : Prepares a participant to completely take charge of a scene of incident with intense skill inputs with regards to techniques and non-technical aspects of expected behaviour of incident command.





Highlights & Milestones of 2017

2017 - A summary



Chennai

Number of Workshops conducted

147

Number of Participants trained

9895

Number of Events Partnered

36

Number of Events Organised

5

Bengaluru



Number of Workshops conducted

17

Number of Participants trained

618

Number of Events Partnered

3

Number of Events Organised

1

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December 31, 2017



ALERT – Chennai

ALERT's operations began in the city of Chennai and ALERT Chennai has continued to empower common man to act in case of an emergency for eleven years now.

Following are some of the highlights and significant milestones of ALERT- Chennai during the year 2017:

- First time in TN, conducted Model RTO as a road safety awareness event in association with RTO, CAG and Thozhan team during the Road Safety week of Jan 2017.
- Conducted road safety awareness cycle rally event and Mime show for Nokia staff at NSN, Oragadam
- Created CPR awareness for 100 participants from general public and students community at Chevalier Thomas Elizabeth College, Perambur, Chennai by putting up a stall .
- CPR demonstration was conducted at CAR FREE Pandibazzar where more than 200 on-lookers were made aware of CPR.
- Successfully generated first batch of new VoICEs – Volunteers in Case of Emergencies
- For the First time, conducted Virtual smart class in association with DIET (District Institute of Education and Training) at Chennai. Through this Chennai, Thiruvallur, Kanchipuram and Kanyakumari district Govt Schools were benefited.
- Dr. Grayson Perry, Australian Trade Commissioner and Ben Krynski, Founder- Real First Aid, Australia visited ALERT Simulation Lab on 24th June 2017.
- First time ever organizing ToT program to address about BLS in various parks in Chennai in association with Thozhan and few other organizations to celebrate the 71st Independence Day.
- **ALERT Being Award - 2017** – Our signature event for the recognition of the Good Samaritan. Awards were distributed in 4 categories - Individual, Going Beyond call of duty, Icon and Life time achievement award.
- **Launched ALERT's Theme Song** – Lyrics by Shri. Rajkumar Bharathi, Music produced and recorded by Shri. Sai Shravanam, Music arrangements by Shri. Shreyas Murali and sung by Vasanth & Savitha.
- **RJ Balaji lends his voice for ALERT**– Renowned RJ & cine-star Mr. Balaji promotes ALERT's cause and Awareness Run – ALERTathon'17
- **Mr. Rajesh R Trivedi, Managing Trustee – ALERT, represented ALERT in the National Advocacy meeting on Road Safety** held on Feb 2, 2017 @ India International Centre,

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New Delhi and **participated in National level deliberations on the enactment of the motor Vehicle (Amendment bill) 2016.**

- **Ms. Kala Balasundaram, Founder President – ALERT, represented ALERT in the Regional Advocacy meeting on Road Safety** held in Trivandrum and **participated in the Regional level deliberations on the enactment of the motor Vehicle (Amendment bill) 2016.**
- Started talks with M/s Apollo Hospitals for a collaboration
- For the World first aid day ALERT Organized Being ALERT campaign – spreading First Aid awareness to over 1300 college students across Chennai.
- **Second Edition of ALERTathon held on Oct 8th 2017** in CEG Grounds, Anna University, Chennai with over 600+ enthusiastic participants.
- Successfully trained 850 first year students from IIT Madras for 4th Consecutive year in collaboration with the IIT- DMC Team.
- Started Volunteers Core Teams – Army of Trainers, Mobilization Experts, Event Magicians & Creatively Yours to empower and organize the volunteers. The first Core Team Meet –CTM 1.0 happened on 2nd of December 2017.
- Published 3 editions of @ALERT – A magazine by ALERT
- ALERT Offsite 2017 at Karaikudi with Trustees and volunteers from Chennai and Bangalore, a fun-filled goal setting exercise for the volunteers & the Team.
- **ALERT @ School** programme was extended to **Anjuman-e-himayath-e-islam girls' school.**

ALERT – Bengaluru:

ALERT started its full fledged operations in Bengaluru, KA having the office at E-city, phase- 2 during 2016 and has grown rapidly in last 1.9 years to reach out to various segments of people in the city and in the state with various types of First aid programs.

Following are some of the highlights and significant milestones of ALERT:

- ❖ **ALERT signed an MoU with the Govt. of Karnataka on 13th July'17 with various departments such as, the Home, Health & Transportation.**
- ❖ Alertathon Bengaluru maiden event was held in Bengaluru on 19th Nov with 700+ participants participating in the Awareness Run.
- ❖ Monthly workshop for general public.
- ❖ Awareness sessions at Cubbon park during the cycle day.

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List of workshops conducted in Tamilnadu in 2017 by
ALERT/SIMLAB

S.no	Date	Audience group	Organization	Location	Workshop type
1	07.01.17	College	Anna University	Chennai	PEER Classic
2	07.01.17	College	Anna University	Chennai	PEER Classic
3	07.01.17	School	Gate Way International School	Chennai	PEER Classic
4	21.01.17	G H Fellow	ALERT	SIMLAB	PEER Intense
5	29.01.17	General Public	ALERT	SIMLAB	PEER Classic
6	02.02.17	College	MGR Janaki College	Outbound	PEER Classic
7	05.02.17	College	Stella Marrys College	Chennai	PEER Classic
8	10.02.17	School	AMM School	Simlab	PEER Classic
9	12.02.17	General Public	ALERT	SIMLAB	PEER Classic
10	16.02.17	College	Presidency College	Chennai	PEER Classic
11	16.02.17	College	SRM- Easwari College	Chennai	PEER Classic
12	17.02.17	College	Ethiraj College	Chennai	PEER Classic
13	21.02.17	College	Indo American College	Outbound	PEER Classic
14	23.02.17	College	TVS.Polytechnic College	Chennai	PEER Classic
15	23.02.17	College	TVS.Polytechnic College	Chennai	PEER Classic
16	24.02.17	College	TVS.Polytechnic College	Chennai	PEER Classic
17	24.02.17	College	TVS.Polytechnic	Chennai	PEER Classic
18	24.02.17	School	Agaram fundation	Chennai	PEER Classic
19	28.02.17	school	Govt.higher school	Chennai	PEER Classic
20	04.03.17	College	DMC, IIT Madras	SIMLAB	PEER Advance
21	04.03.17	College	Poombugar College	Outbound	PEER Classic
22	04.03.17	General Public	Serkali Muslim Team	Outbound	PEER Classic
23	11.03.17	General	ALERT	SIMLAB	PEER Classic

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December 31, 2017



S.no	Date	Audience group	Organization	Location	Workshop type
		Public			
24	12.03.17	College	DMC, IIT Madras	SIMLAB	PEER Advance
25	13.03.17	Clubs + Assoc	TN Police Adcademy	Outbound	PEER Classic
26	16.03.17	College	KIT, Salem	Outbound	PEER Classic
27	26.03.17	Golden Hour Fellow	ALERT	SIMLAB	PEER Refresher
28	28.03.17	Corporate	Sathyam (Escape)	Chennai	PEER Classic
29	30.03.17	Corporate	French	Chennai	PEER Advance
30	31.03.17	School	AMM School	Chennai	PEER Classic
31	02.04.17	General Public	ALERT	SIMLAB	VoICE
32	04.04.17	General Public	Talwalkers	Chennai	PEER ADVANCE
33	04.04.17	General Public	Sathyam Cinimas	Outbound	PEER Classic
34	06.04.17	General Public	ALERT	SIMLAB	VoICE
35	09.04.17	General Public	ALERT	SIMLAB	VoICE
36	11.04.17	Corporate	Aryvart Soft	Outbound	PEER Classic
37	12.04.17	college	VIT	Chennai	PEER Classic
38	13.04.17	General Public	ALERT	SIMLAB	VoICE
39	18.04.17	School	SOS	Outbound	PEER Classic
40	18.04.17	School	SOS	Outbound	PEER Classic
41	18.04.17	School	AMM School	Chennai	PEER Classic
42	19.04.17	School	SOS	Outbound	PEER Classic
43	19.04.17	School	SOS	Outbound	PEER Classic
44	19.04.17	college	Sathya Sai Univercity	SIMLAB	PEER Classic
45	20.04.17	General Public	ALERT	SIMLAB	VoICE
46	21.04.17	college	Chennais Amirdha	Chennai	PEER Classic
47	22.04.17	General Public	SPI Office	Chennai	PEER Classic
48	23.04.17	General Public	ALERT	SIMLAB	VoICE



S.no	Date	Audience group	Organization	Location	Workshop type
49	26.04.17	Corporate	Jazz Corporate	Chennai	PEER Classic
50	27.04.17	General Public	ALERT	SIMLAB	VoICE
51	05.05.17	School	wealth Report ORG	Chennai	PEER Classic
52	06.05.17	General Public	French Team	SIMLAB	PEER ADVANCE
53	10.05.17	College	DIET (Teacher Training Students)	Chennai	PEER Classic
54	13.05.17	School	SPEED	Chennai	PEER Classic
55	16.05.17	School	Karkai Nandru	Outbound	PEER Classic
56	17.05.17	General Public	French Team	SIMLAB	PEER Advance
57	21.05.17	General Public	ALERT	SIMLAB	VoICE
58	25.05.17	General Public	ALERT	SIMLAB	VoICE
59	28.05.17	General Public	ALERT	SIMLAB	VoICE
60	28.05.17	General Public	Viluthugal	Outbound	PEER Classic
61	31.05.17	Corporate	IOC	Chennai	PEER Classic
62	04.06.17	General Public	ALERT	SIMLAB	Orientation
63	8.6.17	General Public	RCCT	Chennai	PEER Classic
64	13.06.17	General Public	ALERT	Chennai	PEER Advance
65	15.06.17	Corporate	MGM Resort	Chennai	PEER Basic
66	25.06.17	VoICE	ALERT	SIMLAB	Orientation
67	27.06.17	Corporate	Lions Blood Bank	Chennai	PEER Classic
68	29.06.17	Corporate	Jazz Cinimas	Chennai	PEER Classic
69	29.06.17	School	DIET	Chennai	PEER Classic
70	01.07.17	Cab Driver	A1 Logistica	Chennai	PEER Clasic
71	02.07.17	General public	ALERT	SIMLAB	VoICE
72	02.07.17	General public	ALERT	SIMLAB	VoICE
73	08.07.17	General	ALERT	SIMLAB	TOT



S.no	Date	Audience group	Organization	Location	Workshop type
		public			
74	08.07.17	School	Nitharsanam	Chennai	Peer Classic
75	16.07.17	VoICE	ALERT	SIMLAB	Orientation
76	16.07.17	VoICE	ALERT	SIMLAB	TOT
77	19.07.17	Corporate	St.Thomas Hospital	Chennai	PEER Clasic
78	23.07.17	VoICE	ALERT	SIMLAB	TOT
79	23.07.17	General public	ALERT	SIMLAB	VoICE
80	25.07.17	General public	Varshini Enterprises	SIMLAB	PEER Advance
81	28.07.17	College	MGR University	Chennai	PEER Clasic
82	26.07.17	Corporate	St.Thomas Hospital	Chennai	PEER Clasic
83	27.07.17	Corporate	St.Thomas Hospital	Chennai	PEER Clasic
84	30.07.17	General public	ALERT	SIMLAB	TOT
85	02.08.17	Corporate	St.Thomas Hospital	Chennai	PEER Classic
86	03.08.17	Corporate	Rajen Eye Care	Chennai	PEER Classic
87	05.08.17	School Students	Bhagat Singh Group	Chennai	PEER Classic
88	06.08.17	General public	Makkal pathai	Outbound	PEER Classic
89	08.08.17	College	BSW - Stella Maris College	Chennai	PEER Intense
90	11.08.17	College	MSW - Stella Maris College	SIMLAB	PEER Intense
91	16.08.17	Corporate	IOC	Chennai	PEER Classic
92	17.08.17	Club Members	Ladies club	Chennai	PEER Classic
93	19.08.17	college	Mass Awareness - PSG	Outbound	PEER Classic
94	20.08.17	General public	Kanchipuram - Vithaikal	Outbound	PEER Classic
95	24.08.17	School	Awareness	Chennai	PEER Basic
96	26.08.17	School	Primrose School	Chennai	PEER Classic
97	1.09.17	College	SKP College	Chennai	PEER Classic
98	6.09.17	College	Murugappa Polytechnic	Chennai	PEER Classic
99	7.09.17	College	Madha Engineering	Chennai	PEER Classic

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S.no	Date	Audience group	Organization	Location	Workshop type
			college		
100	7.09.17	Corporate	Hyundai	Chennai	PEER Advance
101	11.09.17	College	Gurunanak college	Chennai	PEER Classic
102	14.09.17	College	CTTE College	Chennai	PEER Classic
103	16.09.17	General Public	ALERT	SIMLAB	PEER Intense
104	17.09.17	General Public	ALERT	Chennai	Peer Classic
105	20.09.17	College	RGNIYD	Chennai	Peer Classic
106	22.09.17	General Public	ALERT	SIMLAB	PEER Advance
107	23.09.17	College	Hindu college	Chennai	Peer Classic
108	23.09.17	General Public	Rotaract club of madras south	Chennai	Peer Classic
109	10.10.17	General Public	French Community	SIMLAB	Peer Advance
110	10.10.17	College	WCC	Chennai	PEER Classic
111	11.10.17	Drivers	French Community	SIMLAB	Peer Advance
112	12.10.17	School	Govt.school	Chennai	PEER Classic
113	14.10.17	Corporates	VBJ	Chennai	PEER Classic
114	14.10.17	General Public	ALERT (Alertathon)	SIMLAB	Peer Basic
115	17.10.17	General Public	French Community	SIMLAB	Peer Advance
116	24.10.17	General Public	French Community	SIMLAB	Peer Advance
117	26.10.17	Corporates	SPI Cinimas	Outbound	PEER Classic
118	26.10.17	Corporates	IOC	Outbound	PEER Classic
119	28.10.17	Club	Ryla	Outbound	PEER Classic
120	28.10.17	General Public	French Community	SIMLAB	Peer Advance
121	29.10.17	General Public	D4V	outbound	Peer Advance
122	31.10.17	Drivers	French Community	SIMLAB	Peer Advance
123	02.11.2017	Corporate	Siemens	Chennai	Peer Basic
124	11.11.2017	Association	Ekadaksha Learning Center	Chennai	Peer Basic
125	19.11.2017	General	ALERT	SIMLAB	Peer Classic



S.no	Date	Audience group	Organization	Location	Workshop type
		Public			
126	22.11.2017	Corporate	Satyam	Outbound	Peer Classic
127	23.11.2017	College	IIT - DMC	Chennai	Peer Classic
128	23.11.2017	College	IIT - DMC	Chennai	Peer Classic
129	23.11.2017	School	Govt School	Outbound	Peer Classic
130	24.11.2017	College	IIT - DMC	Chennai	Peer Classic
131	24.11.2017	College	IIT - DMC	Chennai	Peer Classic
132	25.11.2017	School	Padma Subramaniam bala bhavan school	Chennai	Peer Classic
133	26.11.2017	General Public	ALERT	SIMLAB	Peer Classic
134	27.11.2017	College	IIT - DMC	Chennai	Peer Classic
135	27.11.2017	College	IIT - DMC	Chennai	Peer Classic
136	01.12.2017	Corporate	Satyam	Chennai	peer basic
137	03.12.2017	General Public	ALERT	SIMLAB	Peer Classic
138	10.12.2017	General Public	ALERT	SIMLAB	Peer Classic
139	11.12.2017	Corporate	Renault Nissan	Outbound	Peer Classic
140	12.12.2017	Corporate	Presidency Club	Chennai	Peer Classic
141	15.12.2017	Student	CTTE College	Chennai	Peer Classic
142	16.12.2017	French team	French Team	SIMLAB	PEER Advance
143	16.12.2017	General Public	Govt School Parents	Outbound	Peer Classic
144	17.12.2017	General Public	ALERT	SIMLAB	Peer Classic
145	19.12.2017	Corporate	Nokia	Chennai	Peer Advance
146	24.12.2017	General Public	ALERT	Chennai	Peer Classic
147	27.12.2017	Corporate	Nokia	Chennai	Peer Classic

**List of events participated by ALERT as First Aid partners in
Tamilnadu**

S. No	DATE	Event Particulars	Organization	ALERT's Role
1	08.01.17	Marathon	TWCM - 2016	First Responders
2	22.01.17	Republic Day Cycle Rally	Cycling Yogis	First Responders
3	05.02.17	Cycle Rally	SRM - Easwari college	First Responders
4	05.02.17	Cycle Rally	WCCG	First Responders
5	12.02.17	Cycle Rally	BOB - Babes On Bikes	First Responders
6	25.02.17	Car free Sunday	The Hindu	First Responders
7	05.03.17	Triathlon	CTC	First Responders
8	26.03.17	Cycling	WCCG	First Responders
9	09.04.17	Marathon	India Events	First Responders
10	09.04.17	Sports Meet	Bhumi	First Responders
11	16.04.17	Cycling	Cycling yogis	First Responders
12	21.05.17	Car free Sunday	The Hindu	First Responders
13	21.05.17	Marathon	India Events	First Responders
14	25.05.17	Marathon	Food Bank India	First Responders
15	04.06.17	Car Free Sunday	The Hindu	First Responders
16	11.06.17	Cycling	WCCG	First Responders
17	18.06.17	Cycling	AVADI CYRUNS	First Responders
18	18.06.17	Coastal Cleanup	CTC	First Responders
19	23.06.17	Marathon	India Events	First Responders
20	23.07.17	Marathon	DRHM	First Responders
21	06.08.17	Javathu Marathon	CTC	First Responders
22	06.08.17	Marathon	GT Marathon	First Responders
23	15.08.17	Cycling Rally	WCCG	First Responders
24	20.08.2017	Cycling	Cycling yogis	First Responders
25	20.08.2017	Marathon	Avinga Fun Run	First Responders
26	20.08.2017	Marathon	Brick Run Marathon	First Responders
27	9.08.17	Ultra Marathon	CTC	First Responders
28	17.09.17	Cycling	WCCG	First Responders
29	17.09.17	Marathon	India Events	First Responders
30	01.10.17	Cycling	WCCG	First Responders
31	15.10.17	Car Free Sunday	The hindu	First Responders
32	29.10.17	Car Free Sunday	The hindu	First Responders
33	19.11.2017	Awareness	thozhan	First Responders
34	19.11.2017	Cycling	Cycling yogis	First Responders
35	03.12.2017	Marathon	TWCM	First Responders
36	16.12.2017	Triathlon	CTC	First Responders

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December 31, 2017



List of events organized by ALERT in Tamilnadu

S. No.	Date	Event particulars	Remarks
1	25.01.2017	Mime show in NSN	Organized in collaboration with Nokia in lieu of Road safety week
2	30.01.2017	Cycle rally in NSN	
3	18.01.2017	Mock RTO	Organized in collaboration with CAG & Thozhan in lieu of Road safety week
4	08.10.2017	Alertathon Chennai – 2 nd edition	Signature event of ALERT – Awareness Run
5	23.08.2017	ALERT Being Awards	Signature event of ALERT – Rewarding Real life heroes

List of workshops conducted in Karnataka in 2017 by ALERT

S. No.	Date	Audience	Organisation	Location	Workshop type
1	20-01-17	Corporate	Kiloskar	Bengaluru	PEER Classic
2	11-02-17	General Public	ALERT	Bengaluru	PEER Advance
3	13-02-17	Corporate	Tessolve	Bengaluru	PEER Basic
4	19-02-17	Association	Rotaract	Bengaluru	PEER Classic
5	10-3-17	Corporate	Envestnet Yodlee	Bengaluru	PEER Classic
6	13-5-17	General Public	ALERT	Bengaluru	PEER Advance
7	17-5-17	Corporate	Decathlon	Outbound	PEER Basic
8	10-6-17	General Public	ALERT	Bengaluru	PEER Advance
9	22-7-17	General Public	ALERT	Bengaluru	PEER Advance
10	09-08-17	School	St. Martin School	Outbound	PEER Classic
11	23-09-17	General Public	ALERT	Bengaluru	PEER Advance
12	27-09-17	Corporate	SAP labs	Bengaluru	PEER Basic
13	17-09-17	General Public	Awareness session - Cubbon park	Bengaluru	PEER Classic
14	05-12-17	General Public	Awareness session - Cubbon park	Bengaluru	PEER Classic
15	02-12-17	General Public	Alertathon participants	Bengaluru	PEER Basic
16	09-12-17	General Public	Awareness session - Cubbon park	Bengaluru	PEER Classic
17	15-12-17	Corporate	Siemens	Bengaluru	PEER Basic

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List of events organized by ALERT in Karnataka

S. NO:	MONTH	EVENT	REMARKS
1	19-11-2017	Alertathon – Maiden edition	Signature event of ALERT - Awareness run

List of events participated by ALERT as First Aid partners in Karnataka

S. NO:	MONTH	EVENT	ROLE OF ALERT
1	July	Trot Marathon	First Aid Partners
2	Oct	Master Muscle Run	First Aid Partners
3	Dec	Bhumi India run	First Aid Partners

2017 – Summary

We had experienced another year of Passion & Compassion. Be it trainings - that empower a common man which is at our core or Alertathon - our Fund Raiser that has public outreach at its heart or ALERT Being Awards - our humble effort in recognising real life heroes, all of these have been possible because of our Volunteer's passion & Sponsor's Compassion. We bid farewell to 2017 and welcome 2018 on a high note and with an undying Passion for Compassion.

2017 - Major Challenges

Funds - Sponsorships and funding continue to be a challenge. With pure passion to give back something to the society fuelling ALERT to do all the service it has done so far, ALERT is in tremendous need for funds to effectively carry out programmes to reach large scale benefits to the society.

Volunteers - Volunteer base needs to be strengthened and organized. We have started Core Team Initiative to address this challenge and hope to draw in more volunteers in the upcoming year and further the cause by empowering them.

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2018 – Outlook

Scale up training programs:

We aim to train 25,000 people in the year 2018 in Emergency Response which is 2.5 times of what we achieved in 2017. We plan to build an Army of Trainers out of our volunteers who will be instrumental in achieving our goal.

Implementation of VoICE:

We intend to make the VoICE Application live for the Chennai residents and formally launch the VoICE mobile application.

Possible Collaboration with M/s Apollo Hospitals:

A possible collaboration with M/s Apollo Hospitals is in the pipeline. M/s Apollo Hospitals to support in the VoICE Project by bringing in medical expertise to assess the VoICEs

2017 – A journey down the memory lane

Alertathon'17 Bengaluru runners at the start line as the run is being flagged off



Training for JCD employees at Barton Centre, MG Road



December 31, 2017



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Training of Yodlee Employees at Prestige Tech park, Marathahalli



Training of Decathlon employees in First Aid & Fire and safety at Hubli

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PEER Advance open sessions at Barton centre, MG road

December 31, 2017

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First responders team at TROT marathon

First responders team at Master muscle run



December 31, 2017



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ALERT trains Police Personnel in Vandalur



Mass First Aid
Training workshop
at Anna University,
Guindy



December 31, 2017

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The Wipro
Chennai
Marathon-
ALERT as First
Aid Partners



ALERT as First
Aid Partners In
The Heritage
Ride by Cycling
Yogis



December 31, 2017



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ALERT Offsite 2017



December 31, 2017

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ALERT Organizes
Cycle Rally for
Road Safety
Awareness In
collaboration
with Nokia

BLS Awareness in 71 parks across Chennai for 71st Independence Day in Collaboration with
Thozhan and many NGOs



December 31, 2017



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ALERT Trainer trains Students of Govt. schools in Chennai, Thiruvallur, Kanchipuram & Kanyakumari district Govt through Virtual smart class in association with DIET (District Institute of Education and Training)

Dr. Grayson Perry, Australian Trade Commissioner and Ben Krynski, Founder- Real First Aid, Australia along with Ms. Kala, Founder President – ALERT & Mr. Hubert – Steering Committee member – ALERT during their visit to ALERT



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The dignitaries at the ALERT Being Award 2017

ALERT Being Award –
Organization category being
presented to Cognizant
Foundation



December 31, 2017



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Alertathon'17 Winners – Veteran category with Special Guest RJ. Balaji

Alertathon 2017 honorary participant Lt. Col. Pandey with his son Ahaan – the youngest participant



December 31, 2017

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ALERT Trainer trains the IIT – Madras First year students



ALERT joins hands with IIT- DMC Team to organize World First Aid day awareness workshops

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Bessy Beach goers learn CPR during the First Aid awareness session conducted by ALERT at the Car Free Sundays organized by The Hindu



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ALERT Volunteers with Ms. Kala, Founder President - ALERT, Mr. Manick, Member of advisory board – ALERT & Team IIT- DMC members during the Volunteers' Core Team Meet – CTM 1.0



Brand Ambassador RJ Balaji with the ALERT Team endorsing Alertathon – Our Signature event



RJ Balaji with Ms. Kala (Founder – ALERT) in the Big FM recording studio

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Testimonials from ALERT Trained Citizens

A life is invaluable in every sense and every time we hear from the citizens who have been trained by us in Emergency Response, it furthers our passion for compassion. Here are a few incidents where ALERT trained citizens have impacted victims of medical emergencies positively.

Mr. Nandakumar, an IT professional and an ALERT trained volunteer has mustered courage and intervened in 2 emergencies during the month of October alone! Both the emergencies were road accidents that occurred near the Adyar bridge at night. In the first incident, he shares that the crowd around the victim has over-powered him and did not allow him to put the victim in the recovery position reminding us that we have a long way in instilling awareness among the general public.

In the second incident, he explains that he was able to successfully take control and implement the BLS procedures learnt by him during the training. The victim was a male and he was semi-conscious due to the fall from 2 wheeler, while Nandakumar found him on the road beside his weeping wife and kid. The victim had a head injury, was shocked but conscious and responding. Nandakumar quickly learnt that the people gathered around had called ambulance. His situational leadership kicked in and he decided to take the victim's wife and kid a little away from the scene to calm down the situation. He then put the victim in recovery position. Thanks to Nandakumar, the family got quick help and another good Samaritan helped them get to nearby hospital. This time Nandakumar left the situation better & returned home with contented heart.



Rizwan, a VoICE - Volunteer In Case of Emergency and a D4V Volunteer played the hand of God on by rescuing a victim bleeding to death



Nov 2, 2017, Chennai : It was an ordinary day as Rizwan was on his way to office, via train, from Pattabiram to Central. His train was stopped at Annanur station for more than 10 minutes. Worried about being delayed, he enquires the people around about the reason for the delay. That's when his day being ordinary to a person was and no ambulance changed from extra ordinary. He was told that injured by the previous train and he was bleeding has arrived yet. He suddenly jumped out of his train to see the victim surrounded by a passive crowd! He sought help, arrested the bleeding & took the victim to his train. He quick wittily informed the ambulance to reach Ambattur station and admitted him in the hospital!! ***A Life was Saved & a Hero was born!!***

Many heroes of the likes of Rizwan & Nandakumar live amongst us standing testimony to ALERT's Cause & Impact. We thank our patrons, volunteers, trainers, staff & last but not the least, the general public for the support showered upon us and implore all of them to continue to contribute with a Passion for Compassion.

