



Powering community response

MARCH -
APRIL
2025

towards a year of
scaling impact



Reach in numbers

March–April

117

training sessions

across

3

states

empowering

10150

citizens

and awakening

450+

citizens through
awareness
campaigns

A National First: 108 Meets Community First Response



Supported by **EATON**
Powering Business Worldwide



We are grateful for the support of Mr. Anthony Jeyakumar, Head of Human Resource Development, Eaton Industries and for the active participation of Dr. Mannu, JIPMER/ICMR in supporting our mission. The event was presided by Mr. Mananathan – President, ALERT Puducherry Chapter along with Mr. Syed Sajith Ali – Vice President, General Secretary Mr. Thangamaniamaran and, Mr. Rajesh Trivedi, Co-Founder and Managing Trustee Alert Chennai.

A system level intervention

In a step to enable a robust emergency response ecosystem, the ALERT Helpdesk was launched in Puducherry in collaboration with the Puducherry Government Health Department and supported by our CSR partners EATON.

Puducherry becomes the first region in India where the Government's EMS (Emergency Management System) includes a formal process of triggering a community first responder in tandem with the call to 108, ensuring the victim receives immediate first aid along with hospital admission. This process will be routed via the ALERT Helpdesk, a crucial milestone in our mission of saving lives.

The Help Desk was inaugurated by Dr. V. Ravichandran, Director of Health, Puducherry Government in the presence of Praveen Kumar Thirupathi, Senior S.P., Puducherry Transport, S.P., Mr. Maran and S.P., Mr. Ranganathan, S.P., Mr. Selvam.



Aval Awards 2025 - Honouring Social Service



Of recognition and support

We are proud to share that Ms. Kala Balasundaram, Founder Trustee ALERT, was honoured with the Aval Awards by the Prince Group of Institutions.

This recognition celebrates her 19 years of unwavering commitment to social service and her pioneering work in building a safer, more empowered society. Under her visionary leadership, ALERT continues its mission to make the Right to Life a reality—by equipping everyday citizens with life-saving emergency response skills.

Presented by renowned Tamil orator and educationist Dr. I.S. Parveen Sultana, and Dr. B. Sharmila, Secretary of the Prince Group, the awards spotlighted nine inspiring women transforming their fields through purpose and perseverance.



Triggering Timely Action, One AED at a Time



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Public Access AED

In a significant step towards enhancing emergency response, a Public Access Defibrillator (PAD) was installed at PHC, Vagarayampalayam. The launch was graced by Coimbatore District Collector, Thiru. K. Pavankumar G. Giriappanavar, I.A.S., along with Mr. Ravi Sam (MD, Adwaith Lakshmi Industries Pvt Ltd), Dr. Balusamy (DD Health), Mr. K.S. Ravindrakumar (COO, LRT), Mr. K.B. Sasikumar (President, Mopripalayam Town Panjayath), and Mr. Rajesh R Trivedi (Co-founder & Managing Trustee, ALERT).

This life-saving device, donated through a CSR initiative by Lakshmi Ring Travellers (Coimbatore) Pvt Ltd, aims to ensure timely response in medical emergencies. The ALERT team also conducted CPR & AED training for PHC doctors, and nurses.



From Campus to Community



6 colleges
72 VoICES

Powered by



Assessment and Graduation

We successfully conducted the ALERT VoICE assessment and graduation ceremony at PSG Hospitals, marking a proud milestone in our mission to empower community first responders.

A total of 72 students from PSG CAS, CMS CSC, KPR CAS, Nehru ASC, ASET College of Technology, and PPG Institute of Optometry were certified as First Responders after a rigorous evaluation led by Dr. Yamini Subramani, Head of the Emergency Department at PSG Hospitals.

The graduation ceremony was graced by Dr. J.S. Bhuvaneshwaran, Director of PSG Super Speciality Hospitals and ALERT's Regional Executive Council Member, who felicitated the graduates with First Responder ID cards, certificates, jackets, and first aid kits.

We extend our heartfelt thanks to Ford Motor Company for their generous CSR support in making this initiative possible in the Coimbatore region.



Powering Community Responders



Ford employees

Assessment and Graduation of 98 VoICEs in Chennai

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Avichi College of Arts and Science



Prince College of Engineering



ISSM Business School

Reaching the unreachable: Building health heroes in remote UP, Jharkhand



Train the Trainer program with HFF

Across 7 villages nestled in the interior parts of UP and Jharkhand, ALERT served as the trainer and assessment partner for Healing Field Foundation's program.

ALERT trained master trainers who in turn equipped CHEs across villages. A two day VoICE training and assessment was conducted in Bishrapur, Nawam Bazaar, Dupatiya, Panki from Palamu district in Jharkhand and Chunar, Adalhat & Ahraura in Mirzapur district in UP.

6 villages
2 states
228 community
health
entrepreneurs



Amplifying the VoICE of the hour

Our growing community of alert VoICE (Volunteers in case of emergency) is set to bring about a revolution in the way emergency care gets delivered in our society.



VoICE program for Ford employees



VoICE program for students of ISSM Business School, Chennai
Powered by Ford



VoICE refresher program for our existing community of first responders, Coimbatore

ALERT at Chennai

A glimpse of some of our training programs



PEER Basic program for students of DAV-Sarada Eashwar Vidyalaya



PEER program at Atrium Owners Association



PEER program at Kakkann colony



CPR and AED session for Shollinganallur Traffic Police



PEER program at S.I.E.T College for Women



PEER program for women at Muthal Thalamurai Trust



PEER program for bus drivers at MTC Chrompet



PEER program at Arunodhaya community



PEER program at Andani village, Tanjore



PEER program at Access Healthcare

PEER program at Chennai MMA



PEER program for woman auto drivers at Thiruvanniyur RTO

PEER program for bus drivers at Thiruvanniyur RTO

ALERT at Coimbatore

A glimpse of some of our training programs



PEER Basic program at RTO Central, RTO North



PEER program for students and sanitation workers at Kumaraguru College of Technology



PEER program at Cheran College



PEER program at Chinmaya Organization



PEER program at Nehru College of Physiotherapy



PEER Basic program for students and staff of Govt. School, Maanar Tribal Village



PEER program at Sri Ragavendra Driving School, Sullur



PEER program for gym trainers at SKS Hospital



PEER program at Mayflower Enterprises Pvt Ltd



PEER program at Karpagam Academy of Higher Education



Road safety awareness and first aid program at Gedee Public School

ALERT at Puducherry

A glimpse of some of our training programs



PEER Program for students of Indiragandhi College of Arts and Science



PEER Program for the staff at EATON



PEER Program for Acharya College of Arts and Science

ALERT at Bengaluru

A glimpse of some of our programs



First aid awareness, CPR Experience Zone at Christ University during the SDG week



PEER program at Bidiru Learning Centre



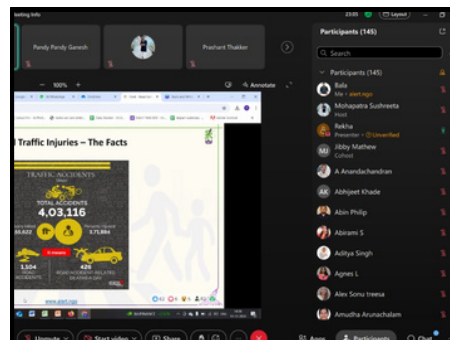
Happy Streets by Times of India at House of Hiranandani

More ways to engage with us

SAVIOUR SATURDAY

Got no weekend plan? We've got you covered!
Make the most of your Saturdays by learning everything about #BasicFirstAid.
Join us in the #SaviourSaturdays by tuning into our free webinar conducted every Saturday.

[Take a step towards being a trained lifesaver.](#)
[Sign up today!](#)



VOLUNTEER WITH US

Do you resonate deeply with our mission?

Well, we are always on the lookout for enthusiastic individuals like you! Sign up on our website www.alert.ngo to be one of our growing volunteer communities across Chennai, Coimbatore, Puducherry and Bangalore.

Have something to share? Write to us on info@alert.ngo



DONATE AND SUPPORT OUR MISSION

**Every contribution counts.
Your kind gesture will go
towards empowering the
community with life-
saving skills.**

TO DONATE: alert@upi

