



NEWSLETTER

**JUNE - JULY
2025**

United to save lives

**Scaling impact
through key
partnerships**

Month in numbers

147

training sessions

across

6

states

empowering

18,382

citizens

and awakening

22,745

citizens

through

24

awareness
campaigns

This month, let us take you down a memory lane -

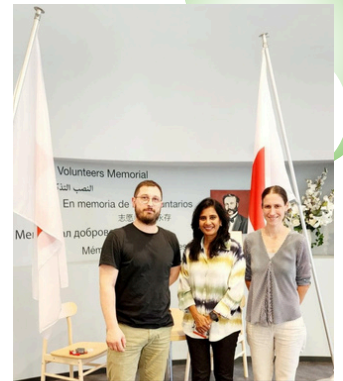


June
2023

International Federation of Red Cross

The beginning of a very
important partnership, the
first meeting at the IFRC at
the headquarters in Geneva

2023



Key Meetings

Our founder Kala met key
members of the IFRC, shaping
up possibilities of collectively
creating an emergency
response ecosystem

2023



The dots align
Meeting Mr. _____

2023



Dr. Pascal Cassan meets ALERT

This brought us to Paris to
introduce the Father of Emergency
Medicine, Dr. Pascal Cassan to
ALERT and discuss how we can
scale our mission



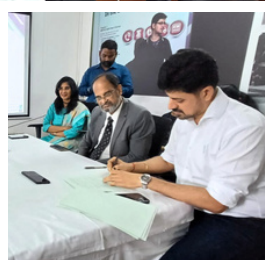
Wondering
what this led to?

read on...

Joining hands with Red Cross Society, Chennai

Allies in every emergency, ALERT signs a MoU with the Indian Red Cross Society

Following a impact driven pursuit of two years, ALERT signs an MoU with the Indian Red Cross Society to promote first aid training and life-saving awareness across communities. This significant partnership marks the launch of joint programs in first aid and emergency response to colleges across Tamilnadu through ALERT Golden Army Clubs, Youth Red Cross (YRC) and Junior Red Cross (JRC). We are set out on an amplified impact journey in empowering youth, corporate employees, drivers and homemakers with critical life-saving skills.



ALERT, IRCS sign MoU to promote first aid awareness

Chennai, June 12: ALERT, a Chennai-based NGO focused on emergency response training, signed a Memorandum of Understanding (MoU) with the Indian Red Cross Society (IRCS), Tamil Nadu branch, to promote first aid training and emergency preparedness across the state. The MoU was signed on Saturday at IRCS headquarters in Chennai. The partnership will focus on training students, professionals, and community members in essential first aid and emergency response skills. Programs will be delivered through colleges under ALERT Golden Army Clubs, Youth Red Cross (YRC), Junior Red Cross (JRC), and also extended to vulnerable groups like auto drivers and homemakers. Participants will receive a

certificate upon completion. This MoU signifies a shared commitment between IRCS and ALERT to strengthen community resilience through structured emergency preparedness training. Together, both organizations will work towards creating a safer society by promoting first aid training and emergency response skills across the state. The MoU was signed on Saturday at IRCS headquarters in Chennai. The partnership will focus on training students, professionals, and community members in essential first aid and emergency response skills. Programs will be delivered through colleges under ALERT Golden Army Clubs, Youth Red Cross (YRC), Junior Red Cross (JRC), and also extended to vulnerable groups like auto drivers and homemakers. Participants will receive a

The MoU was exchanged at the Head Office of the Indian Red Cross Society (TN Branch) in Chennai. The event was graced by key representatives from both organizations - Mr. V.M. Muralidharan - Chairman of ALERT, Ms. Kala Balasundaram - Founder Trustee and Mr. Rajesh R. Trivedi - Co-founder & Managing Trustee of ALERT; Justice M. Jaichandran - Vice President and Chairman of IRCS TN branch, Mr. Vedavyas - General Secretary - IRCS TN branch.

Road to Safety: Amplified outreach

**A campaign marathon
with a single goal -
Awaken citizens for a
safe roads culture**

Fueled by a common mission to create awareness on road safety and traffic rules, we took on a campaign marathon across Chennai and Bangalore in association with Amazon.

Borrowing the roles of Yamadharma Raja and Chitrakupta, the importance of preventing fatalities and the value of a life was highlighted along with traffic rules and their importance in ensuring safe roads.

2 cities

7 campaigns

9050⁺ citizens



**Poondi Bazaar
Signal, Chennai**

**Footfall of over
8000 vehicles
were covered**

Leveraging on a thought provoking role play skit, the campaign was coloured with safety slogans on placards. Pledge cards with traffic rules were handed out to road users to reinforce measures we can take as individuals in building a safe road culture. With the ardent support of the Traffic Police Officials, we also set up a CPR experience zone for road users without helmets.

A divine intervention in Amazon Campuses across Bengaluru



Matching the Amazon Prime Week fever, we conducted a campaign marathon to promote road safety and re-emphasized the need to be responsible road users. With a focus on the truck drivers of Amazon, this interactive campaign reiterated the various road safety rules and provided an opportunity to learn the life-saving skill of administering effective CPR to handle medical emergencies on the road. Organized at various warehouses across Bengaluru, we saw enthusiastic engagement among the drivers, re-instilling our mission to collectively progress towards a safe and equipped society.



Of Awakening the Masses



Hang-out spots become CPR Experience Zones

Interactive CPR experience zones were set up across Chennai in Besant Nagar Beach, Pallavakam Beach and Natesan Park. General public from all walks of life understood the nuances of CPR techniques and tried their hands at it on the first aid training manikin.

39,300 citizens awakened at Pallikaranai Signal

With an intention of re-emphasizing road safety rules and it's importance, a road safety awareness campaign was organized in Chennai. A mime and placards was used to amplify the message in a crowd-friendly manner.



Campaign festival at CODISSIA, Coimbatore

Spanning multiple events like Book Fair and Agri Intex, 11,500+ general public and farmers were awakened and trained in CPR at CODISSIA.

15,440 citizens awakened at Gandhipuram, Coimbatore

The bustling signals of Coimbatore turned into a road safety awareness hub! With volunteer driven mime showcases to slogans, placards and interaction with the road users – the campaign highlighted an individual's role in ensuring a culture of safe roads.



ALERT Golden Army marches ahead

6 new colleges are onboard to establish ALERT Golden Army clubs in their institutions.



Immaculate College for Women,
Puducherry



RAAK College of Arts & Science,
Puducherry



PPG Group of Institutions
PPG College of Pharmacy, PPG College of Nursing, PPG Institute of Allied
Sciences, PPG Business School



PSG College of Arts & Science
(MoU was renewed)

ALERT at Chennai

A glimpse of some of our training programs



PEER Training at for farmers at Jasmine Organization



PEER Training at Colleges, empowering the next generation of life-savers



ALERT at School



PEER Training for gig workers and drivers



PEER Training for MTC drivers (Adyar and Chrompet Depos)



PEER Training for corporate employees

ALERT at Coimbatore

A glimpse of some of our training programs



PEER Training at RTOs (Central, North, Sulur)



PEER Training at Colleges, empowering the next generation of life-savers



PEER program for general public at the ALERT office



PEER Training at Adwaith Industries Pvt Ltd



PEER Training for the Home Guard Armed Forces



ALERT at School (Bharathi Kids School & Govt School, Coimbatore)

ALERT at Puducherry

A glimpse of some of our training programs



PEER Training for Prison inmates



PEER Training at Colleges, empowering the next generation of life-savers



PEER program for Rotary Club of Pondicherry



PEER Training at Texcity College of Nursing



PEER Training at Schools
(Hayagirivar Public School, Presidency School, GK Vidyalayam School, Aathmalaya Senior Secondary School, RAAK School)

In the Spotlight

On-ground testimonials from voluntary community first responders trained by ALERT

Handling bleeding from a head injury

While traveling on the Chinniyampalayam to L&T Bypass route at approximately 8:30 AM on 24th July 2025, I came across a road accident involving a father and his son who were on their way to school.

Upon reaching the scene, I noticed that the son had sustained only minor injuries, but the father was severely injured and was bleeding from the head. There were no bystanders offering assistance at that moment.

As a first responder, I immediately approached the injured father. I used my shawl to apply pressure to the head wound to control the bleeding and secured the wound as best as I could. Since no one nearby had a phone, I used mine to call for an ambulance.

After the ambulance arrived and medical help was provided, I ensured the victims were in safe hands and then left the scene.

**Pooja, Volunteer Trainer
PSG CAS**

With the right training, you can be a community first responder too.

Let us together work towards a society equipped with a robust emergency ecosystem.

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!](#)

SIM LAB SESSIONS

PEER ADVANCE

30th August 2025

6-8 hours advanced skill level program on first aid

VOICE REFRESHER

23rd August 2025

A refresher program for previous attendees of the VoICE program

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

