

ANNUAL REPORT 2024- 2025



**harnessing
the power of
community**



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Around us today

Rudransh was 8 years old when a road accident threatened his life.



A dumper truck hit the vehicle that he and his family were travelling in and claimed the life of his mother and uncle. Rudransh was critically injured and was rushed to the hospital by police in an ambulance.

The ambulance was met with a wicked traffic jam on a bridge near the village. The ambulance was stuck for about an hour while Rudransh and his family were helpless without any aid.

After the golden hour had passed, Rudransh was brought to the hospital, only to be pronounced dead.

Can we change this?

Rudransh was 8 years old when a road accident threatened his life.



ALERT's Community First Responder network is notified and a trained life-saver arrives on scene within a few minutes.

First responder ensures ambulance personnel are informed about victim's position.

Timely first aid was provided to Rudransh in the golden hour, increasing his survival chance by 70%



Around us today

300+ people

2 derailed trains

28 lives lost



"No first aid, no immediate help provided. The incident took place at 11:20 pm and first aid was given at 3:30 am"
-Victim, Harda train tragedy

Can we change this?

300+ people

2 derailed trains

Survival rate increases

Severity decreases



The incident is reported to police personnel who then notify the community first responders. First responders arrive at the location and provide timely first aid.



At least 25 members in the train are trained in emergency response and are equipped to take action.





At ALERT,
we believe we can.

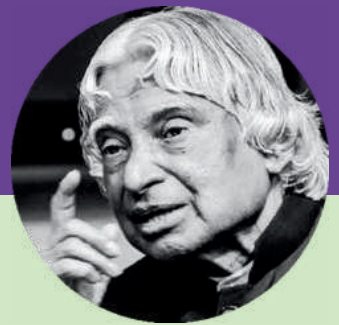




ALERT (Amenity Lifeline Emergency Response Team) is a volunteer driven NGO, that empowers a common man in case of an emergency to ensure 'Right to Life' a reality in India!

"Train one in every family in emergency care. We need local volunteers"

We are on a mission to fulfill the goal set for us by Dr. APJ Abdul Kalam



Our Vision

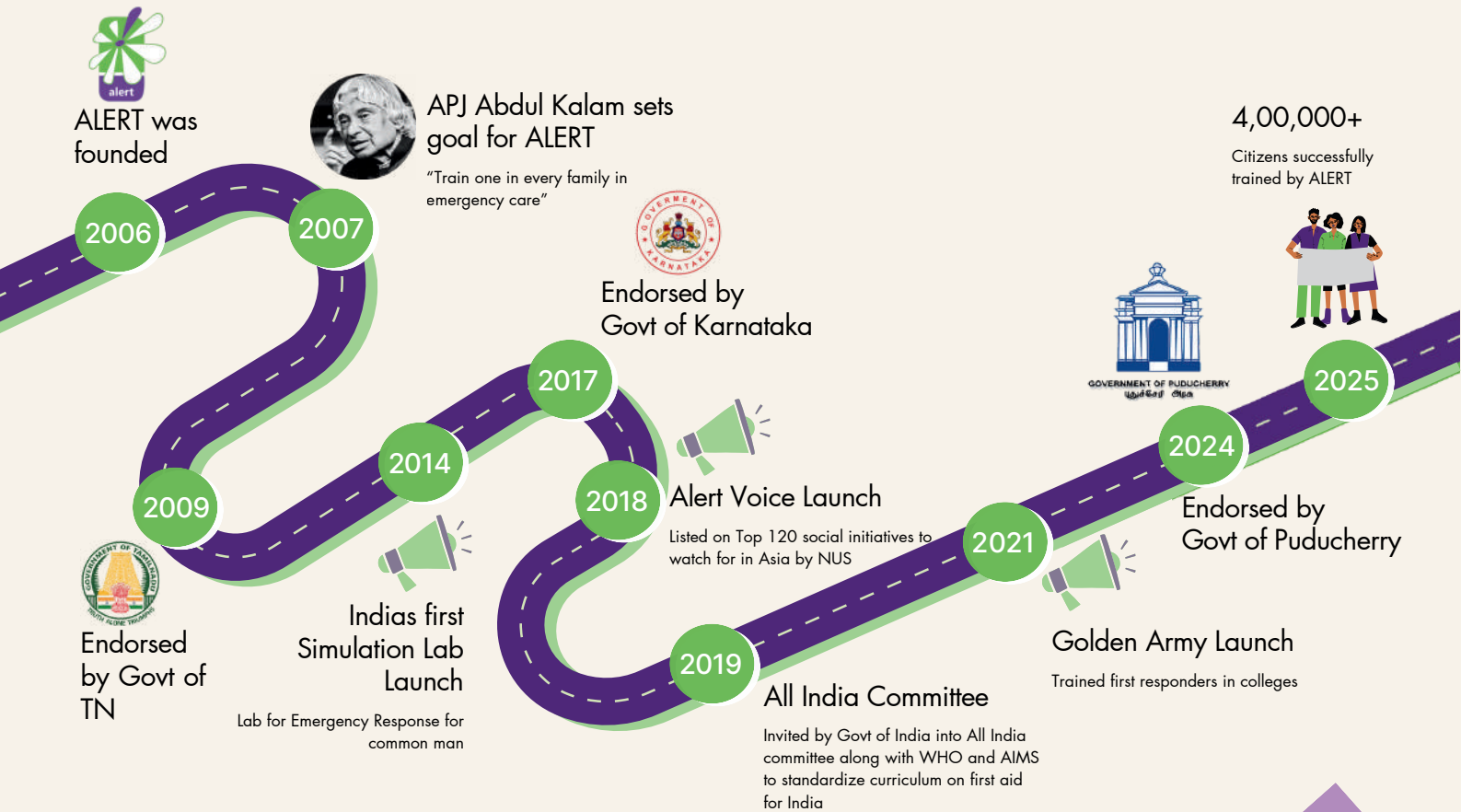
To create an ecosystem that assures Basic First Response to every life during emergencies.

Our Mission

Empower 5 million community first responders and enable a preventive and responsive ecosystem by 2030.



Our journey so far



Board of Trustees



**Mr. V M
Muralidharan**

Chairman - ALERT
Chairman - Ethiraj College for Women
Global COO - Bahwan CyberTek

Founder Trustee - ALERT
Over 2 decades of experience in IT

**Ms. Kala
Balasundaram**



**Mr. Rajesh R
Trivedi**

Co-Founder & Managing Trustee - ALERT
Ashoka Fellow
Over 2 decades of experience in IT

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Chief Mentor - Reliance
Retail



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President - ALERT Bangalore
Chartered Accountant

Bangalore

Chennai



Udaya Sankar
Director
SSC NASSCOM



Mike Murali
Co-Founder
Happy Mascots



Sundar Padmanabhan
Executive Vice President
Bahwan CyberTek Group



Anandakrishnan
Entrepreneur



Our leaders speak



Mr. V M Muralidharan

Chairman - ALERT

What kind of stakeholder partnerships are key to accelerating ALERT's mission of building a sustainable and responsive first-responder network nationwide?

ALERT's mission of 'Right to Life' is like an insurance pie. It is common knowledge that when there is a problem, people need someone to save their lives. But the paradox is, everyone could also think it is not their job. In this context, stakeholders from all walks of life should have a common awareness. That is the simple answer to the question. Stakeholders in this mission ranges from the common man to families to institutions to industries to enforcing agencies to nodal healthcare delivery points and needless to say, to the Government.

Any stakeholder having any access to support social organizations, should be conscious of the fact that a mission such as this, which may not have a visible end beneficiary, like the way it is popularly understood, will need to be supported. There is still a little bit of awareness gap we see here. For example, organizations are more oriented towards probably buying a dialysis machine or possibly supporting economically weaker students in school or college as scholarships or probably giving food packets equating 'giving' to being tangible. But when it comes to creating a volunteer pool with lifesaving skills that could potentially save lives, It is that much harder for the final beneficiary to be visible and therefore it could feel unclear as to what the outcome is.

When it comes to a common man, the fact of life is that it is easy to say a medical emergency or loss of life can happen to your dear ones. The message still doesn't hit the shore, unfortunately until it is within close range of experience. Real life case studies of lives being saved and testimonials and acknowledgement from such survivors help in creating that impact. Such stories create such an impact where people understand this person would not be talking after that emergency incident, but for that intervention.



Mr. Muralidharan says...

When it comes to the larger systems such as the Government, I would like to see them involved more and more because they should understand that by supporting such a cause, their need in the emergency response eco system can even come down by a considerable percentage. The already strained healthcare systems due to so much demand can be relieved if victims are handled better upstream. For example, the hospital support for a victim in a better life condition, the medication required could be a little less intense to make the victim survive or sometimes if the victim is well revived out of hospital, he will just have to be given a little bit of a comfort medication and sent home. Whereas, if the victim is left unattended for a while and when he is taken to the hospital, the amount of medical intervention required will be more intense, more costly and it is going to occupy beds for longer. And so, it makes total sense to strengthen basic first response and it would be a double whammy when community is encouraged to participate.

In a nutshell, ALERT's mission is exactly similar to how the army is prepared for war while the nation neither wants a war to happen, nor can it be ignored. The mission to save lives borrows that spirit. So, I think every stakeholder irrespective of whether they can contribute with time, talent or treasure, should actually be more aware that investing in enabling the community to be prepared is the first step towards the ability to be resilient in the event of an emergency, whether personal or national.

Investing in enabling the community to be prepared is the first step towards the ability to be resilient in the event of an emergency



Our leaders speak



Ms. Kala Balasundaram

Founder Trustee - ALERT

Did you anticipate ALERT's impact in the past years?

This remarkable journey has been made possible only because of the incredible force behind ALERT — our selfless volunteers, our committed and passionate team, the steadfast support of our board members and patrons. They are the reason this mission has taken flight.

Now, as we stand on the threshold of ALERT's 20th year, I look back with gratitude and ahead with conviction. The purpose that started it all is more relevant than ever — and ALERT will continue to strive until every life matters and help is never out of reach.

When

I started ALERT nearly two decades ago, the intention was rooted in a simple yet powerful belief — that no life in our country should be lost just because people don't know what to do in an emergency, or because they are afraid to act. It began with the aim to train a few, save a few, and to build a more aware and empathetic society. But at its core was a deeper conviction — that life-saving knowledge must reach every citizen, in every corner of India.

I never imagined then, that this mission would grow into a nationwide movement — spanning multiple states, reaching deep into rural and urban India, and touching countless lives.



Ms. Kala says...

Where do you see ALERT in the next 10 years?

From where I stand today, I can clearly foresee ALERT stepping into its next, more evolved avatar. What began as a small NGO with a heartfelt mission is now poised to become a powerful enabler — bringing together the wider emergency response ecosystem, to work with greater alignment, collaboration and impact.

The next 10 years, to me, will be a decade of action. Until now, we have primarily focused on creating awareness and building skills — reaching lakhs of citizens with life-saving knowledge. But the time ahead will be about turning this awareness into real-time action — building a society where help is always within reach when an emergency strikes. I envision communities where trained first responders are everywhere, and where saving lives becomes a natural human response.

In this decade, I see ALERT becoming a forerunner in influencing systemic change, influencing policy, integrating with technology, and building a citizen-led safety culture — one that begins in every household, where emergency preparedness is no longer seen as a choice, but a way of life. A culture where knowing what to do and stepping up to help becomes a second nature.

We may not see the ideal state of this ecosystem fully realized in our lifetimes — but I deeply believe, with the way ALERT is growing, with the commitment of our team, and the support of the system around us, that this is not an impossible dream to pursue. It is a vision we will keep moving towards, one life, one step, one action at a time.

The next 10 years, to me, will be a decade of action.

— building a society where help is always within reach when an emergency strikes.



Our leaders speak



Mr. Rajesh R Trivedi

Co-Founder & Managing Trustee - ALERT
Ashoka Fellow

The year bygone has been another strong stepping stone towards the mission of ALERT in building capacity in the community to save lives. With 2024-25 being a bridge year towards ALERT completing 20 years of service in 2026, it is an inflection point in time to look at the question of where India's emergency response ecosystem will be in the next 10 years.

Let's take a moment to look at where was it in 2006 when ALERT was born. In 2006, India did not have an integrated public emergency management system. India did not have a legal framework that protected bystanders if they were to help during emergencies. India did not have this level of wide and deeply penetrated tertiary healthcare set up. India did not have an home grown well researched curriculum if anyone were to learn Basic First Response while it relied only on western recommendations. In many ways, all of this and more necessitated the need for a mission such as the one ALERT has served so far.

Fast forward to today.

India has a centralised emergency management system. India is a medical tourism destination to the entire world. India is known as the world's pharmacy. India has a legal framework for protecting conscious driven bystanders who could be Good Samaritans. India has its own bodies that undertake deep research in generating curriculum in basic first response that is now quickly being adopted by South Asian countries. India has national and regional insurance programmes that has strengthened Golden Hour care delivery.

“ – there has to be systemic shifts in the way citizens can access and also participate in the emergency response ecosystem to save lives. ”



Mr. Rajesh says...

Where do you see India's emergency response ecosystem in the next 10 years?

So, what next?

As much as progress has been made, the size of the problem has also grown multi-fold. India is number 2 in road traffic accidents. India is number 2 in sudden cardiac arrest deaths. India is being called the Diabetes capital of the world. Medical emergencies are on the rise taking away 8 to 10% out of final GDP numbers recorded, with people succumbing or becoming unproductive due to lack of timely help.

India needs an overhaul of the basic life support systems to

keep up with the efficiencies of the tertiary healthcare systems. For the population of the size of India, there has to be systemic shifts in the way citizens can access and also participate in the emergency response eco system to save lives. The youth need to have an exposure to gain the "preparedness" mindset before they leave the portals of their educational institutions. India needs an integration of community driven engagements shake hands well with the system driven programmes designed to save lives.

ALERT is at this point of inflection and believes that, with the strength of the inroads made so far, that is reflected in this report, will metamorphize into an orchestrator of such an ideal state in the coming decade. The World Health Organization (WHO)'s invitation to ALERT as a core member of the Acute Care Action Network of India, strengthens the resolve to visualise a country where Community First Response is a Civic Responsibility.

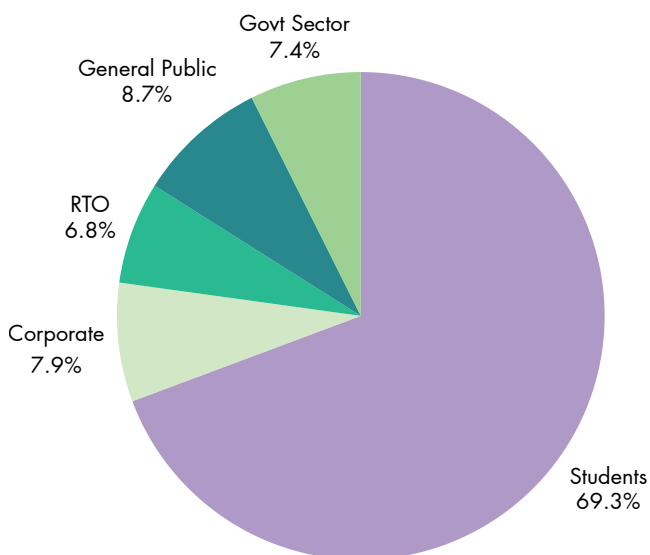


How wide is our outreach today?

3,93,003

Citizens Empowered
(Oct 2006 - March 2025)

Primary Beneficiary Groups [Cumulative data]



across

17

States

Year in numbers

86282

Citizens Empowered
through

737

Training Sessions

1,22,632

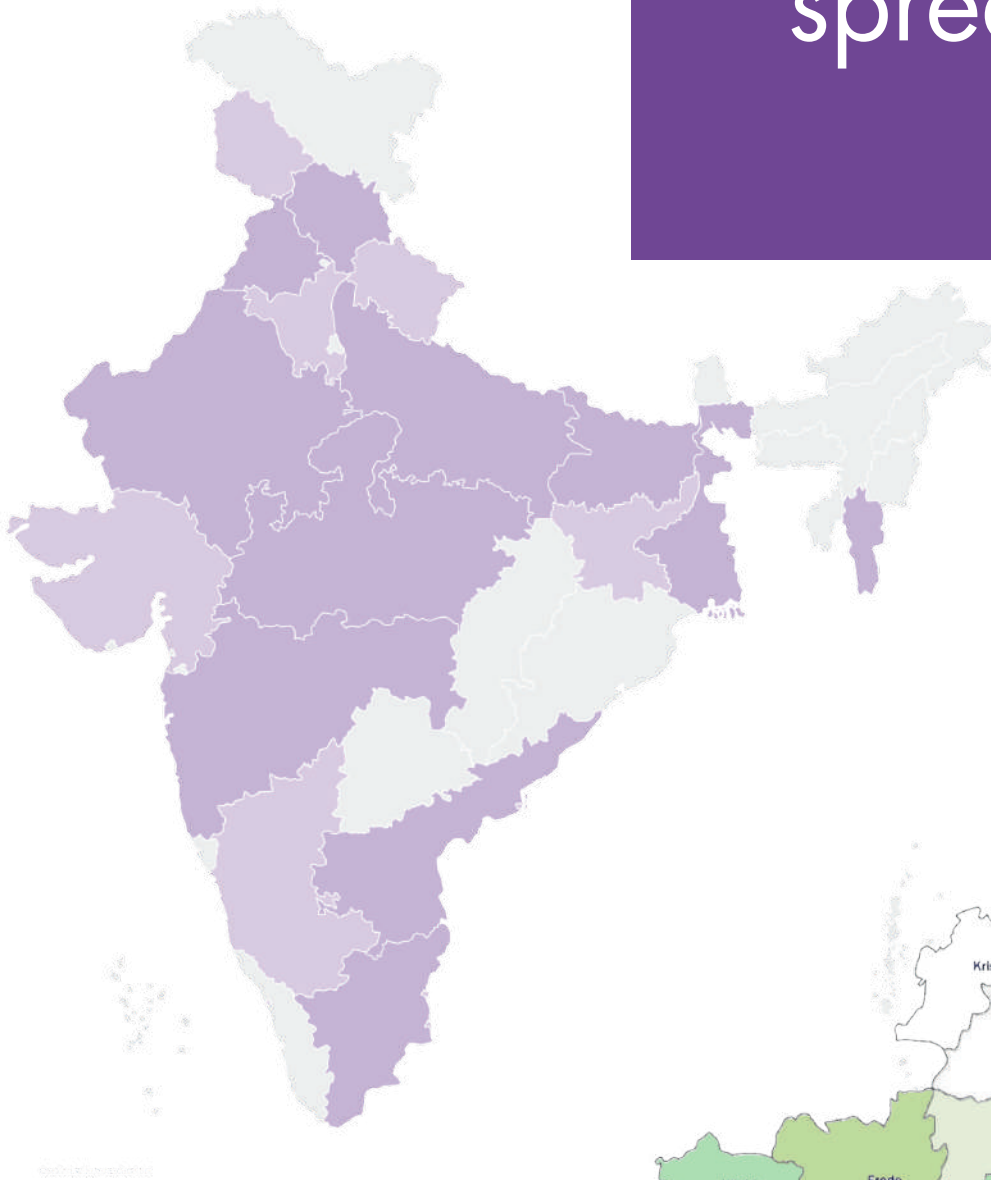
Citizens awakened
through

82

Awareness Campaigns
and Experience Zones



Our mission has
spread across
17 states,



25 districts
in Tamilnadu



Our Impact

3 fold impact

Individual



Direct impact

- Empowerment through skill training
- Enabling positive behaviour and attitude changes

Indirect impact

Increasing the survival rate of victims through first response rendered by ALERT-trained lifesavers

Society



- Reducing burden on tertiary healthcare system
- Direct contribution to Health Ministry's health goals
- Bringing a method to implementation of the Good Samaritan Law, Rah-Veer scheme
- Pioneering a prevention culture

Economic



- Saving lives and ensuring sustained livelihood for individual families
- Preventing permanent disability, thus prevents \$ 273 Bn p.a loss of productivity i.e 10% of GDP
- Reducing the burden of emergency healthcare system by handling some of the incidents addressed by EMS
- Enabling hospitals to improve emergency response performance

Impact Metrics

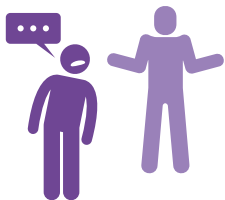
We asked people what stopped them from helping a victim in a medical emergency and here's what they said -

“ We do not know what to do to help the person. ”



Lack of awareness, knowledge, skill and the confidence to handle an emergency situation that can help save a life.

“ What if we get in trouble with the legal or judicial system? ”



Inhibitions caused by the current stakeholders of the emergency response ecosystem.

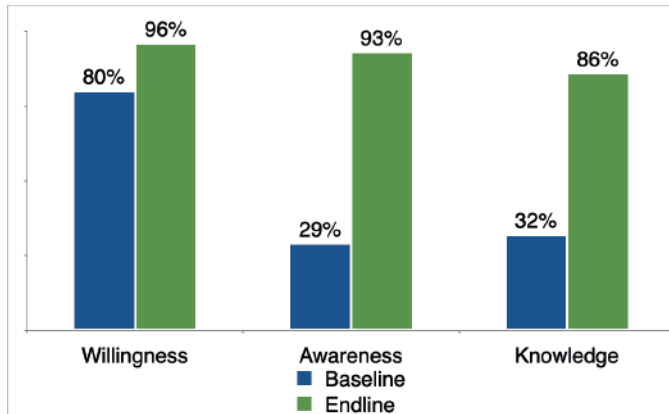
So how do we measure impact?

To address these aspects effectively, ALERT conducts a survey before and after the training to study the impact created by the programs. The survey has multiple questions broadly classified into Willingness, Awareness and Skill.

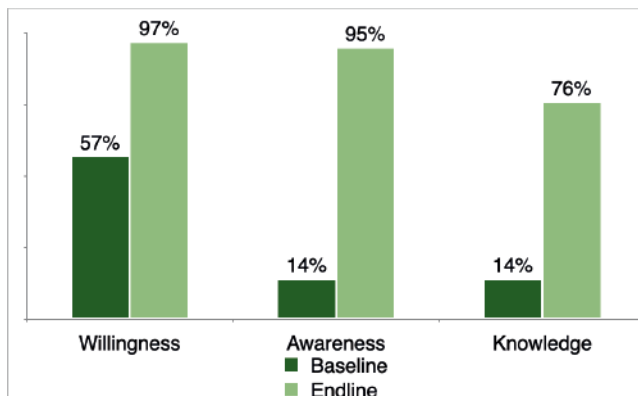


Impact Metrics

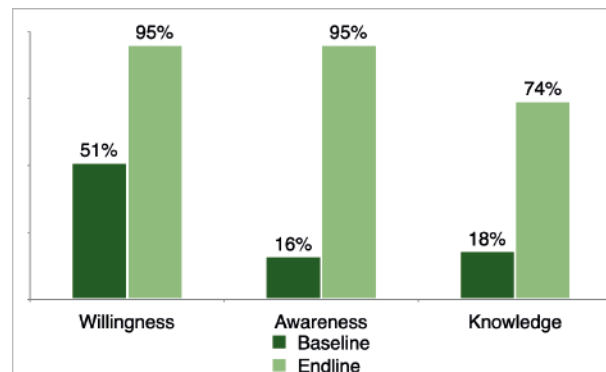
This survey is analyzed with an impact graph depicting the values before the training as baseline and values after the training as endline. Below are the region wise impact graphs:



National Impact



Students



General Community

The above information is collected and analysed via surveys in states such as Tamilnadu, Gujarat, Uttarakhand, Maharashtra, Punjab and the rest of India.

Willingness

Studying the willingness quotient of the individuals to help an unknown person in a medical emergency situation. The survey results throws light on the empathy quotient in people and the any inhibitions that different sets of audiences might have.

Awareness

Studying the level of awareness on the legal, judicial support systems, and awareness on the basic do's and don'ts in an emergency situation.

Knowledge

Studying the knowledge and skill the audience have, to handle selected common medical emergencies. This metric indicates the extent of empowerment in a participant to respond in an informed and efficient manner during emergencies.

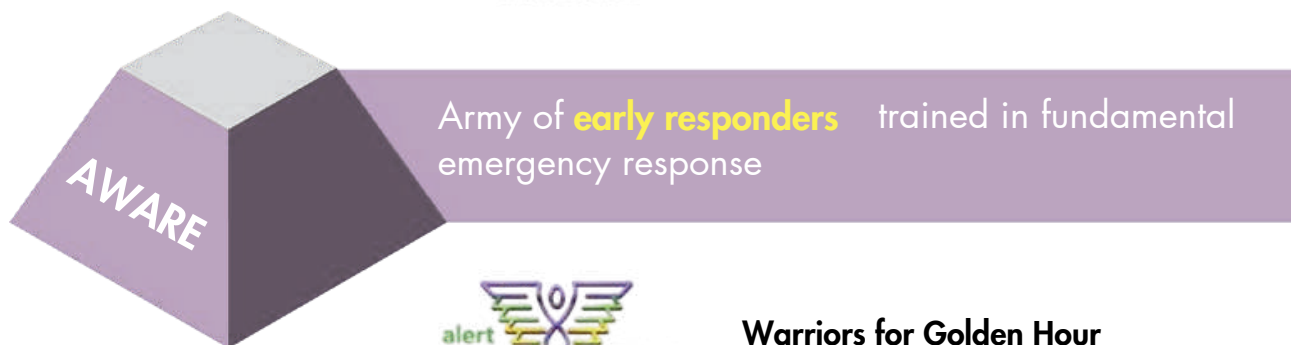


ALERT's Capacity Building Model

Our capacity building model is a 3-layered approach that targets various social groups and institutions to realize our mission.



Community First Response as civic responsibility - Saving Lives



Warriors for Golden Hour

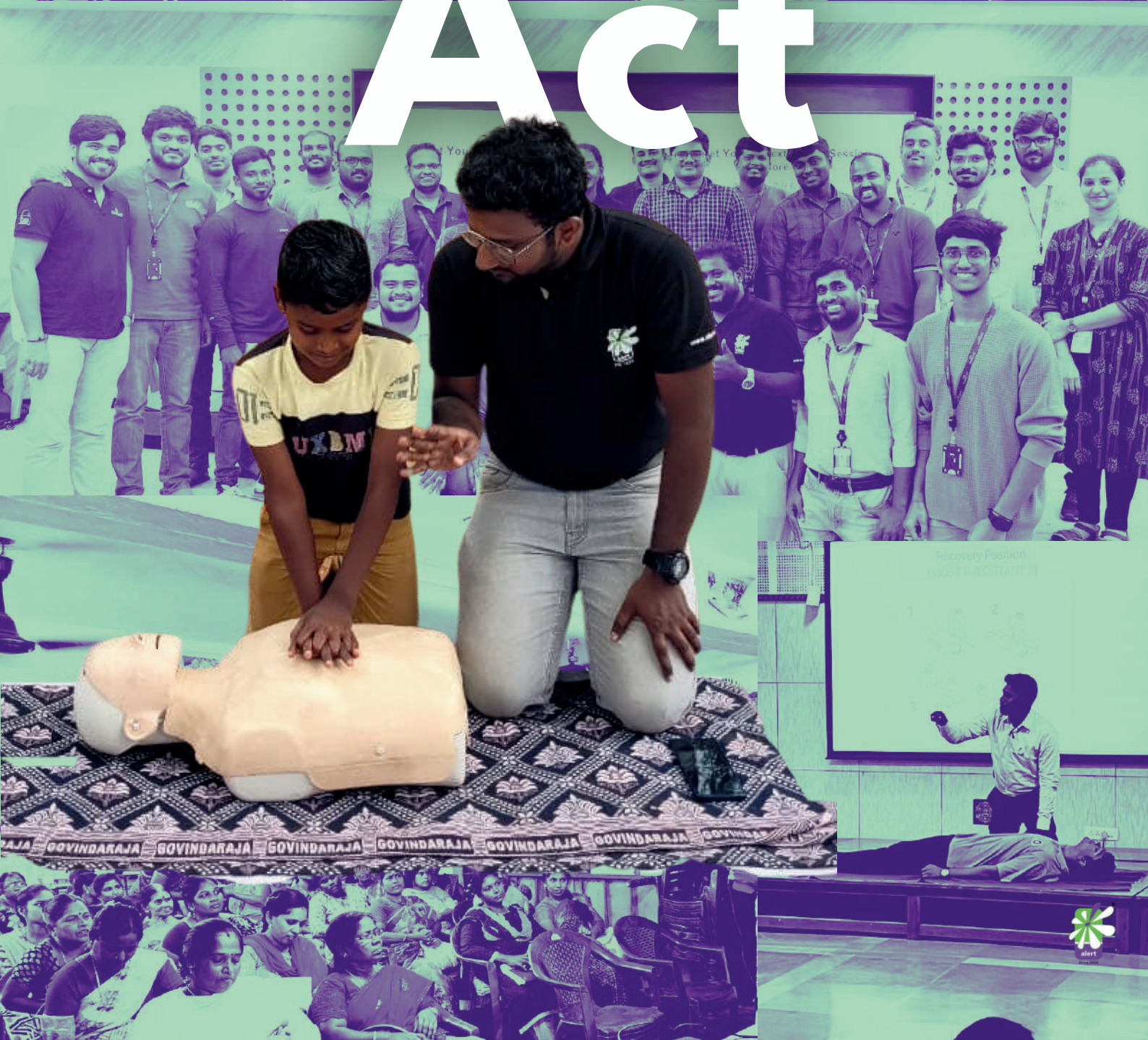


IVRS cellphone radio - Rural outreach





Act



Building a community of Certified First Responders through skill training

"Train One in Every family in Emergency Care.
We need local volunteers"

-Dr. APJ Abdul Kalam, Former President of India



ALERT VoICE

553

first responders

18

VoICE programs

10

partner organizations

ALERT VoICE (Volunteers in case of emergency) are trained life-savers who are inducted into our VoICE network as Community First Responders who are ready to take action in a medical emergency.

Partner Organizations

Ford
Super Auto Forge
Healing Fields Foundation
McDermott
ANEW NGO
Prince College
Asan College
Avichi College
Ethiraj College
ISSM Business School



ALERT VoICE

Creating frontline responders from every sector

With a long standing support from our CSR patrons, Ford, we are set out on an impact mission towards building a diverse community of trained first responders. We have trained college students, rural communities, service professionals and corporate employees in the ALERT VoICE program.



A glimpse of the hands-on VoICE session where participants demonstrate different first aid techniques for common medical emergencies



There truly are many roles a woman can play. 40 woman auto drivers graduated as Community First Responders with the support of Ford and in association with ANEW NGO



ALERT VoICE

Corporate
employees
graduate as
ALERT VoICES



College students
graduated as
community first
responders,
become assets in
the society as
empathetic and
equipped good
samaritans



All community first
responders
undergo a
hospital
assessment to
become certified
life-savers
equipped with a
first aid kit and a
VoICE card for
authentication.



ALERT VoICE

100 Community First Responders, Towards an Equipped Workplace

With the consistent support of Super Auto Forge, 100 employees were trained to be certified community first responders, strengthening the emergency response ecosystem both in the workplace and their neighbourhoods.



VolCE in action



"In Guindy Railway Station, a person was seen on the track and had sustained severe injuries. Along with others, I jumped onto the track and went near to the victim and saw that he had vitals. With the help of others, I moved the victim to the platform. Despite the overwhelming scene, I saw that one of his legs was amputated. I quickly removed the clothes of the victim, tied the victim's leg with his shirt and with my own shawl tied the victim's head to control the bleeding. I also saw that the victim's nose was bleeding and I tried to arrest that too with others help.

I followed the basic life support steps, checked for vitals, and noticed that it was intact. As soon as ambulance reached the location, I explained what happened to the victim and he was taken to the hospital.

*-Harini,
ALERT VOICE and
Volunteer Trainer*



I found a person lying down with no consciousness. I started BLS and I discovered that he had no pulse or breathing. At that moment I started to give CPR. The victim got his breath with a gastric sound within the 1st cycle of CPR. I wholeheartedly thank the ALERT NGO for giving me that sole satisfaction.

*-Haripriya,
ALERT VOICE and
Volunteer Trainer*



My grandfather was eating food when he choked and lost consciousness. I performed the Heimlich maneuver, which dislodged the food particle and allowed him to breathe again. He regained consciousness shortly afterward. Everyone in the family was tense, but my first-aid knowledge gave me the confidence to act and save my grandfather. This was my first time performing the maneuver, and I successfully did it.

*-Kaushik Murugan K,
ALERT Golden Army*



In April 2024, near Aliyar, I saved a young man by performing CPR at the right time. The guy lost consciousness after drowning in the river. With the help of my friends, I rescued him and brought him back to life by performing CPR. Thanks to ALERT for teaching me CPR at the AGA Fest held on January 8th, 2024.

*-Dharshan,
ALERT Golden Army*



Chennai Green Corridor Project

As a step towards reducing fatalities owing to delay in reaching medical care, this project set out to establish green corridors for ambulances, making Chennai's roads Ambulance friendly. This project was powered by msiren by Small Acts Technologies with the support of MS Chola Insurance.

10 Ambulances | 40 Junctions

In a 1 year period, we have enabled the potential saving of over **3,300 lives** by establishing green corridors **10,135 times** across Chennai



Raincoat distribution

As frontline staff, our police officers brave climatic conditions to ensure the smooth functioning of our city's roads. As a gesture of support in their service, we provided raincoats during the heavy rains in Chennai.

215 raincoats distributed in Pallikaranai division



Public Access AED Installation

Cardiac arrests can happen anywhere and the first few minutes are critical in increasing survival rates. With readily accessible Automated External Defibrillators (AEDs), we can bridge the gap between an emergency and professional medical help, where bystanders can take immediate action.

Installation Sites

- Crosscut Road PHC, Coimbatore
- Primary Health Centre, Vagarayampalayam



“Like ALERT’s work, the Tamil Nadu government has launched ‘Innuyir Kappom - Nammai Kakkum 48’ initiative. I support ALERT’s cause”

- Mr. Ma. Subramaniam,
Minister of Health and Family
Welfare of Tamil Nadu,
Government of Tamil Nadu



ALERT Helpdesk, Puducherry

A National First: 108 Meets Community First Response

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.



46 Calls directed from 108
3 Successful Interventions in
2 months





Aware



Empowering
community through
emergency response
trainings

You can save a life. It is easy to
learn Life Saving Techniques.
Join ALERT to be a Real Hero"

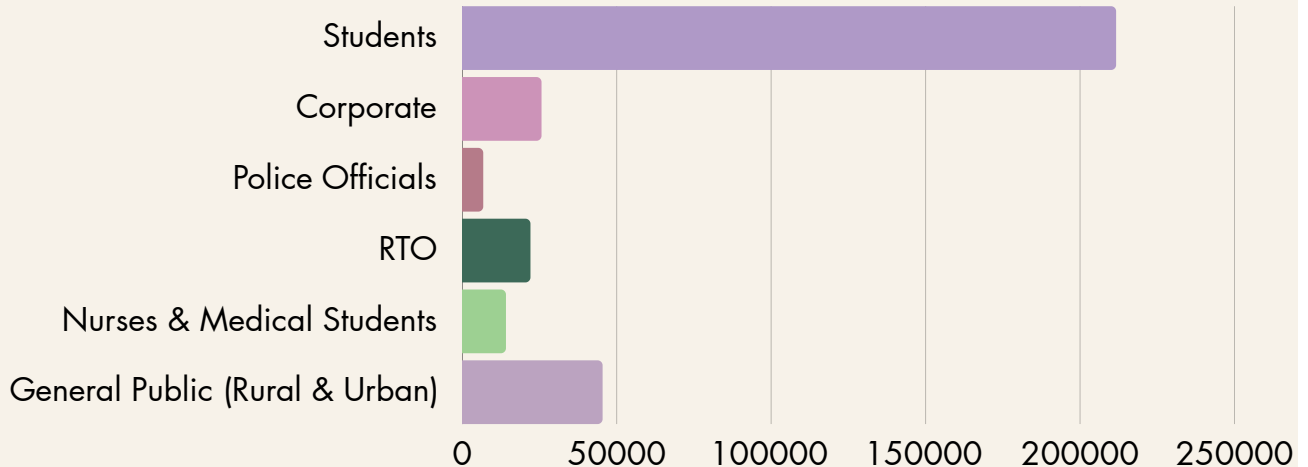
- R. Madhavan (Maddy), Actor



PEER Training Programs

Personal Empowerment in Emergency Response (PEER) is a set of programmes designed and envisioned by ALERT Simulation Lab for Emergency Response Management. The pedagogy of the PEER programmes have been designed 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.

Primary Audience



Number of individuals empowered

An inclusive approach to empowerment

Rural Community

Bringing community women to the forefront by equipping them with the skills to handle common medical emergencies



General public at RTOs

Empowering young and experienced drivers in RTOs, ensuring their awareness of the Good Samaritan Law and basic first aid techniques



ALERT at School

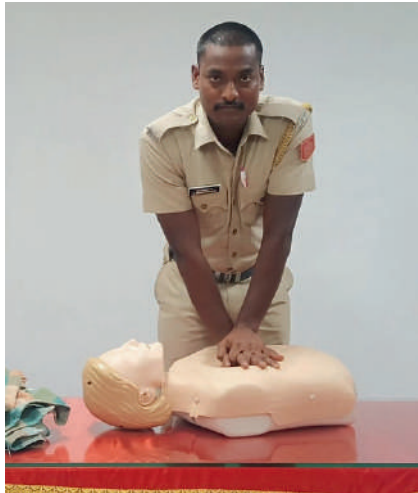
Reaching them young with ALERT at School program, that gives students the knowledge and inculcates empathy to help others in need.



An inclusive approach to empowerment

Armed Forces

As public protectors, a basic life support training for frontline preparedness strengthens the ability of our armed forces to care for the community in critical moments.



MTC Drivers & Conductors

As handlers of public transport carrying a large number of citizens, empowered bus drivers can be a huge asset to the society.



Auto Drivers

They spend most of their time on busy roads and witness road accidents almost everyday.

What if they can step up from being bystanders into first responders?



An inclusive approach to empowerment

Corporates

Training corporates ensures the outreach of numerous families, boosting employee confidence and building safe, equipped workplaces



Police Officials, Puducherry

485 Puducherry police officials were trained in emergency response, setting a precedent to all residents to be equipped with vital skills.



ALERT Sim Lab Sessions

Hosting sessions for anyone interested in being a certified first responder, on various advance levels that involved hands-on experience



Our beneficiaries speak

"As home guards, we are involved in different aspects of a public life. During these interactions, there are chances of encountering medical emergencies and with ALERT's training, we have now learnt so many life-saving techniques for choking, fractures and accidents. We hope there isn't a need to use these skills but we will practice them and be prepared should the need arise"

- C S Vigneshwar
Area Commander, Home Guards
Coimbatore City



"It was good to learn about how to care for an injured hand, control bleeding and even nose bleeds. It was very useful to know what to do when someone is unconscious. I now understand the value of this certification."

- MTC Bus Driver



"I didn't expect the class to be so useful. I'm so happy that we learnt so many things like what first aid to provide when someone is injured in an accident, how to check for breathing, tongue fall back, how to do CPR correctly with straight elbows, how to place someone in a recovery position if they are breathing.

When we are on the road, we see so many accidents everyday and all this while we have been one in the crowd and just witnessed it helplessly.

With the motivation that sir has given, I feel that I should bravely help and save a life. It is true that we should have learnt all this in school. If I had, I could have helped so many people till now."

- Murugesh, MTC Bus Driver



"When I heard of the training first, I thought I would be one of hundred people sitting and watching a video, but that's not the case. We get involved in every topic and we learn each technique with practical experience in such a way that we won't forget the techniques. Whether it's for our family members or for anyone surrounding us, it will definitely be useful. Not just us but even our family members, our colleagues and infact everyone must undergo this training. "

- Ms. Pradeepa, ALERT VoICE participant



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

ALERT enabled Healing Fields Foundation to enhance the capability of a Community Health Entrepreneur to become a Community First Responder to save lives. Through the collaboration with Healing Fields Foundation, ALERT generated more than 10 master trainers in emergency response.

Across villages nestled in the interior parts of UP, Bihar and Jharkhand, ALERT served as the trainer and assessment partner for Healing Field Foundation's program. ALERT trained master trainers in turn equipped CHEs across villages. A two day VoICE training and assessment was conducted in villages like Bishrapur, Nawam Bazaar, Dupatiya, Panki from Palamu district in Jharkhand and Chunar, Adalhat & Ahraura in Mirzhapur district in UP.

3

states

14

villages

14

trainers

546

community
health
entrepreneurs



Aware

ALERT Golden Army in Colleges



2 28

Cities

AGA
Chapters

21405

Trained volunteers across
Coimbatore and Chennai

Established as a club in institutions with regular activities led by a dedicated student committee with the intention of creating an army of students trained in Emergency Response to act during the Golden Hour.

Activities

First aid and emergency response trainings
Road shows and Rallies
Road Safety Campaigns
ALERT Golden Army Fests



Partner Colleges

Coimbatore

PSG College of Arts and Science
 PSG College of Technology
 PSG Polytechnic College
 KPR College of Engineering and Technology
 KPR College of Arts Science and Research
 Kumaraguru College of Technology
 Kumaraguru College of Liberal Arts and Science
 Avinashilingam University
 Kongunadu Arts and Science College
 Cheran Institute of Health Sciences
 Nehru Arts and Science College
 Karpagam Institute of Technology
 Karpagam Academy of Higher Education
 ASET Institute of Technology
 Sona College of Technology
 PPG College of Optometry

Onboarded in 2024-25

CMS College of Science and Commerce
 GRD College of Technology
 ASET College of Technology

Chennai

Prince Shri Venkateswara Padmavathy
 Engineering College
 Prince Dr. K Vasudevan College of
 Engineering and Technology
 Prince Shri Balaji Arts and Science College
 Prince Shri Venkateswara Arts and Science
 College
 Asan Memorial College of Arts and Science
 Avichi College of Arts and Science
 Ethiraj College for Women

Onboarded in 2024-25

MOP Vaishnav College for Women
 ISSM Business School



Mass training of 2500 students in a single day



MoU signing and various activities undertaken



A glimpse into some sessions



Recovery position; Handling fractures; Using an AED



The housekeeping staff in colleges intently listen to a PEER session

"Every child should be empowered in first aid."

- Dr. C. Sylendra Babu Retd.
IPS, Tamil Nadu



The Commissioner of Police motivates students to step forward as good samaritans



Spreading awareness and sensitizing the masses through campaigns and programs

"The government cannot work on its own. It needs the help of NGOs like ALERT."

- Dr. Radhakrishnan IAS, Tamil Nadu,



Awareness Campaigns

11

Skits & Mime Shows

3

Rallies

57,805

Citizens Awakened

Road Safety Awareness

Drivers error is the major cause for fatal road accidents in Tamilnadu. In addition to corrective measures in accident prone areas, effective awareness and enforcement of traffic rules, safety measures play a vital role. The activities included enacting mimes, engaging with citizens to voice out the different steps we can all take as individuals.



Lights, Camera, Campaign!



Mimes on road safety and role of individuals in ensuring a safe road culture



Placards with road safety slogans to reinforce preventive measures

"I Look Forward to be part of this mission to Save Lives"

- A. R. Rahman Music Composer



Using character skits to connect with a wider audience



Lights, Camera, Campaign!

Road Safety Campaigns in Government Schools

With the support of corporate employees and volunteers, engaging first aid and road safety campaigns were conducted at various Government schools across Tamilnadu.

The students were introduced to various first aid and road safety measures through a skit performed by volunteers, engaging competitions and demonstration. The students also toured the Road Safety bus initiated by MTC, Chennai.



Road to Safety: 8 Times Over

1 8
day campaigns

8000+
citizens empowered

A campaign marathon with a single goal - Awaken citizens for a safer Chennai

Fueled by a common mission to create awareness on road safety, we took on a campaign marathon across different locations in Chennai.

Borrowing the roles of Yamadharma Raja and Chitrak Gupta, we highlighted the need for following rules, specific measures that can be taken to ensure every citizen plays their part in ensuring safe roads.



Central Railway Station



Thandayarpur RTO



Thiruvattiyur market signal



New Washermanpet signal



Thiruvattiyur signal



Keelpakkam Tank Road Signal



Kellys Road Signal



Egmore Railway Station



CPR Experience Zones

68

CPR Experience
Zones

24,827

Citizens Awakened

Hands-on learning around the city

With an intention to take emergency response awareness to one in every family, we set up CPR experience zones on streets, malls, public events, schools and colleges.

These zones provide individuals the opportunity to learn about cardiopulmonary resuscitation (CPR) techniques and test their skills on the manikins present.

From young 6yr old children to senior citizens, these experience zones cater to a wide audience who takeaway valuable knowledge from our certified community first responders.

She Needs CPR

Breaking taboos and inhibitions involved in providing CPR for a woman in need, through specialized campaigns and targeted messaging. Students and volunteers interacted with men of different ages to understand their perspective and spread awareness.



ALERT Bharat

818

Hours of Listening

24,259

Citizens Awakened
in Rural Tamilnadu

ALERT Bharat IVRS Cellphone Radio

Empowering the underserved in rural India through inclusive and participative learning, busting myths and wrong practices.

ALERT Bharat is an Interactive Voice Response System (IVRS) based mobile communication media platform that aims to spread awareness on first aid and emergency response within rural communities. We leverage technology to train and sensitize users through a basic handset, without internet.

We have recorded interventions by equipped community members who took action during medical emergencies based on the knowledge gained on ALERT Bharat.



Individuals recognized for their brave action during medical emergencies, based on the knowledge gained through ALERT Bharat

Mr.T.R.Karuppasamy
Erode



Mr.V.Solaikaruppan
Virudhunagar



Mr.P.Thangaraj
Virudhunagar



Impact Stories

"Today, I witnessed an unfortunate accident at Vilankurichi road involving an elderly man who suffered a severe leg fracture (literally broken into two) when a car ran over his leg.

I immediately parked my vehicle aside and rushed towards the victim. Realizing his leg was fractured, I ensured he stayed still and used my bag to support his leg. I also asked a bystander from the crowd to stand behind him so that he can lean and sit comfortably. I also called an ambulance immediately through my phone, got some ice from a nearby bakery to reduce the swelling on his leg and ensured he remained calm and comfortable by giving him some water.

Thankfully, the ambulance arrived in 5 minutes. The medical team provided first aid, stabilized his leg with a splint, checked his vitals, and transported him to the nearest government hospital.

This incident left me with a deep sense of gratitude and a reminder of the importance of helping others in moments of need. Thank you for equipping me with the right kind of knowledge about emergency response.

Thank you so much ❤️"

*- Myssara, ALERT Golden Army PSG
CAS Chapter, Coimbatore*



While we were traveling on the road, a person ahead of us fell accidentally, and an iron rod tore his knee and mouth. To control the bleeding from his knee, we used a dry cloth, tied it tightly, and lifted it above heart level. However, we could not control the bleeding from his mouth as we did not have any other resources. We then received support from an auto driver and immediately shifted him to the hospital.

*-Harish Thirugnanam
ALERT Golden Army PSG CAS
Chapter, Coimbatore*



ALERT Golden Army Fest



The Alert Golden Army at Ethiraj College for Women

showed everyone just how we can celebrate the idea of First aid at their intercollegiate conclave.

From events like mime, short film to debate, paper presentation to dance, face painting, Aiderella was a powerhouse of activities and a community spirit towards advocating the importance of first aid and being empowered citizens.

2 days

25 colleges

1000⁺ students



ALERT Being Awards



14 Awardees
Stories of humanity

Honouring Humanity, Awarding Good Samaritans

The 8th edition of the ALERT Being Awards honoured everyday heroes who stepped up to save lives in times of crisis. Instituted to recognize acts of humanity and selflessness, the awards celebrated individuals who have made a real difference through timely emergency response. From bystanders to professionals, each awardee embodies the spirit of compassion and action, urging all to go beyond the thinker mindset and inspired everyone to take action in times of need.



Chief Guests, Mr. Ma Subramanian, Honourable Minister for Health and Family Welfare of Tamil Nadu and Padmashri Dr. A. Sivathanu Pillai graced the occasion.

Meet The Jury



The distinguished jury for the 8th edition of the ALERT Being Awards comprised of:

Ms. Veena Kumaravel, Founder – Naturals Group of Salons

Mr. Md. Shakeel Akhter IPS, Chief Information Commissioner,
Government of Tamilnadu, Retd.DGP – Crime Branch CID

Dr. J. S. Rajkumar, Chairman & Chief Laparoscopic Surgeon- LIMA & Rigid Group of Hospitals

Mr. Nawabzada Mohammed Asif Ali, Heir Apparent and Dewan to Prince of Arcot

Mr. Sujith Kumar, Founder – Maatram Foundation

Mr. Anandakrishnan, Serial Entrepreneur

Advisors:

Mr. C K Kumaravel, CEO & Co-founder, Naturals Salon & Spa

Dr. Renuka David, Managing Director – Radiant Medical Services

Meet The Heroes



Karimul Hak, West Bengal

Individual

For turning personal loss into a mission, using his bike as an ambulance for 30 years, rescuing 7,500+ lives, ensuring access to timely emergency care.



Sabeena, Kerala

Going beyond call of duty

For braving a zipline over floodwaters to reach stranded victims, providing first aid, and saving over 35 lives amid a devastating landslide.



Maria Michael, Tamilnadu

Individual

For risking his life to descend a 300-ft quarry, battling collapsing rocks for 18 hours to rescue two lives, and retrieving four others with dignity.



India Turns Pink, Tamilnadu

Organization

For driving breast cancer awareness, reaching 5 million women, 50,000+ free screenings, and enabling life-saving treatment for 3,500+ patients.



Mayur Shelke, Maharashtra

Individual

For risking his own life, sprinting onto the tracks to rescue a child just seconds before a speeding train, embodying true selflessness and courage.



Srinivasaprasad, Tamilnadu

Individual

For cycling 60,000+ km over 24 years, raising fire safety awareness, and providing first aid in 8,000+ emergencies with unwavering dedication.

Signature Events - ALERT Being Awards



Samugam Trust, Puducherry *Organization*

For transforming the lives of gypsy, tribal, and leprosy-affected families by providing education, healthcare and livelihood opportunities.



Shijith and Ajayan, Kerala *Individual*

For swiftly steering a bus off-route to rush a woman in labor to the hospital just in time, ensuring a safe birth right inside the bus.



Subhan Khan, Telangana *Individual*

For braving raging floodwaters in a JCB, risking his own life to rescue nine stranded people, despite being 70% physically challenged.



Tankbund Shiva, Telangana *Individual*

For dedicating his life to recovering 10,000+ bodies and preventing 120+ suicides, offering dignity in death and hope in life with unwavering courage.



Shanmugaiah and Vadakoothiyaal, Tamilnadu *Individual*

For using a simple torchlight and running on the tracks to stop an oncoming train, averting a major railway disaster, and saving thousands of lives.



Lifesaver Award Haripriya, Harish, Harini Tamilnadu

For taking critical action in real time, be it road accidents or other medical emergencies that they witnessed and saving lives as ALERT's Volunteers In Case of Emergency.



ALERT Being Icon Awards



Major Sita Shelke, Madras Engineering Group

ALERT Being Icon Award

For leading 140 jawans to construct a 190-ft Bailey bridge in a record time of 31 hours, ensuring rescue and relief reached stranded villagers. A testament to the Army's dedication, Major Sita Shelke and her team turned despair into hope through their sheer determination and skill, proving that service and resilience know no limits.



PSG Trust, Tamilnadu

ALERT Being Organization Icon Award

For 100 years of being a beacon of social impact by empowering lakhs of youth across 26 educational institutions from kindergarten to doctoral studies in science, technology, arts, medicine and research, providing affordable and holistic healthcare at their multi-speciality hospitals.



Wayanad Forest Officials, Kerala

ALERT Being Icon Award

K. Hashif, V.S. Jayachandran, K. Anilkumar, and Anoop Thomas for braving landslides, relentless rain, and treacherous terrain to rescue stranded tribal families, risking their lives with just ropes and sheer determination to ensure no one was left behind.

Key Partnerships



World Health Organization

Acute Care Action Network



ALERT was invited as a key stakeholder into the ACAN for India collective, a global initiative of WHO for India. Alongside organizations like GVK EMRI, Tata Trust, IRCF, we are happy to be a part of the ACAN for India National Stakeholders Group which will serve as a strategic think tank that will strengthen policy frameworks, infrastructure, capacities and practices that enables world class care that involves communities to systems to institutions from pre hospital care to operative critical care and save lives across India.



MoU with Puducherry Government



ALERT Puducherry and Directorate of Health and Family Welfare Services, Govt. of Puducherry signed an MoU in the presence of the Honourable Chief Minister Mr. Rangasamy. The core objective being awareness on the importance of emergency first aid during golden hour, this is a vital milestone in encouraging the general public to become good samaritans and provide assistance as first responders during medical emergencies.



The Tech Way Ahead

Launch of three tech initiatives, a digital revolution



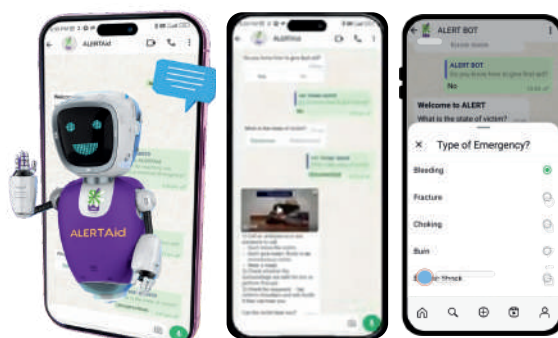
VR Simulation

Introducing the first of its kind simulation that takes you virtually on to the road, immerses you in a near life like scene, helps you take the right actions and learn so that you are best prepared in a real scene. This initiative was launched by Chief Guests, Mr. Ma Subramanian, Honourable Minister for Health and Family Welfare of Tamil Nadu and Padmashri Dr. A. Sivathanu Pillai at the ALERT Being Awards.



The ALERT Academy

Introducing an e-learning platform designed to train individuals in first aid and emergency response. With easy access to expert knowledge, anyone can become a life saving early responder! The first course, First Aid and Emergency Response course is supported by Ford and takes a learner through self paced learning through real life scenarios, quizzes, and are provided with certificates.



A CSR initiative by



ALERT Aid WhatsApp BOT

Bringing to you a first aid guide at your fingertips! ALERT Aid is a WhatsApp BOT that instantly guides one on what to do and what to avoid during medical emergencies along with essential actionable first aid tips through videos and text. ALERT Aid provides tailored information for both learning and immediate emergency assistance.



Our Patrons

FY '24-'25



Chennai Willingdon Corporate Foundation



Sree Kumaran
THANGAMALIGAI
Gold • Diamond • Platinum • Silver
Viluppuram & Pudukcherry



VALV TECHNOLOGIES



Collaborations



Hear from our patrons

While longevity is a critical factor in determining the success of a partnership, what matters most is how it has evolved, grown and shaped through the years. Ford's partnership with Alert through the 'Go Further in Saving Lives' program has been central to our commitment to creating a culture of safety and perhaps ticks all the boxes when one talks of growth.

This year, in particular, can be regarded as a watershed in this partnership, that has now completed 6 years of making a difference. We have evolved and adapted to technological advancements, all while retaining the humane touch. From creating the e-learning modules to providing access to first aid on everyone's fingertips through the WhatsApp bot, the path has been paved for deeper impact.

I'm wishing the team the very best and hoping that you are able to catalyze your outreach and impact in this year.

Jibby Mathew
Lead – CSR | Ford Motor Pvt. Ltd



In our CSR initiatives all these years, Road safety has been one of the key areas of our focus. We are happy to be associated with Alert for the last 10 years, in providing training to the public through their road safety programme. Till date, 3500 Common People have been trained across Tamilnadu under this programme. We take this opportunity to wish Alert and its committed office bearers all the very best in their endeavour to expand the scope of Alert in the years to come."

Mr. SR Balachander
Chief Compliance Officer,
Royal Sundaram



The workshop & refresher trainings provided by ALERT on First Aid & Emergency response had phenomenal valuable insights equipping our BCTians with a deeper understanding of making a difference. The Training programs are well designed to meet the needs of any human to be a first responder and I am extremely delightful and humble to witness multiple awareness campaigns and sensitization initiatives across the cities for easy access to every human in much simpler and elegant way .

Under the guidance of Muralidharan V M , CEO of BCTC and Chandrasekar Timiri Parameswaran ,Chief Human Resource Officer we are happy to continue our sponsorship for ALERTATHON event and had close to 200 BCTians participating for this year . We extend our sincere appreciation to each of your volunteer members for their dedication and commitment and we look forward in shaping the next chapter of ALERT's growth story—"Together"

Divya Kumar
Vice President -Human Resources
Bahwan Cyber Tek



The Way Forward

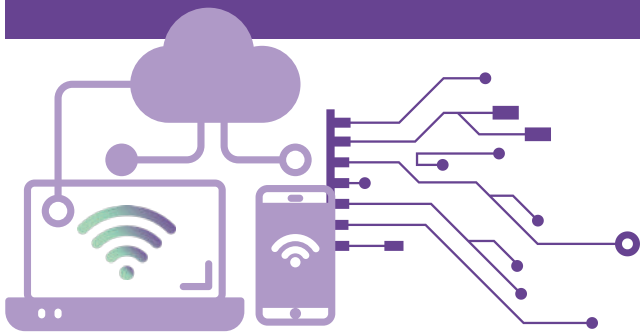
As we progress towards a society empowered with a robust emergency response ecosystem, our work at ALERT has branched out. It has led us to delve into technological initiatives, partner with public stakeholders and initiate ways to integrate within the existing systems in our country.

The next few years at ALERT will be marked with:

- **Replicating ALERT model in different parts of our country**
- **Collaborating with different stakeholders in emergency response ecosystem**
- **Expanding preventive and interventional impact**

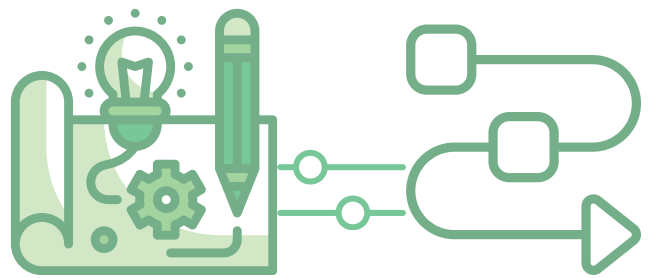
Technology

Scaling outreach, interventions and technology for first response skill development



Pilot

Conducting pilots with fail fast approach for successful integration of Community First Responders (CFR) into Emergency Ecosystem

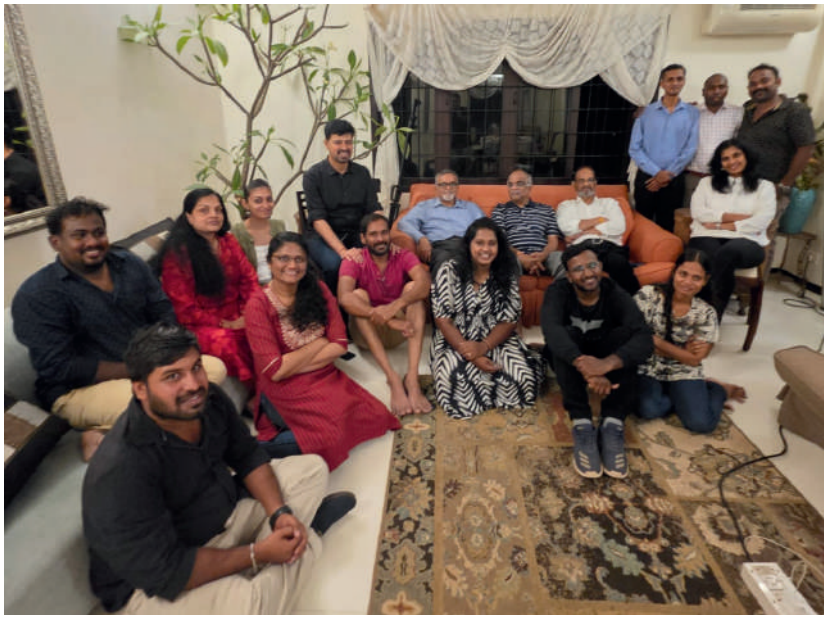


Research

Undertaking initiatives that deepen the need for community first response to become a civic responsibility



The Team Behind It



Every life
saved begins
with a team
that cares



Another year towards the goal set for us by Dr. APJ Abdul Kalam -

“Train one in every family in emergency care. We need local volunteers”



Head Office

5/75-H, Bonanza Blue Beach Road,
Neelankarai,
Chennai - 600115

Branch Office

1st Floor, 7/5, 7/6, Railwaymens
Colony, Cheran Nagar,
Kavundampalayam,
Mettupalayam Road,
Coimbatore - 641030

Regional Offices

Puducherry

Tulsi Grand Party Hall -
Ground Floor, No .1 Avvai nagar,
Airport Road, Lawspet
Puducherry - 605009

Bangalore

144,144/1, 1st Floor Shubharam
Complex, M.G.Road
Bangalore-560001

www.alert.ngo

