

# MARKING MILESTONES



**AUGUST - DECEMBER 2025**

Entering our 20<sup>th</sup> year of impact

# Updates in numbers

(Aug'25 – Dec'25)

**361**

**sessions**

(emergency response training,  
vision screening camps,  
mental health programs)

**10**

**states**

**empowering**

**citizens**

**and awakening**

**citizens through  
awareness  
campaigns**

**51580**

**37957**





# From 19 to 20, our mission continues

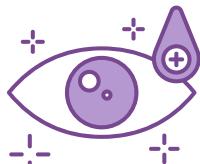
Marching ahead into our 20<sup>th</sup> year of service to the community, with an amplified drive to ensure every individual receives golden hour care



## Towards Ensuring Community First Response is a Civic Responsibility

### What keeps us going

#### Launched 2 New Initiatives



Vision Screening



Mental Health

#### Building a Community First Responder Network

##### CPR Experience Zones

##### First Responder Support

#### ALERTATHON returns!

School and College Students

Driver Communities (MTC bus drivers)

Police Officials

Prison Inmates

Gig Workers

Rural Communities

Medical Professionals

## Who all have we reached?



# LAUNCHING NEW INITIATIVES TO ENSURE ROAD SAFETY

## VISION SCREENING

60% of vehicle users today ignore any symptoms and discomfort caused by unclear vision. Such statistics suggest that unclear vision could be one of the undocumented reasons behind road traffic accidents.

As a step to ensure safer roads, we have launched vision screening to ensure road users are aware of their eye health and get access to spectacles or further treatment as necessary.

Activities undertaken:

- Eye screening camps by optometrists
- Distribution of reading glasses
- Distribution of customized spectacles for individuals with refractive errors
- Referrals for cataract surgeries and further treatment to hospitals



## MENTAL HEALTH

We have all witnessed road rage. Some of us might have experienced it ourselves. Have you wondered what may happen when the people riding and driving vehicles are undergoing stress and mental pressure?

A safe society is determined by the mindsets and mental well-being of its people. We recognise mental well-being as one of the most important preventive measure towards ensuring road safety.

From addressing types of mental health issues to detecting early signs of distress to stress management to conflict resolution in the workplace, our programs on mental health first aid focuses on ensuring the psychological safety of the self and the community.



# AIDERELLA RETURNS! TODAY'S YOUTH GATHER FOR A SAFER TOMORROW

The intercollegiate conclave on first aid preparedness was organized by The Alert Golden Army at Ethiraj College for Women.

With 'Hope' being the theme for this year, the event was filled with insightful paper presentations, a display of creativity through fashion shows, dance, music and more.

With participation from over 25 colleges and 1000+ students, Aidrella'25 was a powerhouse of energy and activities! With the youth taking charge, we are taking bounds towards establishing a society that is aware and equipped in emergency response.



## CELEBRATING 19 YEARS OF SERVICE, IMPACT AND LEARNING

We celebrated our 19<sup>th</sup> anniversary with a heartfelt gathering of our patrons, volunteers and the ALERT team!

Reminiscing about the journey so far, the members of the ALERT family shared their experiences, proving that an organization's journey is moulded by its people and their individual journeys.

As we relived the founding story, every milestone, and challenge overcome, we left with a resounding drive to tread steady for the upcoming decades. This impact journey is one to stay and we are so honoured to have you as a part of it.



# WINNERS OF THE BRIDGESTONE MOBILITY SOCIAL IMPACT AWARDS

We are delighted to share that we emerged as the winners of the Bridgestone Mobility Social Impact Award in the Road Safety Innovation and Excellence category out of 93 nominees from across India.

This is a testament to our dedicated efforts towards ensuring 'Right to Life' a reality in India through personal empowerment programs in emergency response and enabling golden hour care driven by community first responders.



**ALERT bags an award**

**A**LERIT, a Chennai-based NGO that works to enable a holistic emergency response eco-system to save lives, has won the Bridgestone Mobility Social Impact award in the Road Safety Innovation and Excellence category out of 93 nominees from across India.

ALERT was recognized for its continued work towards robust emergency response ecosystem through community awareness and training, policy advocacy, and technology, said a release. ALERT has trained over 4.5 lakh citizens in first response and mobilized youth through the ALERT Golden Army with support from medical and government bodies, said a release. Bridgestone India in its 5th edition of the Mobility Social Impact Awards (MSIA) 2025 celebrated organizations that have harnessed mobility to create meaningful social change. The awards were presented in two categories, namely Empowerment of Vulnerable Communities and Road Safety Innovation and Excellence.

## ASSOCIATION WITH THE INDIAN COUNCIL OF MEDICAL RESEARCH

ICMR has commissioned a National Health Research Priority Project titled "An Implementation Research Study on Developing a High-Quality Patient-Centric Integrated Model for Emergency Care System in Selected Districts of India"(INDIA-EMS), in close collaboration with the respective state Governments.

ALERT is a invited stakeholder to mainstream community first response, through our Community First Responder (CFR) Network initiative as part of ICMR's INDIA EMS.



# UPHOLDING SAFETY BY PROVIDING FIRST RESPONDER SUPPORT

Behind every public event, there is an entire team constantly working to ensure its success. At ALERT, we believe upholding safety standards and emergency preparedness requires equal focus.

As a step towards ensuring access to first aid and golden hour care, we provided First Responder Support at the **Stairathon Event** and the **Salute Marathon Event in Chennai**.

Our volunteer community first responders were present throughout the event, equipped with first aid kits and emergency response skills to handle medical emergencies and provide golden hour care.



## CPR FOR EVERYONE: EXPERIENCE ZONES THAT EMPOWER LIFE-SAVERS

98% of Indians are unaware of what to do in case of a cardiac arrest. While some have either seen or heard of CPR, only about 2% of us have the knowledge to administer CPR the right way.

As a step towards changing this statistic, we set up CPR experience zones across public parks, corporates, public events, and academic institutions to make CPR learning accessible. These experience zones sensitize the public on the technical know-how and allow individuals to try hands-on CPR on manikins, building their confidence to be first responders.



Jeeva Park, T.Nagar, Chennai  
Rock Beach, Puducherry  
Capgemini campuses across Chennai and Bangalore  
ICFAI IBS, Bangalore



# ALERTATHON RETURNS!

The 10<sup>th</sup> edition of ALERTATHON brought together runners, walkers, and life-savers all united by one powerful mission: to empower every Indian to respond in an emergency.

**This year, ALERTATHON took home where all ideas begin - the campus!**

The campus edition of ALERTATHON sets the precedent for a series of student-led missions designed to root life-saving awareness in youth leadership where the next generation of innovators, thinkers and doers come together to run for a cause.

For the first campus edition of ALERTATHON, we were proud to partner with the Indian Institute of Technology - Madras (IIT-M) Department of Management Studies (DOMS)'s Samanvay initiative. The prestigious, serene campus of IIT Madras hosted this energetic mission with a participation of over 300 runners.

# ALERTATHON 5K SAVE LIVES CAMPUS EDITION



**IIT Madras**  
In association with  
**SAMANVAY**



Chief guest Mr. V. Shankar, Director of Acsys Investments Pvt. Ltd and Founder of CAMS, a distinguished alumnus of IIT Madras, flagged off this impact-driven event.

**Chennai: ALERTATHON**, a run for the cause of Saving Lives became a student-led movement with DOMS IIT Madras conducting ALERTATHON Campus Edition in association with SAMANVAY. The run created awareness about the need to empower the common man in emergency response.

**IIT Madras, ALERT join hands for a cause**  
IIT Madras, a noteworthy Indian Institute of Technology, has joined hands with ALERTATHON, a student-led movement to create awareness about the need to empower the common man in emergency response. The run was organized by the Indian Institute of Technology Madras (IITM) in association with DOMS IIT Madras and SAMANVAY. The run created awareness about the need to empower the common man in emergency response.

A CPR Experience zone provided an opportunity for all the runners to learn about the basic life skill of administering effective CPR when in need.



## WORLD FIRST AID DAY

Providing first response is an everyday act. While we strive through the year to empower individuals in first aid and emergency response, the World First Aid Day throws the spotlight on our cause and encourages students and the general community to explore how they can be first responders to their own family and community.

Here is a glimpse of all the activities on a single day across multiple locations!



**GRG Krishnammal College  
CPR Experience Zone and Emergency Response Training**



**Dr. N.G.P Arts & Science College**



**VLB Krishnammal College,  
Coimbatore**



**VLB Krishnammal College,  
Coimbatore**



**PSG College of Arts & Science, Coimbatore  
CPR Experience Zone and Emergency Response Training**

**2600+  
Students  
Empowered**

**1500+  
Individuals  
Awakened**



## ROAD SAFETY CAMPAIGN

In close collaboration with the Tamil Nadu Traffic Police, a Road Safety and First Aid Sensitization campaign was conducted across multiple cities for truck drivers, gig workers and the general community, catering a diverse set of road users.

- Hands-on CPR experience for general public and volunteers
- Slogans with road safety precautionary measures
- Mimes around road safety
- Roleplay skit using Yamaraja and Chitragupta for relatability and public connect.
- Public interaction and giveaway cards were distributed for reinforcing the individual measures a good road user has to take towards a safe and equipped society.



## WORLD HEART DAY

A Road Safety Rally was conducted at the Hindustan College at Chennai on the occasion of the World Heart Day to spread awareness on emergency response and CPR techniques as a first aid for cardiac arrests.

Students were given a hands-on CPR experience to build confidence, step up during medical emergencies and help save lives.



**2200 Students  
Awakened**



# SCHOOL ADOPTION PROGRAM

What if teachers taught beyond the academic curriculum?

With the support of Ford, ALERT at School takes on a new form.

We have adopted two schools -

- Government Higher Primary School Sholinganallur (900+ students)
- Government Higher Primary School, Thoraipakam (1800+ students)

This project empowers all teachers with first aid and emergency response training to ensure the safety of the children while at school. As a step to inform students in basic first aid, select teachers voluntary sign up to become trainers through our train-the-trainer (TOT) program and conduct awareness sessions for all the students. Schools are provided with all the necessary training equipment and first aid kits. Students are also given hands-on practice and short tests as per their grade.



## EMPOWERING THE IRULAR COMMUNITY

The Irular community are an indigenous Dravidian tribal group in Southern India, mainly in Tamil Nadu, known for their deep forest knowledge but are now classified as a Particularly Vulnerable Tribal Group.

Supported by Fivestar, we took our advance skill program to empower this community with the essential first aid and emergency response skills. This initiative not just focused on the knowledge and skills but also created a mindset shift and built confidence in them that anyone can save a life with the right training.



# THE ALERT GOLDEN ARMY BRIGADE CONTINUES TO GROW

The ALERT Golden Army initiative began with the intention to train tomorrow's change makers to collective build an equipped society. Month on month, we are glad to onboard new colleges and renew our associations with existing colleges. As part of the golden army, students get trained in first aid and emergency response, lead campaigns and step up as voluntary community first responders during public events.

By training 1000 students, we empower 1000 families and their communities. We are realising the goal set by our mentor Dr. APJ Abdul Kalam to train one in every family in emergency response and create local volunteers.



PPG Group of Institutions,  
Coimbatore



PPG Group of Institutions,  
Coimbatore



KCG College of Technology,  
Chennai



VLB Krishnammal College,  
Coimbatore



Dr. N.G.P College, Coimbatore



PSG CAS, Coimbatore



PSG Institute of Technology,  
Coimbatore



PSGR Krishnammal College,  
Coimbatore



RAAK College, Puducherry



ICFAI IBS, Bangalore



# EMERGENCY RESPONSE SKILL TRAINING PROGRAMS

## VOICE PROGRAM

In our continued efforts to build a network of Community First Responders, we have trained individuals from different backgrounds in advance skill training in first aid and emergency response.

**758** CFRs inducted into the  
VolCE Network



Police  
Officials



College  
Students



Corporate  
Employees



Rural  
Communities



## PEER SKILL TRAININGS

Our Personal Empowerment for Emergency Response (PEER) Skill programs train an individual to become a certified life-saver through hands-on practice and theoretical knowledge.



# TRAINING HIGHLIGHTS

## Students



## General Community



## MTC Bus Drivers



## Home Guards



## Prison Inmates



## Rural Communities





Train one in Every Family  
in Emergency Care



9th Edition

# ALERT BEING A w a r d s



## THE GREAT HUMAN STORY

Honouring Humanity, Awarding Good Samaritans

In association with



Bennett & Coleman

**THE TIMES OF INDIA**

### AN AWARD FOR LIFE SAVING HEROES



Their bravery doesn't stop — it begins with humanity.



GOING BEYOND  
CALL OF DUTY



INDIVIDUALS



ORGANISATION

ALERT in association with The Times of India present the 9th edition of Alert Being Awards, our flagship initiative to Honour Humanity & recognise Good Samaritans (individuals or organisations) who have made a difference to an individual's life or to society at large by impacting and saving lives.

This is a platform for those stories which may not always see the spotlight. Stories of courage, of selflessness and compassion. Of individuals who used empathy as their strength and took action to save a life in need.



Coimbatore



6th February 2026



# More ways to engage with us

## SIM LAB SESSIONS

### PEER ADVANCE

14th February 2026

6-8 hours advanced skill level program on first aid

### VOICE REFRESHER

15th February 2026

A refresher program for previous attendees of the VolCE program

### VOICE PROGRAM

21st-22nd February 2026

A 2-day intensive program on first aid and emergency response

Contact: 9944066004

## 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!](#)

## THE ALERT ACADEMY

### E-LEARNING COURSE

You can be a lifesaver, equipped with all the skills and knowledge, all from the comfort of your home! The ALERT Academy brings to you a certificate course on first aid and emergency response. This self-paced course combines real-life scenarios along with theoretical knowledge and interactive quizzes.

[Register today and start your journey!](#)

## VOLUNTEER / INTERN 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](http://www.alert.ngo) to be one of our growing volunteer communities or to do an internship with us across Chennai, Coimbatore, Puducherry and Bangalore.

Have something to share? Write to us on [info@alert.ngo](mailto: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](mailto:alert@upi)

