

MAY – JUNE 2026

NEWSLETTER

HEAT RISES.



**SO
DOES
THE
NEED
FOR
WHAT
WE DO.**



Combining respite, hydration, and life-saving awareness to help gig workers stay safe during extreme heat conditions.



MONTH IN NUMBERS

131
sessions

emergency response,
AED trainings and Road
Safety

5
states
reached

Tamil Nadu, Puducherry,
Uttar Pradesh, Karnataka,
Telangana

17,568
citizens
empowered

3460+
citizens
awakened

CPR Experience Zones
across Chennai,
Coimbatore, Puducherry
and Bengaluru



ON-GROUND RESPITE AND HEAT EMERGENCY PREPAREDNESS FOR GIG WORKERS

India has over 12 million gig workers. They navigate peak hour traffic in 40 degree heat, meet delivery timelines back to back, and keep the country's digital economy moving. Yet for most of them, there is no place to sit down, no cold water within reach, and no one asking if they are doing okay.



The Amazon Ashray Van Project, supported by Amazon and implemented by ALERT, is a direct response to that gap. Four mobile vans stationed across Noida, Ghaziabad, and Gurugram bring on-ground respite to delivery executives right where they work, offering air conditioning, chilled drinking water, ORS sachets, mobile charging, and health awareness messaging on heat emergencies and first aid.

3 cities 4 vans 4621 Gig workers served

- Noida
- Ghaziabad
- Gurugram

Gig workers from Amazon, Blinkit, Zepto, Zomato and more are sitting down together, learning about heat emergencies and first aid techniques.

What started as a welfare initiative is quietly becoming something more. A community space for the gig worker community across age groups and genders where they rest, recharge and be sensitized on emergency response!



AMAZON ASHRAY VAN PROJECT

The Amazon Ashray van was showcased at the Prime Day event in Delhi, well received by influencers present at the event, as a timely intervention for gig workers amidst the rising temperatures.



FIRST AID AWARENESS AND ON-GROUND RESPITE - PROJECT EXPANSION IN MUMBAI

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Mumbai



Launch and flag off by Mr. Eknath Shinde

2

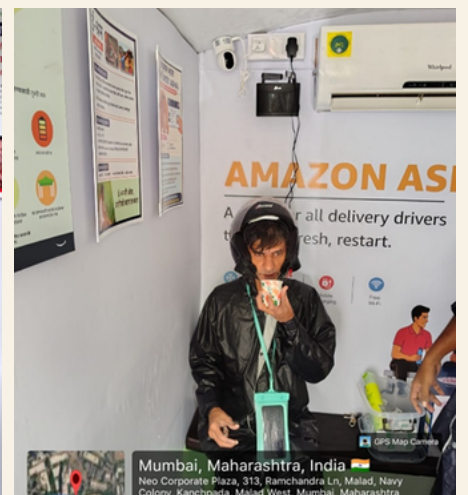
vans

256

Gig workers
served in 4
days



Mumbai, Maharashtra, India
5vc3+c97, 19, Pandurang Wadi Rd Number 1, Subhash Nagar,
Gurukul, East, Mumbai, Maharashtra, 400099, India



Mumbai, Maharashtra, India
Neo Corporate Plaza, 313, Ramchandra Ln, Malad, Navy
Colony, Kanchpada, Malad West, Mumbai, Maharashtra



WHEREVER PEOPLE ARE, READINESS CAN MEET THEM

Most people have heard of CPR. Very few have ever actually tried it. This month, ALERT's CPR Experience Zones turned public spaces and events into a walk-in moment filled with hands-on learning. No appointment, no class, just a manikin and two minutes to find out what administering compressions actually feel like. From learning the why, what, how and when, individuals were surprised at how much effort it takes to complete one cycle.



CPR EXPERIENCE ZONES

5
cities

7
CPR Experience
Zones

2500+
Citizens
Awakened



ALERT BHARAT'S IVRS AND RADIO- BASED OUTREACH IN RURAL INDIA

Awareness doesn't always need a city or a stage. This month, we carried heat-emergency guidance directly into rural communities. Recognizing heatstroke early, managing dehydration, first aid techniques and knowing when an emergency stops being manageable at home.

5000
Individuals Reached



THE PEOPLE WHO SEE THE MOST ACCIDENTS ARE NOW THE ONES TRAINED TO ACT ON THEM

Various RTOs and driving schools across Chennai, Coimbatore, and Puducherry were home to ALERT's emergency response training, equipping the very population that encounters road emergencies most often with the skills to act within the golden hour.

3049

drivers
empowered

- MTC Bus Drivers
- School Bus Drivers
- RTO Applicants



EMPOWERING THE TRANSGENDER COMMUNITY IN EMERGENCY RESPONSE

Emergency response training has historically reached people already inside institutional spaces, be it workplaces, schools or transport departments. Communities outside those spaces are no less likely to face an emergency, but far less likely to have ever been trained for one.

In Pollachi, this training reached the transgender community to ensure every individual has access to essential life-saving skills.



A VITAL ENERGY OF ALERT – OUR VOLUNTEERS

ALERT's volunteers gathered at Natesan Park, Chennai for an afternoon that was equal parts reconnection, recognition, and honest conversation about why this work matters. Our founder Mrs. Kala Balasundaram addressed the group directly, thanking them for their time, their consistency, and their contribution to a mission that only works because people choose to show up for it.

The meet was a reminder that behind every training session and every community outreach, there are volunteers who make it possible. They are a core part of what ALERT is.



SCHOOL IS WHERE CIVIC RESPONSIBILITY BEGINS

Emergency preparedness taught early doesn't just become a skill. It becomes an instinct.

We introduced students to basic first aid, the importance of acting during the golden hour and something even most adults haven't heard of - the Good Samaritan Law, which legally protects bystanders who step in to help. This shift in civic awareness, built early, is how bystander culture actually changes.



TRAINING HIGHLIGHTS



**MTC Bus
Drivers**



**College
Students**



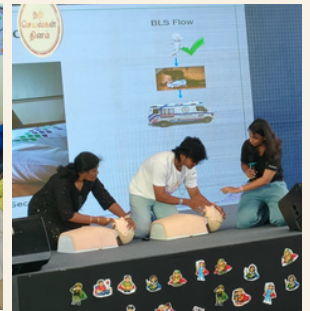
**Corporate
Employees**



**General
Public**

Chennai

7138 Individuals Empowered



Coimbatore

8843 Individuals Empowered



Puducherry

1332 Individuals Empowered



Bengaluru

40 Individuals Empowered



STORIES ON-GROUND

Impact Stories of Real-Life Incidents Handled by ALERT Trained Community First Responders



Mr. Anand Amirtharaj
Traffic Police
ALERT Community
First Responder



In the summer roads of Puducherry, an elderly man was hurt in a minor accident, leaving a bleeding wound on his leg.

Mr. Anand Amirtharaj, a Traffic Police serving his duty in the area and a trained Community First Responder, rushed to the scene and provided timely first aid. He cleaned and dressed the wound using cotton and gauze from the first aid kit. This quick act of providing first aid and comfort to a fellow human being during an emergency is the crux of community first response being a civic responsibility.



Mr. Tulasi Raman,
Student, KCG College
of Technology
ALERT Community
First Responder

Early one evening near Thiruttani, a bike accident left two people on the ground with abrasive bruises across their knees and legs. Bystanders gathered, but the wounds needed more than concern. They needed someone who knew what to do.

Tulasi Raman, a trained Community First Responder under the VoICE program supported by Ford, happened to be in the area. He didn't wait. He opened his first aid kit and got to work.

He began by controlling the bleeding, then carefully cleaned the wounds before applying tincture to prevent infection. Once the wounds had settled, he applied ointment and secured bandages over both injuries. With the victims stabilised, he ensured they were sent to the hospital for further care.

MORE WAYS TO ENGAGE WITH US

SIM LAB SESSIONS

VOICE REFRESHER

July 18th

A refresher program for previous attendees of the VoICE program

PEER ADVANCE

August 8th

6-8 hours advanced skill level program on first aid

VOICE PROGRAM

Aug 22nd & 23rd

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

Contact: 9944066004

Volunteer Meet at Simlab
July 25th

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 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

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

