



Learn Beyond

**KPR Institute of Engineering and Technology**

(Autonomous, NAAC "A")

Avinashi Road, Arasur, Coimbatore.

**Phone:** 0422-2635600**Web:** kpriet.ac.in**Social:** kpriet.ac.in/social**KMC006****NBA Accredited**  
(CSE, ECE, EEE,  
MECH, CIVIL)**ALERTATHON 2022**

<b>Event No</b>	KMC006
<b>Organizing Department</b>	KPR Medical Centre
<b>Associate Dept.   NSC</b>	Biomedical Engineering Society of India
<b>Date</b>	16/10/2022
<b>Time</b>	12:00 PM to 03:00 PM
<b>Event Type</b>	Sports
<b>Event Level</b>	State
<b>Venue</b>	CODISSIA
<b>Total Participants</b>	594
<b>Industry Personnel</b>	12
<b>Faculty - Internal</b>	2
<b>Students - Internal</b>	105
<b>Students - External</b>	75
<b>Other Participants</b>	400

**Related SDG****Involved Staffs**

Sl	Name	Role
1	Sreelatha P	Convenor
2	Stalin R	Co-convenor
3	Rajesh Kumar L	Coordinator

**Outcome**

Students are motivated to learn about Medical Emergency handling since this program made them eligible to attend this ALERTATHON

**Event Summary**

Alertathon - Run to Save a Life - is a Fund raiser & Awareness Run organised by ALERT ( [www.alert.ngo](http://www.alert.ngo) ) to evangelise the cause of saving lives.

17 lives are lost every minute. Over 95000 die annually to road traffic accidents. Over 4, 35000 get affected due to medical emergencies. Four people in every lakh die out of sudden cardiac arrest in India. 80% of deaths in hospitals take place in the first hour of admission. 75% of them could have been saved. Tamilnadu leads the country in the number of RTA's and Chennai is a major contributor to the same.

**THE SOCIAL NEED**

The awareness and preparedness level of people in handling medical emergencies is abysmally low in our country when compared to the rest of the world. While it may be farfetched to have a doctor per family, it is possible to ensure a first responder per family.

"TRAIN ATLEAST ONE IN EVERY FAMILY IN EMERGENCY CARE" – Goal set for ALERT by Dr. APJ ABDUL KALAM.

**About ALERT:**

10 Years since inception, ALERT, a non-for-profit organization spreads awareness about wellness in the society. A first of its kind in Chennai in very many aspects, it has been started by a group of young, spirited and service minded professionals who envision a society that is fully laden with awareness along with compassion. As a core step towards this journey towards wellness, ALERT has undertaken Golden Hour Care and Emergency Response management as its core project. ALERT has trained over 40000 people so far.

Through this project ALERT trains various sections of the society in emergency response. The mission is totally free from any commercial motive. ALERT functions with the only aim of achieving a medically aware, socially conscious and a friendly society around us.

**ALERTATHON 2022** 8<sup>th</sup> Edition  
Global Virtual Event to Save Lives with Physical Running & Cycling events  
in Namma Chennai & for the 1<sup>st</sup> time ever in Kovai.

**Participated by Students**

- # National Cadet Corps
- # Sports Council
- # Sangamam
- # Youth Red Cross
- # National Service Scheme

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