

## Sahara Times

Saviour on a mission

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LIFE POSITIVE

# Saviour on a mission

*With rapid medical care, SaveLife Foundation of India continues its strife to restore normalcy in a victim's life after a road mishap*



Amit Srivastava / New Delhi

**P**YUSH, WHO once started his career as director of a private equity firm, recalls the day when the sudden news of the death of his cousin Shivam Tiwari (17), the only son of a widowed mother, reached him. Piyush learnt that his cousin had met his nemesis in the hands of a reckless driver while crossing the road. Piyush did not let matters rest at that. On cross-checking, he found that in the absence of an emergency medical response system, it is often the police that arrives first on spot. "If only the police can be trained in providing primary care, hundreds of deaths can be prevented," says Piyush.

Imparting training to police and citizens alike became Piyush's mission. SaveLife Foundation of India (Piyush's brain child), under his aegis has recently been the recipient of the prestigious Rolex Award for Enterprise in Geneva

for curbing road accident and deaths.

The foundation that has worked zealously on curbing road accidents has come as a blessing for the common man of the country and for the visitors likely to make it to India in the wake of the Commonwealth Games ahead. The foundation does its best to curb any untoward incident related to road mishaps. Unfortunately, India is known to have the highest number of road accidents in the world with an average record of approximately 14 road deaths every hour.

The SaveLife Foundation today ensures that road mishap victims do not lose their lives for lack of urgent care. It aims to train and encourage common citizens and police to provide primary care to victims to save their lives. Of late, SaveLife has trained over 2,000 police officers in Delhi and over 300 in NOIDA and has also recently invited India's elite NSG commandos to conduct a programme for its staff.

"Shivam's death had left me frustrated, but I worked on my frustrations by working out methods that would avoid the same pain for others," recalls Piyush. SaveLife Foundation was set-up with the view to remove fear involved in helping victims. The first step lay in empowering people with the skills required to help victims. The foundation ensures that most accident victims receive rapid medical care, if not by ambulances and paramedics, then by police and general public.

The foundation's plan for the campaign is supported by the government, corporate houses and common people. "Precious lives can be saved if we come together to help accident victims," says Piyush. In the last 18 months, SaveLife Foundation has successfully mobilised support from police and India's top hospitals – Apollo, Max, Fortis and AIIMS. The hospitals have helped him implement his program. After training the police, SaveLife's objective remains to train community volunteers, who are then connected through a call-center that takes emergency calls and mobilises the nearest volunteers to provide immediate help. In this endeavour, several doctors are also extending their services to Savelife Foundation. Dr Joshi, Apollo Hospital to and a board member of Savelife, says, "People die in road accidents because of lack of immediate care. Ambulances on road face the challenge of traffic congestion. In such a scenario, SaveLife Foundation's initiative is most cost-effective." The foundation aims to bring in an Act to help road accident victims, but currently, its volunteers are being nominated by the police. ■