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SKILL FOR SURVIVAL

Survival Instincts, an NGO started in May 2011, train and teaches people survival skills techniques...



> **Kaushik Rajaraman**

We wake up daily to the news of citizens falling to death during fire drills, which were designed to make them safe in the first place, of children dying because of safety hazards at their schools, of police officers bleeding to death, when contingents of high ranking health ministry officials stand and watch helplessly due to inadequate first aid skills and techniques.

Survival Instincts identified this, through systematic public polls on their website www.survivalinstincts.org. Survival Instincts conducts survival-training programmes. According to Survival Instincts founder, Anoop Madhavan, founder of Survival Instinct says, "96% Chennaiites have faced at least one survival situation in their lives, but only 2% were equipped to overcome. It is sad that such incidents are quickly forgotten, no lessons are learned. Even most blatant repetitions evoke lukewarm response

from citizens and the government. It is not lack of interest on people's part, but lack of infrastructure that causes this alarming deficiency of survival skills among the people". An organisation, that teaches all key skills needed for survival, both in urban and wilderness environments, under one roof, was not available in Chennai till Survival Instincts started. The NGO is equipped to provide all necessary life-saving skills to professionals, in particular to working women, homemakers and students. It has also been invited to conduct training seminars for the Indian Red Cross Society on First Aid, Disaster Response and Safety.

"We have conducted training programmes in leading educational institutions such as Ethiraj College for Women, Women's Christian College and Madras University. Individual and corporate training programs are both available for public. With rising urban crime rates, accidents, terrorist incidents and natural calamities like earthquakes, cyclones, tsunamis we face survival situations more often today

than our parents did a generation ago. We have one of the most sophisticated professional communities in the world, one that is highly knowledgeable on all facets of life," adds Anoop

Indian Red Cross employs Survival Instincts to train their staff and volunteers on First Aid Procedures and Disaster Preparedness for cyclones, lightning, floods, earthquakes, and tsunamis. Survival Instincts has already conducted Urban Survival Training programs for leading institutions such as Stella Maries College, Ethiraj College for Women, Women's Christian College and Madras University. Survival Instincts promotes a lifestyle that encourages citizens to acquire the utmost essential of skills, namely survival skills.

For more information visit www.survivalinstincts.org

