

To,

All Member Industries of DCCIA Pune.

Sub:- Request for sponsoring Village Lifesaving BUS Project under : Rashtriya Life Saving Society (India)

Dear Members

We have received an urgent request for funding through DCCIA Member Organisations' CSR Programmes from **Rear Admiral Purushottam Dutt Sharma AVSM NM M&D (Galantry)** Indian Navy Retired. He launched the Rashtriya Life Saving Society (India) 25 years ago and ever since then has been training people, especially the youth in lifesaving skills so that they could attend to accident victims both on land and in water as per RLSS (India) drowning prevention programme. The Society has empowered a million with CPR or Cardiopulmonary Resuscitation and half a million with First Aid, Lifesaving and Lifeguarding, mostly in the urban sector. "The numbers may appear large but miniscule when one considers the population and size of our country", he observes. **He therefore wishes to go to the villages, where over 70% of our people live and train a person from every home in lifesaving skills to attain a SURAKSHIT BHARAT or Safer India.**

Admiral Sharma is a veteran of 1965 & 1971 Indo-Pak conflicts as a Fighter Pilot, flying from the deck of the old INS Vikrant. Over 84 years of age, sprightly and dedicated to the cause of safety of people, he has been serving the community diligently for a generation. His dream is to train a lifesaver in every home. "A daunting task", he admits **"But necessary to be addressed to make people safety conscious and acquire the ability to help a person in distress"**, he adds.

A Tempo Traveller (Education Bus) from Force Company has been donated to RLS by Kirloskar Brothers, duly customized and soon to be registered to undertake the village training task.

The Society needs funds urgently for operating the vehicle with two trainers cum drivers to train a lifesaver in every home in the villages, the Education Bus visits. This is a pilot project to gain experience and establish validity of the project. The estimated Operational Cost of the project is Rs 2 lakhs per month as per details attached.

Finally, the Admiral had this to submit, "Many DCCIA Member Organisations with over 500 Cr Turn Over would generally donates 2% of their profit to NGOs that pursue a deserving cause. **RLSS (I) exists to save lives as life is precious and saving lives for the Society is a priority over any other activity**". **"Nothing matters if there is no life!"**, he concludes.

Admiral Sharma has also submitted four documents "The Village Lifesaving Project", "Profile of RLSS (India)", the "Silver Jubilee Souvenir" and the unique RLSS (I) 2024 Calendar which are enclosed herewith. These are most readable and indeed convincing. We request you to kindly go through the same.

We request the members to consider the appeal of Admiral Sharma and donate. We may select the villages in our Industrial Belt on Nagar Road. The Life Saving Bus may go these villages and train the youth.

Look forward to hear your favourable response.

Thanks & Regards

For Deccan Chamber Of Commerce, Industries & Agriculture, Pune

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