

## **FEDERAL BANK CSR initiative to skill youth on lifesaving techniques.**

CPR Cardiopulmonary resuscitation (CPR) — a lifesaving technique that is useful at times when someone's breathing or heartbeat has stopped is known only to less than 2 percent of India's population. Four out of 10 sudden cardiac arrest victims survive if CPR support is provided while waiting for emergency services to arrive. Federal Bank intends to skill 9600 youth on CRP at Educational Institutions in Ernakulam and Thrissur Districts.

This program is designed as a preventive measure to skill youth in CPR/AED and Choking, there is a misconception about CPR, that it is only for medical professionals. The awareness of such skills is minimal among the youth. According to a study, four out of 10 Sudden Cardiac Arrest victims survive if CPR support is provided while waiting for emergency services to arrive.

Cardiopulmonary resuscitation (CPR) is a lifesaving technique that's useful in many emergencies, such as a heart attack or near drowning, in which someone's breathing or heartbeat has stopped.

The inaugural ceremony of the Basic life support/CPR skill program for youth @ Educational institutions, under Federal Bank CSR @ St. Xavier's College for Women, Aluva.

Mr. Joy P V - Senior Vice President, Corporate Planning Department, Federal Bank, Inaugurated the program.

Mr. Anil C J - CSR Deputy Vice President II & Head CSR, Federal Bank, Mr. R. Balachandran - Chairman & Managing Director SB Global Educational Resources Pvt Ltd, Prof. Dr. Milon Franz - Principal, Rev. Sr. Charles CTC - Manager, Dr. Annie Feby - HOD, Dept. of Zoology graced the occasion.



