

Revathi Enterprises' CSR Activities

"Know Safety No Injury; No Safety Know Injury"

A little precaution is what defines the difference between life and death. Safety measures are a must for various modes of transportation. To cite a few examples:

- ◆ a helmet while riding a motorcycle is very important to support the head and neck of the rider in case of an accident
- ◆ seat belts and air cushions minimize injury or damage in case of an accident while driving a car or flying an airplane.

These are some of the safety measures promoted widely. What about vertical transportation?

In line with this thought, Revathi Enterprises organized a seminar on elevator, escalator and fire safety issues to generate awareness among the residents of Madhuban (a society in the suburbs of Mumbai) about elevator and escalator safety issues that were disregarded and treated as unimportant until now.

The seminar was organized to get together all four responsible parties, i.e, the component providers, the lift erectors, the builder and, most importantly, the end users, on the same platform. The objective of this seminar was to educate the end users about the precautionary measures that should be taken to avoid fatal accidents or injuries with the help of cases that occurred in the recent past. Furthermore, the video "A Safe Ride" provided by the Elevator and Escalator Safety Trust (created by the Elevator Escalator Safety Foundation in cooperation with National Safety Council) reflected exactly what happens in day-to-day routine, making it easier for the end users to relate to it. Another intention was to help the elevator manufacturer and builder get an insight into the customers' minds. This seminar was also organized so as to help component providers improve the quality of their products.



Hemant Tawde (director of Marketing for Revathi Enterprises), with his experience backing him, discussed the issue in the Indian context. Christopher Perriera (manager, Eskay Elevators) and his team members, Mr. Alvares (Marketing) and Mr. Janardan (Maintenance), got involved in an interactive session with the residents of Madhuban and answered most of their queries on the safety measures to be taken in their own lifts.

Mr. Tanna (proprietor, Falsa Constructions) remarked, "Lifts are a part of the super built-up area and, therefore, the real owners of the lifts are the residents. In such a case, lifts must be treated and used as one would his/her house." The seminar was concluded by Mr. Bhattacharya (Zed Securities), who gave a live demonstration of using a fire extinguisher.

Organizers noted that the session generated a lot of interest in the minds of the residents of Madhuban about elevator, escalator and fire safety issues. The seminar was a success thanks to the enthusiasm of TAK Mathews, the facilitation and encouragement given by Neeta Deole, and the support given by Tanna, Tawde and Nivedita Neelam (Public Relations and Event Management for Revathi Enterprises).

Some of the questions that need to be answered:

- ◆ Given the fact that watchmen keep changing in many societies, should training be provided for the watchmen or other volunteers who would stay on a more permanent basis?
- ◆ Should the direct and current contact numbers of the maintenance teams be posted in the lifts?
- ◆ Is there a need to establish a course and/or institution to provide training in this field of engineering? 

