

108: the digits for emergency

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Changing lifestyles, increasing road traffic accidents, persisting high rates of birth-related emergencies, increasing crime rates, and increased potential for fire-related emergencies - all demand the integration of multiple agencies to provide quick and comprehensive emergency response. A home grown success story offered a glimmer of hope in the emergency management scenario in India, was the state of Andhra Pradesh and Gujarat.

B. Ramalinga Raju, Founder and Chairman of **Satyam Computer Services Ltd** and his brother have started Emergency Management and Research Institute (EMRI) in the Andhra Pradesh in April 2005. "Valuing and caring for life" was one of the fundamental reasons for starting the EMRI to help human and animal life, property as well as environment. With the initial investment of Rs 50 crore for securing 70 state-of-the-art ambulances beside connectivity and 30 acres of land, the Andhra Pradesh government latter come forward to participate in the operations up to 85% cost, which is now scaled up to 95%.

Envisaging a comprehensive coverage of **Medical, Police and Fire** emergencies through Public-Private Partnership, the Government of Andhra Pradesh has signed an **MOU** on **April 2, 2005**. The main objective of establishing the organization is not only to give help to the people suffering form accidents but to prevent the accidents and mishaps. The Government of India allotted the three-digit number **108** which is accessible from both **fixed** and **mobile** phones and is toll free across the state for all emergencies. The leaders of the organization include famous personalities like Dr. APJ Abdul Kalam, **Dr. Jayaprakash Narayan, B. Ramalinga Raju and many more**. The Institute works with three departments called sense, Reach and Care, it also have a research department working full fledged and helping the government and general public.

The paper focuses on different issues like working of the organization, operational efficiency, the threats and opportunities to EMRI, the leaders involved etc. the authors have also used Structured Interview Method and taken interviews of the executives of organization.

Key words: Information Communication Technology, Emergencies, Emergency management, Andhra Pradesh, Accidents

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