WOMEN AND GIRLS

The Score!
Any score above 3 should make you feel comfortable!

Look for other locations, fast!

Tap on the screen to unfreeze the pin, and drag it to a different place.

Slider to adjust the area for which you would like to see the safety score.

Safety Score
4.4/5
Excellent

Go Places. Stay Safe

SafetiPin: Technology for safe public spaces

Women's Safety: ~~HER~~ OUR Concern

Women in **urban areas are twice as likely** as men to experience violence particularly in developing countries. More

Collective efforts to identify vulnerabilities and lead to **Action before Reaction**

SafetiPin – A community based audit tool is a free-of -charge mobile based application which makes auditing and tracking of public spaces simple and efficient so that you are just a click away from being aware of your surroundings

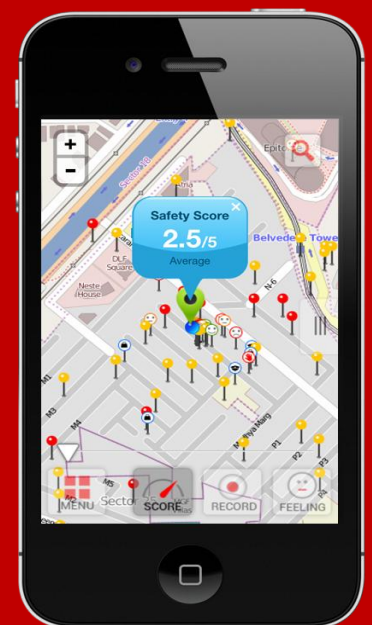**mPowering Communities for Safe Cities**

A community based audit tool, launched in November 2013, is a free-of-charge mobile based application which makes auditing and tracking of public spaces simple and efficient so that you are just a click away from being aware of how safe are your surroundings.   The application also provides safety-related information collected by users and trained auditors.
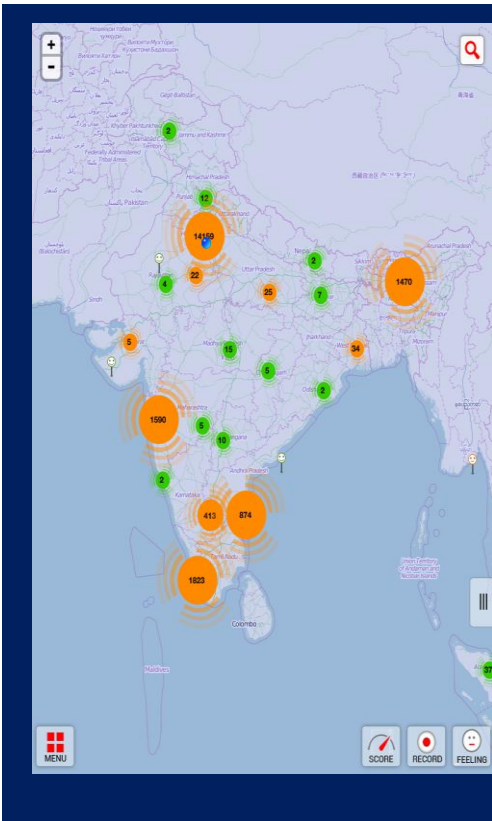
How it Works

- Supports planning and implementation at the city level.

- Engages with the community.

- Supports individual safety through the application by locating different places related to safety.

- Consists of a set of 9 parameters that contribute to the perception of safety.

- Provides a 'Safety Score' post safety audit thus encouraging people to be pro-active.

Advant*EDGE* SafetiPin

- Engages users to give 'safety scores' for communities and neighbourhoods.

- Allows people to be connected through tracking and emergency features.

- Shares information, audit updates and analytics among all stakeholders on safety concerns especially in case of women and possible actions to improve.

- Gives access to locations and directions for the police, transport department along with emergency contact numbers.

Safety Score
2.5/5
Average

Creating an Impact

SafetiPin with its partners has collected more than 17,500 safety audits in nine cities across India till date.

Some findings:

- The data generated through the safety audit process has been used for advocating towards safer cities.

- The application has great potential for replication and use in any of the urban habitat, especially in developing countries.

- Can be instrumental in bringing about community intervention and building a stakeholder claim over community spaces, particularly in low income societies that are often neglected in planning process by policy makers especially for Low Income Countries (LICs).

- An innovative technological model which has a great potential to influence and positively impact government initiatives and planning.

A SafetiPin analysis of about 10,000 spots in New Delhi between 6 pm - 9 pm has given each spot a safety score. The south west district police in Delhi issued a newsletter based on these findings and called a meeting of residents to improve security. Respondents had given below average ratings for parameters such as availability of light, openness, walk paths and public transportation. *(Sept.3, 2014, The Hindu)*

Making the most of SafetiPin

BNY Introduces Open Safety Audit Mapping (OSAM)
Bengaluru Needs You (BNY) partnered with SafetiPin in the city for implementing the auditing project. BNY introduced the concept of Open Safety Audit Mapping (OSAM). OSAM, which involves displaying a large 'Open Safety Audit Map' in an accessible community space such as a public park or college campuses, creates access to safety information for the community, including those without smartphones. In this way SafetiPin is successfully leading to community owned solutions to local safety concerns.

Safety *Chaupals* to address safety concerns of low income communities
In order to ensure that technology benefits women and girls in low income neighbourhoods, SafetiPin devised the concept of creating safety *chaupals* (centres) in collaboration with NGOs such as Jagori and Satark Nagrik Sangathan. Since smart phone usage and data connectivity in these areas is usually limited, a model was introduced where the safety audit using the phone is supplemented by online data collection and regular meetings of community women to discuss their concerns. Audit findings are discussed with the community and suggestions included in recommendations presented to policymakers. These Safety *Chaupals* have been successful in bringing attitudinal shifts in the minds of the people and ensure that elected representatives do not ignore the concerns of marginalized communities.

Achievements

Advocacy through specific projects in Delhi

- Dwarka &Vikas Marg: in partnership with the police
- Gurgaon: 'Light Up Gurgaon' campaign launched
- Bus Terminal: 6 busiest terminals audited

Conducting Safety *Chaupals* to address safety concerns of low income communities
- Tajpur Pahari, Delhi
- Motilal Nehru Camp, Delhi

Introduction of Safetipin with partners in other cities like Chennai, Kolkata, Guwahati, Kochi, Trivandrum, Bangalore, Pune

International Linkages
- Bogota-with a Spanish version
- Jakarta, Nepal, Dhaka, Nairobi

Launch of Hindi Version of Safetipin: September 2014
Know more on SafetiPin

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