



DOWNLOAD SAFETIPIN APP FROM



## ABOUT SAFETIPIN

SafetiPin is a **complete** map-based mobile phone application, which works to make our communities and cities safer by providing safety-related information collected by users. SafetiPin helps improve safety in many ways:

- ◆ See safety score of a locality before visiting
- ◆ Allow your friends or family to track you if you are feeling unsafe
- ◆ Find nearby Medical facilities, police stations and local transport
- ◆ Contact service providers if you need help
- ◆ Alert your friends and family if you are in an emergency



- **Safetipin App launched for Windows Phones and translated in Bahasa.**
- **International Photography Competition – City Vibes: Engaging with Public Spaces.**
- **National Conference with partners from 7 cities on data collection with Safetipin.**
- **Safetipin visit to Bangladesh.**
- **Crossed the mark of 20,000 downloads of the SafetiPin app with over 22,800 pins in India alone.**



## Safetipin now on Windows mobile

Safetipin app is now also available for download in Windows Phone Store and users having Lumia or other windows mobile can now install the Safetipin app. The app is now compatible with Windows Phone 8.0 and Windows Phone 8.1. The Windows Phone app is available in English, Spanish and Hindi Language.

## Safetipin App now supports Bahasa Language

The recent update to Safetipin app on Android & Apple stores also comes with the Bahasa language support. This is in addition to English, Hindi and Spanish language which is already supported by Safetipin app. This update is an effort to provide all

our Indonesian users an interface which is in their native Bahasa language



## National Conference on collecting data using Safetipin

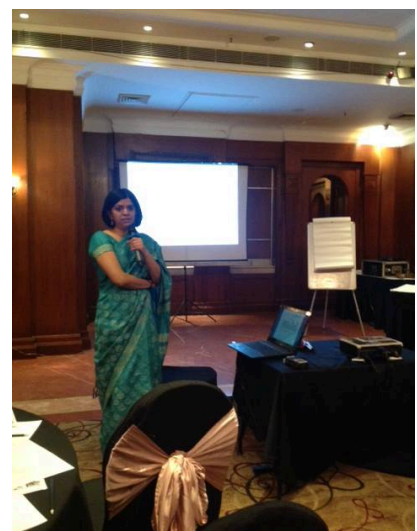
Safetipin hosted a national conference on using Safetipin to collect data on safety in cities in New Delhi on October 29<sup>th</sup> and 30<sup>th</sup>. The event showcased the work undertaken by Safetipin's 7 city partners – North East Network in Guwahati, Sakhi Resource Centre for Women in Kerala, Swayam in Kolkata,

Bengaluru Needs You in Bangalore, Prajnya in Chennai, Samyak in Pune, and Jagori in Delhi. Each city presented data that was collected during the pilot and how they plan to use it for advocacy.

Day one of the conference was attended by national and international NGOs like

Breakthrough, Embarq, UNICIEF, IPE Global, and Population Foundation.

Day two was a workshop for the partners to come together and chalk out further work that will be undertaken in the coming months and years. Strategies for outreach and advocacy and co-hosting events were discussed.



## Safetipin Presented in Dhaka, Bangladesh

Kalpana Viswanath visited Dhaka, Bangladesh to present Safetipin to various NGOs and GOs. She held meetings with the Manusher Jonno Foundation, DFID UK, Action Aid, the Bangladesh Police Women's

Network and also met with the Ministry of Women and Child Development. The visit was successful in building partnerships in Bangladesh to expand the use of Safetipin in South Asia.



## Safetipin at the Trust Women Conference in United Kingdom



Kalpana Viswanath was invited to the Trust Women Conference held in London, United Kingdom in November. Here she presented Safetipin to a global audience of corporations, lawyers, and pioneers in the field of women's rights committed to take action and forge tangible networks to empower women. The Trust Women Conference is the brainchild of the Thomas Reuters Foundation. The foundation works to promote free independent journalism, human rights, women's empowerment and rule of law.

## Safetipin presented at the Embarq Workshop in Bhopal

SafetiPin was invited by Embarq to be a part of a workshop in Bhopal on 'Women's safety in public transport' and present SafetiPin's initiatives in making the cities safer. Embarq India is a not-for-profit initiative of the World

Resources Institute that works on urban mobility.

At the workshop, SafetiPin presented its work, specifically the safety audits conducted for the Delhi Transport Corporation (DTC) and heard the findings from safety audits. The discussion

focused on solutions for safer transit for women and children. Post the workshop, a training session on conducting safety audits was done with the team members of Embarq, who will be using the SafetiPin app to map safety along bus routes in Bhopal.

## Safetipin forms a new partnership with Vishakha

We partnered with Vishakha to bring Safetipin to Jaipur. Vishakha has done pioneering work against sexual harassment of women in Rajasthan. A training program was held in October in Jaipur with a team of 11 volunteers

who were students from diverse backgrounds. An orientation on Safetipin was followed by mock safety audits using the app. During the coming months the main city of Jaipur will be audited.





## Advocacy Reports from Kerala and Guwahati

Our partners the North East Network in Guwahati and Sakhi Resource Centre in Kerala have come out with reports on their work on collecting safety data using the Safetipin App. Some excerpts from the report are –

*A Safetipin for our Cities – Research Findings of the study conducted in Thiruvananthapuram, Kerala 2014 by Sakhi “Findings from the audits show that four parameters have lowest rating. These are gender diverse spaces, presence of visible security personnel and walk path.”*

*The North East Network and Safetipin Report 2014 – Alleys with no walk path, poor drainage system and open garbage dumps were common in most of the localities. One of the volunteers remarked that, ‘I was very much concerned for my own safety too while conducting the audits. I was*

*thinking if I experience stalking or any other form of harassment in these lanes, how fast will I be able to run since the lanes and bi-lanes are too narrow and the condition of walk path is so dismal’.*



## City Vibes Engaging with Public Spaces: An International Photography Competition

Safetipin launched an International Photography Competition on engaging with public spaces called City Vibes on 13<sup>th</sup> of November, 2014. The Competition marked our first year anniversary and continued till the 10<sup>th</sup> of December 2014 marking our participation in the 16 days of

activism. The Photography competition was co-hosted by our city partners North East Network in Guwahati, Swayam in Kolkata, Prajnya in Chennai, Samyak in Pune, Bengaluru Needs You in Bangalore, Sakhi Resource Centre for Women in Kerala and Jagori in New Delhi.

We received many wonderful entries from India and outside. The winners of the completion are – Dhruv Subhlok, Jitendra NA, Himanshu Yaduvanshi. And the Critics Awards went to Rwritee Mandal, Rajdeep Biswas, Rohini Deb and Stefania Scamardi Fortuna.





## Tweetathon #CitiesForWomen

The SafetiPin teams hosted a Tweetathon on Building Gender Inclusive Cities. The session was held on September 19<sup>th</sup>, 2014. The session saw tweets from organization, activists, news and media outlets, academicians and netizens from across the cyber world.

SafetiPin used its Twitter handle to moderate the discussion that sought the views and suggestions on questions like what is your idea of gender inclusive cities? Why your city is not gender inclusive? Who is accountable for gender inclusive cities? What can we do to make our

cities safer for women? And finally we sought creative ideas to educate and promote gender inclusive cities. All tweets carried the hash tag #CitiesForWomen. By the end of the hour long our hash tag was trending on Twitter indicating high usage and conversation on the subject.



**Safety/Sonal**  
@pinthecreep



Following

@safetipinDOTcom #CitiesForWomen #SafetiPin where a woman is safe to walk down the street at night. Jog anywhere without having someone leer

⬅️ Reply ➡️ Retweeted ⭐ Favorited ... More

RETWEETS 3 FAVORITES 3



3:37 AM - 9 Sep 2014



**Safe Delhi Campaign**  
@JagoriSafeDelhi



Following

@safetipinDOTcom A study @JagoriSafeDelhi reveals women feel unsafe in subways. Lets add life to the subways, paint them, make them ours

⬅️ Reply ➡️ Retweeted ⭐ Favorited ... More

RETWEETS 2 FAVORITE 1



4:31 AM - 9 Sep 2014

## Gurgaon Ki Awaaz

SafetiPin partnered with Gurgaon ki Awaaz FM 107.8, a civil society led community radio station in the NCR of New Delhi. Broadcasting 22 hours a day in Hindi and Haryanvi, the station is a community-run platform for marginalized voices in Gurgaon, mainly local villagers and migrant workers. SafetiPin has been hosting a weekly show every Friday from October where listeners

call in and report incidents of violence in public spaces in Gurgaon and offer their opinions and suggestions. The lively show also offers the SafetiPin team to reach out to many people in Gurgaon.



## 16 Days of Activism

SafetiPin celebrated 16 Days of Activism an international campaign to end violence against women. We ran a photography competition on the theme of engaging with public spaces so that a rich visual dialogue can be created on how women access public spaces globally. SafetiPin also collaborated with Jagori in New Delhi to co-host celebrations in Tajpur Pahari, a lower income neighbourhood in South east Delhi. On 2<sup>nd</sup>

December, 2014 the SafetiPin team joined in the celebrations and held safety chaupal discussions with the women who are part of the *Mahila Shakti Samuh* a women's SHG that Jagori supports in the area.





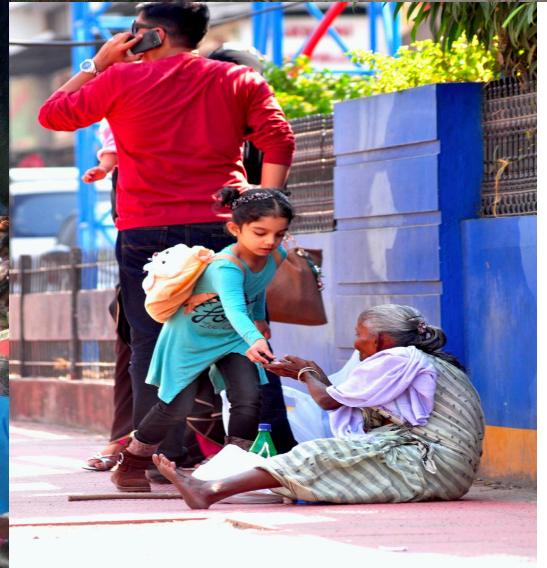
## Partnership with UN Women in Indonesia

Safetipin and UN Women have partnered to introduce Safetipin in Jakarta, Indonesia. For the thousands of Safetipin users in the

city the app has been translated into the native Bahasa language. The Ambassador of India to Indonesia His Excellency Gurjit Singh announced the launch of the app in the Bahasa language

## Some Photographs from City Vibes:

We would like to end with some photographs from City Vibes: Engaging with Public Spaces.





## Our Partners



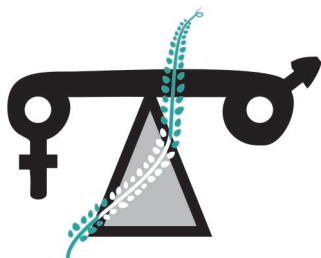
**Jagori, Delhi**



**Swayam, Kolkata**



**North East Network, Guwahati**



**Samyak, Pune**



**Sakhi Kerala**



**Prajnya, Chennai**



**Bengaluru Needs You, Bengaluru**



**Vishakha, Jaipur**



**UN Women, Indonesia**



## Our Supporters



**FORDFOUNDATION**

*Working with Visionaries on the  
Frontlines of Social Change Worldwide*



**The Asia Foundation**

SafetiPin



Quarterly

M13/31 DLF Phase 2  
Gurgaon

