



ABOUT SAFETIPIN

SafetiPin is a technology platform that seeks to use large scale data to make cities more inclusive, safe and free from violence for women and others. We use apps to collect information and engage with individuals, and create solutions. We provide useful information about safety in cities for women and men to use to make informed decisions. This is done through our apps and by syndicating a safety score to portals. Further, we share this data with urban stakeholders such as urban planners and the police.

- **MOU signed with Nairobi City County to launch Safetipin**
- **Safetipin Data presented to Police Commissioner of Delhi.**
- **Safetipin on Radio One show in Mumbai.**
- **Safetipin reaches Bogota, Nairobi, Manila, Mexico and other cities.**
- **Sharing data with PWD Delhi government to improve lighting.**
- **Safetipin among 2015 Nominet Trust 100.**
- **50,000 downloads till December 2015.**



MOU signed with Nairobi City County

Safetipin visited the city of Nairobi in early September to hold discussions with the City County about forming a partnership and working in collaboration to collect and use Safetipin data. We met with Ms. Rose Muema, Chief Officer, Urban Planning & Housing at Nairobi City County and other officials. In addition we had meetings with UN Habitat, DFID, KPP, iHub and Ushahidi where we shared information about

Safetipin and its usage. We presented Safetipin to Alioune Badiane, Director of Programs UN Habitat. Through these partnerships we have launched Safetipin in Nairobi with an MOU with the Safe Nairobi Initiative of the City County. Nairobi is a cosmopolitan city of over 3 million population and we have begun collecting data in partnership with Uber. We aim to expand to other African cities in 2016.



Safetipin presented to Delhi Police

Safetipin was invited by the Delhi Police to present their data and findings to them. The meeting was chaired by the Commissioner, Mr. B.S. Bassi himself and was attended by DCP's from all over the city. The Police were very appreciative of

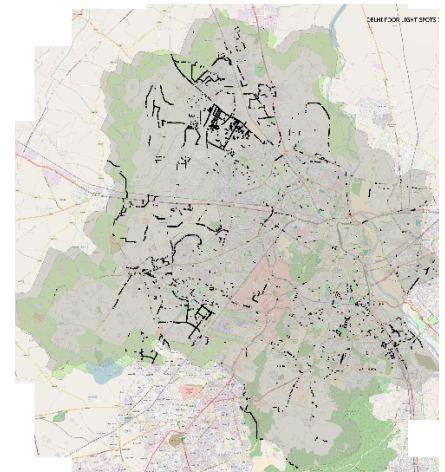
the data collected and expressed intention to use it in conjunction with their data. They specifically wanted to use it to identify dark zones and unsafe places in the city. Our team has been working on collaboration to map this data and improving safety.



Sharing Safetipin data in Delhi with Key Stakeholders

Safetipin has collected data around the city of Delhi using the app Safetipin Nite. The data collected in Delhi has been shared with the Public Works Department (PWD) and Delhi Development Authority (DDA). Data specific to lighting, i.e. location of dark spots has also

been shared. This assists the authorities looking at translating dark and unsafe areas to well-lit and safe areas. Presently, PWD has involved the Municipal Corporations to use the Safetipin data to look at the dark spots that fall under their jurisdiction and improve on street lighting.



Working with Dwarka Police

Post the launch of Project Salamat in June 2014, Safetipin, in partnership with the Commissioner of South-West District of Delhi, has been collecting safety audit data in Dwarka. This year, as a follow up in Dwarka, Safetipin conducted another round of safety audits and submitted a progress report to the DCP of Dwarka.

Lighting has been improved in some stretches. The police have tried to expand the walk path in these markets, by clearing encroachments. Escalation in crowd in some of sectors in Dwarka has also been recorded which has lead to improvement in gender diversity in public spaces.



Safetipin Data Collection in Bogota

Following the signing of the MOU with the Secretary of Women, Bogota City, data has been collected in the city. Using Safetipin Nite, taxis have covered around 2000 km of road in the city and the data is now coded. It has been shared with key

departments in the city government and with UN Habitat Bogota for further actions to improve safety across the city.



Safetipin expands data collection to more cities

Safetipin has successfully initiated the nighttime data collection in many other cities. With the support of Uber globally, Safetipin has started the safety audit data collection in cities including Noida, Bengaluru, Mumbai, Manila, Mexico City, Guadalajara and will soon

expand to Kuala Lumpur, Durban, Johannesburg and Monterrey. This data will be made available to all users of the app and shared with key urban stakeholders.



Safety Audits Conducted in Jharkhand in partnership with Jagori

As a part of the Safe Cities initiative, Safetipin supported Jagori in collecting safety audit data in Ranchi and Hazaribagh district of Jharkhand. Under this initiative, all the major streets and public spaces were audited and a total of 223 safety audit pins were collected. This data,

along with the household surveys and focused group discussions conducted by Jagori will be shared with concerned authorities in Jharkhand in order to improve safety in the city.



Women from Badarpur work to make their neighbourhood safe

After the success of 'Chaupal Mela' in Tajpur Pahadi of Badarpur, community members have witnessed many changes through the initiatives of Delhi Police and Jagori. Some of the actions taken include CCTV cameras on the identified vulnerable spots, cameras outside shop, regularizing police patrolling inside the community, encouraging women to come out in the evenings and occupy public spaces. Further, the community

members have educated other men and women in their neighborhood to remove the scraps from outside their houses to make for wider passage to walk and have written applications for regular MCD garbage pick-up vans inside the locality. They have also demanded more community halls in the area for women to use.



Safetipin Attends the Global Network of Safer Cities Meeting in Bogota, Colombia

A Global Network has been set up by UN Habitat Safer Cities and has members from around the world. On September 21-22, 2015, the Global Network of Safer Cities Steering Committee meeting in Bogota was attended by fifteen cities and fifteen research institutional partners of the Steering Committee and ten co-opted partners of the Technical Working Groups who are working on urban crime prevention/peace building/urban development. Safetipin as an institutional member of this network presented their app and

data collection. The meeting was opened by the Mayor of Bogota and was attended by the Mayor of Palermo, Italy; Mayor of Guadalajara, Mexico; the former Mayor of Nairobi, Kenya, along with officials from Quito, Ecuador and Seoul, Korea. Discussions were centered around the new emerging confluences with urban crime prevention approaches – in specific, Peacebuilding and Smart Cities in the context of the Post 2015 Development Agenda and the New Urban Agenda.



Talk at University of Washington, Seattle

The founders were invited by Safetipin to give a lecture on women's safety in India and how Safetipin works to address this issue. The talk was attended by students and faculty of the university, local government and journalists. The participants were interested to conduct audits

using Safetipin in the university and in the city of Seattle.

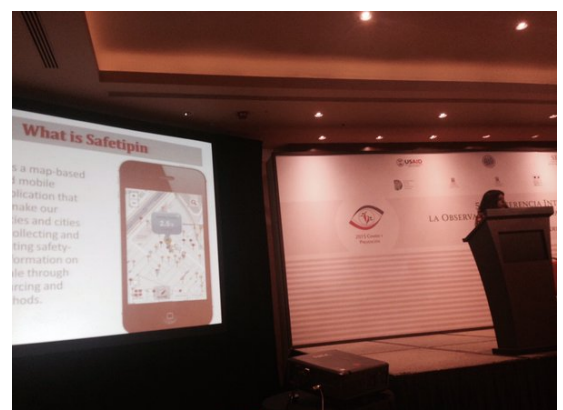
<http://depts.washington.edu/womenctr/2015/10/26/northwest-asian-weekly-features-kalpana-viswanath/>



Safetipin Presented at the 5th International Conference on Crime Observation and Criminal Analysis

We were invited to the 5th International Conference on Crime Observation and Criminal Analysis hosted by the International Centre for the Prevention of Crime, Montreal and the Government of the City of Mexico in November 2015. The conference had international participation and held discussions on several issues of safety, security and crime

prevention. Kalpana Viswanath presented at the Closing Plenary Session on Citizen Participation in measuring criminal phenomena. In addition, Safetipin was also presented at a workshop on Building Safer Cities organised by UN Habitat and ICPC.



Safetipin Presented at Building Smart Society workshop in Delhi

A Conference on understanding smart cities was organised by the group India under Construction where we presented on "A Case for Inclusive Growth". The conference held in FICCI auditorium was attended by

urban planners and corporates from around the country to discuss some of the facets of the concept of smart cities and how it can be strengthened by the process of consultation of hearing more voices.



Safetipin at the Safer Cities Sensitisation and Knowledge Exchange for Asian Cities

Citynet (an Asian network of cities), United Cities and Local Governments (UCLG) and UN Habitat held a Knowledge exchange for Asian cities in Seoul in November 2015. The workshop was attended by officials from 14 countries in Asia. The main goal of the exchange was to develop regional guidelines and a regional network for safer cities in Asia with the specific aim to help

cities understand the safe cities approach and tools; as well as discuss crime prevention according to one's local context; and to enable participating city officials to play a role in the process of building a culture of crime prevention and urban safety and to provide them with best practices. Safetipin was presented as one tool for furthering the process of building safer and more inclusive cities.



Safetipin Attends SOCAP 15

SOCAP 15, a leading conference on impact investing and social enterprises was held in San Francisco in October 2015. Safetipin attended the conference which had various

sessions on social enterprises, social technology and fund raising for social causes. We organised a small group discussion on using technology for addressing women's safety.



Safe Safar Campaign by YES Foundation

In October 2015, Safetipin's regional partner in Lucknow, Yeh Ek Soch (YES) Foundation, in collaboration with Department of Security and Crime Science at University College London, initiated a study on sexual victimization of women in public transport in the city to understand multiple facets of sexual harassment and explore the elements causing fear amongst women in public

spaces. As a key component of this study, the Safetipin app was used to identify such factors through the 314 safety audits carried out in public transport in Lucknow.

The completion report of this study that has been published by YES Foundation, was well received and used for media-based advocacy for improving the state of public transport in Lucknow.



Creating platform to unite larger communities towards women safety

As a support to Jagori, Safetipin organized an Open Street Audit Mapping (OSAM) event at the Malviya Nagar Metro Station. The event intended to take back the safety audit data collected by Jagori to the residents and frequent visitors of Malviya Nagar and start a meaningful dialogue with the people in the surrounding area. Metro station being the most used public transportation gave us the

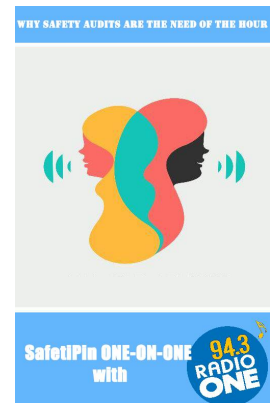
opportunity to understand the safety concerns from the view point of women, men, university students, domestic workers, RWAs etc. It was also an opportunity to not only communicate the safety concerns to the government agencies present at the event but also encourage the residents to take the ownership of changing the safety status in Malviya Nagar at local level.



Safetipin on Radio One show in Mumbai

Safetipin was featured on the #OneWithTheApp radio programme with Hrishikesh Kannan on 94.3 Radio One Mumbai on a show about apps. Kalpana Viswanath talked about the need of the hour for an app like Safetipin, and how it

empowers people by giving them access to safety information so that going to new places will no longer be daunting. Different features of Safetipin were shared to inform people of the advantages of the app.



Safetipin audits 17 metro stations along Delhi's Yellow Line

Safetipin has undertaken a study of metro stations along Delhi's Yellow Line. 17 stations have been identified with the intent to use the data to enhance the Last Mile Connectivity of these stations encouraging people to adopt this mode of transport. The stations selected are –

Jahangirpuri, Azadpur, Vishwavidyalaya, Kashmere Gate, New Delhi, Rajiv Chowk, Central Secretariat, I.N.A., AIIMS, Hauz Khas, Malviya Nagar, Saket, Chattarpur, Sikanderpur, M.G. Road, IFFCO Chowk, and HUDA City Centre.



Safety Audits of Shahjahanabad

Safetipin, in collaboration with INTACH, conducted safety audits in nine areas of Shahjahanabad in the months of September-October. The areas studied were Red Fort, Jama Masjid, Chandni Chowk, Chawri Bazaar, Sitaram Bazaar, Fatehpuri Masjid, Kinari Bazaar, Paranthi Wali Gali, and Katra Neel. These are mixed use areas which see a lot of users throughout the day. This results

in high visibility which along with easy access to public transport, add to the safety of this area. However, the audits reveal that in the evening there are very few women. Of the nine parameters, gender usage was rated the poorest followed by security. The detailed study report is being submitted to INTACH for further dialogue with local authorities and stakeholders.



Delhi- Data Collection since Sep 2013



- 14726 safety audits
- 476 incidents that have been recorded
- 1924 number of phones recorded
- 476 feeding sites and
- 86 incidents of harassment

HT Correspondent

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