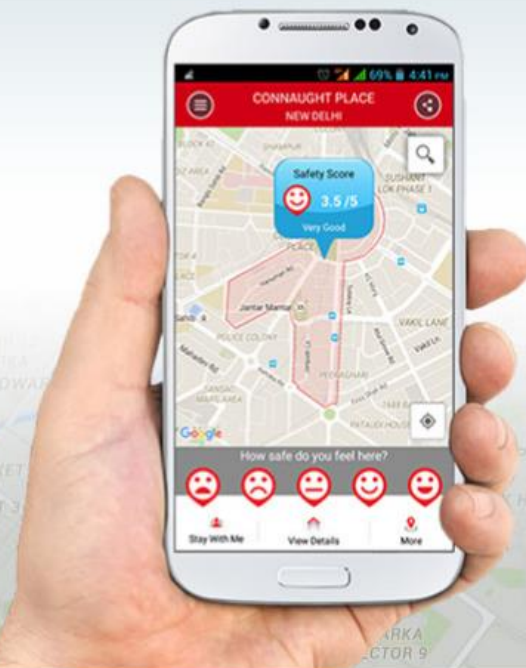


My Safetipin Take safer decisions

Every day you are taking decisions that could impact your personal safety. Where to stay, where to go for a relaxed evening, a new route at night. My SafetiPin shows you your city through a 'safety' lens, and helps you take safer decisions .



- **Safetipin shortlisted by Financial Times for Transformational Technology Award**
- **Safe Karnal Campaign.**
- **Safetipin partners with NDMC to improve last mile connectivity.**
- **Constituency Safety Reports, Delhi.**
- **Safetipin's partnership with PVR.**
- **Data collection expanded to more cities.**

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.

Using Data to Build Safer Cities

A workshop on “Using Data to Build Safer Cities” was organized by Safetipin as a part of Cities Alliance Catalytic Fund Project on April 28th and 29th, 2016 in New Delhi, India.

Delegates from all the project cities i.e. New Delhi, Bogota and Nairobi came together to share the work done so far and discuss way forward. Along with Safetipin team, the participants of the workshop were Ms. Hilary Murphy, Technical Expert, Safer Cities, UN Habitat; Ms. Carlota Almeciga Romero, Director of Knowledge Management, Dept. of Women, Bogotá; Mr. Cesar Pinzon Medina, Observatory of Women and Gender Equality, Bogotá; Ms. Rose Muema, In Charge of Urban Planning and Housing, Nairobi City County; Mr. Patrick Akivaga, Urban Planner, Nairobi City County.

Representatives from partners, NGOs and city government were invited to speak on issues of women’s safety and how Safetipin has been used. Participants from Delhi included Swati Maliwal, Chairperson DCW, Suneeta Dhar from Jagori and O.P. Mishra, DCP, Delhi Police to name a few.



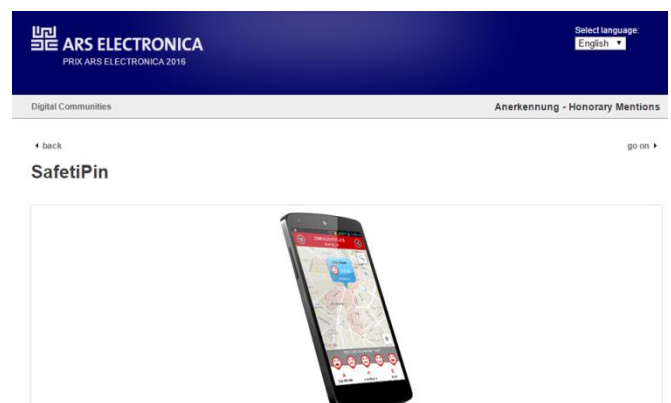
Safetipin Shortlisted for the FT – IFC Transformational Business Award

The Financial Times London in partnership with IFC awards the Transformational Business award each year to organisations that have had a social impact. This year the theme was Mobilising Sustainable Capital, Technology and Ideas in the New Economy. We were shortlisted in the category, Transformational Technology Award and were invited to London to be present at the Award ceremony.



Safetipin wins Honorary Mention at Prix Ars Electronica

The Prix Ars Electronica is one of the world’s premier awards honouring creativity and innovativeness in the use of digital media. Every year they award technology and digital innovations from around the world. The categories in 2016 were [Computer Animation/Film/VFX](#), [Interactive Art +](#), and [Digital Communities](#). This year there were a total of 3159 entries from 84 countries for these awards. Safetipin is honoured to have received a special mention at this prestigious award under the category Digital Communities.



Safetipin at AFUS

Safetipin was invited to present at the African Forum on Urban Safety Learning Exchange held at Durban, South Africa from 29th June- 1st July, 2016. the exchange was facilitated by UN Habitat and the Ethekwini Municipality. It was attended by Mayors from various African cities who presented the initiatives undertaken in their respective cities. Discussions were focused on issues which need to be addressed and strategies to ensure urban safety and security.



Safetipin at Asian Development Bank, Manila

Kalpna Viswanath was invited by ADB Manila, the leading Asian development institution to present how Safetipin has been used in different cities and particularly how it has been used for addressing lack of safety in public transport. The event was held in the beautiful library on their premises and was attended by over 80 people.



Safetipin at *Reviewing the State of Safety in World Cities: Safer Cities +20 - Towards a Transformative Approach in the Implementation of the New Urban Agenda* in Geneva

This was a conference to discuss issues of safety in urban spaces and work towards recommendations for Habitat III. It was organised by the Geneva Peacekeeping Platform, UN Habitat and UNECE. Safetipin participated in a session on Promoting Urban Safety Through Application of Smart Sustainable Cities Indicators and Standards organised by University College of London and UNECE. Participants spoke about how technology can enhance urban safety.



Talk at UN Habitat Bangkok

Kalpna Viswanath gave a talk at UN Habitat, Bangkok about the use of Safetipin. It was attended by staff from UN Habitat, UN ESCAP, UN Women and UNESCO. The participants were interested to know some of the successes and challenges of using a technology like Safetipin.



Partnership with UN Women Manila and Quezon City

Safetipin visited Manila to share data collected in Quezon city with the Administrator and local government officials. UN Women Manila which is working with Quezon City Council organised these meetings. UN Women Manila is building a strong Safe Cities program and are keen to use Safetipin data as part of the program. They have tied up with local womens groups and other partners to have a sustainable multi stakeholder program.



Partnership with PVR Cinemas

PVR Cinemas and PVR Nest have partnered with Safetipin to work together towards building a safer city as a part of their Campus Ambassador Program launched in March 2016. As a part of the Campus Ambassador campaign, a short film was prepared on using the My Safetipin app. The film was shown across 100 PVR screens over a period of one month. Watch the entire video at <https://vimeo.com/158799382>



WRI Connect Karo

WRI invited Safetipin to present at their Annual Connect Karo conference. Over three days, political leaders, senior bureaucrats, policymakers, business leaders, and experts discussed challenges and solutions in the areas of transport and access, urban expansion, land management, renewable energy, air pollution, new mobility, and road safety in cities, drawing from global best practices and applying them to the Indian context. Safetipin participated in a panel discussion on Streets for All.

Safetipin Nominated in Top 3 at Smart City India Award 2016

The Smart City India Conclave was held at Pragati Maidan in May 2016. It was a three day long event with many workshops and speakers on a range of issues relating to smart cities including safety, climate change, energy, transport etc. Safetipin was invited to be a speaker at the event. Further, we were nominated as one of the top three innovations under the category Safe Cities.



Safe City Initiative in Karnal

The Safe Karnal Campaign was launched by Karnal Police in partnership with WRI, Global Shapers, Jagori and Safetipin.

As part of the campaign, in May, safety audits were conducted using the My Safetipin app by the team comprising Karnal Police Officers and local volunteers. Audits were also generated using the Safetipin Nite app. Phones were mounted on the windshields of Karnal Police's Nirbhaya Vans and photos were taken of the entire city. A total of 1512 audit pins have been generated.

In June, an OSAM (Open Street Audit Mapping) was held as a part of Raahgiri on a Sunday in Karnal to present the audit findings and get feedback from the local stakeholders. Raahgiri was attended by around 500 people who also participated in various other events. Detailed ward wise safety reports have also been submitted to the Municipal Commissioner of Karnal to aid their efforts in infrastructure upgradation.

अब अंजान डगर पर नहीं सताएगा डर महिलाओं को सुरक्षा का अहसास दिलाएगा सेफ्टी पिन एप

जनता संघर्षदाता कर्माल : आपको रत के समय शहर के किसी अंजान क्षेत्र में जाना है तो पर राहना चलायिका है। आज जब बेटियाँ की हो तो सिला और बह जाती है, लेकिन आसानी दिने में सेफ्टी पिन नाम का एप आपकी इस डर को समाप्त कर देगा।

ममेट पोन में यह एप डाउनलोड करने के बाद सौरस सिटी के हर क्षेत्र के बारे में आपके पास पूरी जानकारी होगी यानी यह एप कालाका की अप किस क्षेत्र में रात को बिना डर के जा सकते हैं और किस में नहीं। यही नहीं यदि संशयित क्षेत्र में आपको जानना महसूस होगा तो तुरंत सहायता के लिए कहा संकेत करें यह पी एप ही करतागा। इस एप के लिए इन दिनों कर्माल में सॉरी पार रहा है। यह एक कर्माल में पूरा हो जाएगा। इसके बाद पूरा के सौरस सहायता में पूरा बदल देकर का सौरस जाला।

कर्माल के लोगों को इस एप की सुविधा अमाल में सिलने की सहायता है। सेफ्टी पिन एप यदि आपके मोबाइल में होना तो आपको सुरक्षा का अहसास होगा जो कर्माल सुलिस का मुल्य फकाय है।

गुडवा में गुआ वा सौर

सेफ्टी पिन की सहायता कृति व सौरसो ने बताया कि सर्व में उनके साथ डबल्यूआरआइ की सौरस व अनया पी है। हरिद्वारा में कर्माल से पहले गुडवा में यह सौर एप हो चुका है। लेकिन अभी तक एप की सुविधा वहां के लोगों को नहीं



कर्माल में सर्व करती सेफ्टी पिन एप और डबल्यूआरआइ की टीम।

सेफ्टी पिन के लोने को यह सफ्ट एप जद ही उलनका हो। इससे बेटियों की सुरक्षा और पुखा होरी और पौराजों को इसी सिब नही सारणी। एप के लोने को सुरक्षा व अहसास होगा। किसी अंजान क्षेत्र में यदि रात को अपा जा रहे हैं तो उसके बारे में पूरी जानकारी यह एप आपको दे देगा। यह निश्चित रूप से सहायक है।

फकाय नैर, एमपी, कर्माल।

सिब सक्ती है। प्रदेश में कर्माल दूसरा शहर है जहां इस विशेष एप के लिए सर्व जारी है। इसके अलावा दिल्ली में यह सर्व जारी हो चुका है। बिदेश के कई शहरों में सेफ्टी पिन एप का सभ सौर उठा रहे हैं। कर्माल के अनुसार उनका यह एप लोगों में कर्माल सेफ्टीपि एप रहा है।

रात को तीन घंटे क्षेत्र का मुआयना

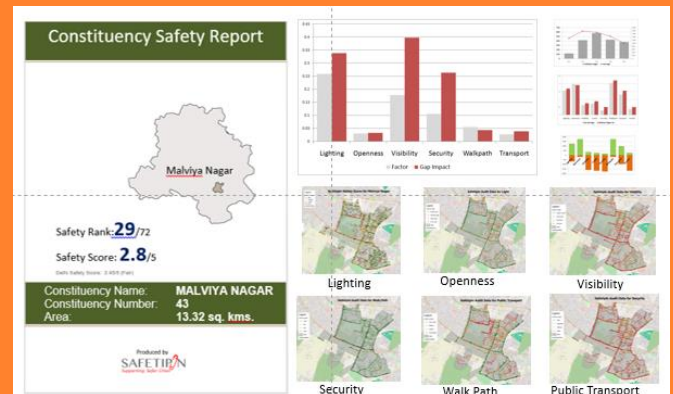
आप जात यह है कि सर्व रात को आठ से 10 बजे तक होता है। सर्व दो प्रकार से होता है मैनुअल व ऑटोमैटिक। मैनुअल में

आपका सेफ्टी पिन व डबल्यूआरआइ की पारी महिला सहायता क्षेत्र का पैदा करीको से मुआयना करती है। यही ऑटोमैटिक सर्व में कर्माल सुलिस नैन के जरिये क्षेत्र का पूरा जागजा सौर है।

टीम के सदस्य क्षेत्र में शाहद की व्यवस्था से लेकर सड़कों को सिविल व अन्य बातों की गहनता से जांच करती है और इसके बाद क्षेत्र का डाटा तैयार किया जाता है। आकलन किया जाता है कि अकेले व्यक्ति के लिए रात के समय यह खतरा सौर है या नहीं।

Constituency Safety Reports for Delhi

Safetipin has prepared Constituency Safety Reports for each of the 70 constituencies of Delhi. These have been shared with the respective MLA's. Each constituency has been given a Safety Rank based on the Safety Score generated using all the safety audit pins within that area. The report highlights the current situation on-ground, along with gaps in infrastructure which need to be fixed to ensure safety of women at night in each constituency.



NDMC Metro Station Audits

Safetipin, in collaboration with NDMC is conducting a series of safety audits along all 15 metro stations in the New Delhi area. An area of 500m radius around each metro station was audited by a team comprising of female architects from NDMC along with the Safetipin team. The metro stations being covered are I.N.A., Rajiv Chowk, Central Secretariat, A.I.I.M.S., Jhandewalan, R.K.Ashram, Udyog Bhawan, Race Course, Jor Bagh, Khan Market, Patel Chowk, Barakhamba Road, Mandi House, Shivaji Stadium and Janpath. The teams from the National Association of Blind and Jagori have also been part of some audits.



Audits with Safe City and Action India

Safetipin, in collaboration with Action India and Safe City, has started conducting safety audits in Ambedkar Nagar and Dakshinpuri. A team of youth volunteers from these areas were trained on conducting the audit using the My Safetipin app. These youngsters have hence been conducting audits and sharing feedback regarding the safety concerns in their neighbourhoods.

Audits with CFAR

Safetipin, in collaboration with Centre for Advocacy and Research (Cfar) is conducting audits in three low income neighbourhoods of Nangal Raya, Saboli Khadda and Kalyanpuri in Delhi. A group of volunteers from all the three areas were given the training on using My Safetipin app and subsequently guided in doing the audits in their respective neighbourhoods.



Auditing Tourist Spots in the City

Safetipin, in collaboration with Delhi Tourism and Transport Development Corporation (DTTDC) has undertaken a Women's Safety Analysis in ten tourist places of Delhi. The ten tourist places are Qutub Minar, Humayun's Tomb, Purana Qila, Lotus Temple, India Gate, Akshardham, Hauz Khas Monuments, Garden of five senses, Rajghat and Jantar Mantar. The Safetipin Team is assessing the area around each place and the access route to the place i.e. from metro station / bus stop to the entry gate.



Jagori Audits

Safetipin, in collaboration with Jagori has conducted safety audits in three areas namely Badarpur, Bawana and Madanpur Khadar. The neighbourhoods of Molarbund Gaon and Tajpur Pahadi in Badarpur, JJ Colony in Bawana and JJ Colony in Madanpur Khadar were taken up for the study. Volunteers were trained to use My Safetipin app and group discussions on women's safety were held.



New Cities added to My Safetipin

The My Safetipin app which was originally launched only for Delhi NCR has now been expanded to other cities as well. In India, Chennai, Chandigarh, Guwahati, Karnal, Jaipur, Pune, Bengaluru and Mumbai have been added. Globally, Jakarta, Nairobi, Quezon City, Dhaka, Durban and Bogota can also use the app to view the Safety Scores of areas in the city. The safety data of these cities can also be viewed on our My City webpage. My Safetipin will soon be released in Hindi and Spanish.



Data collection in more cities

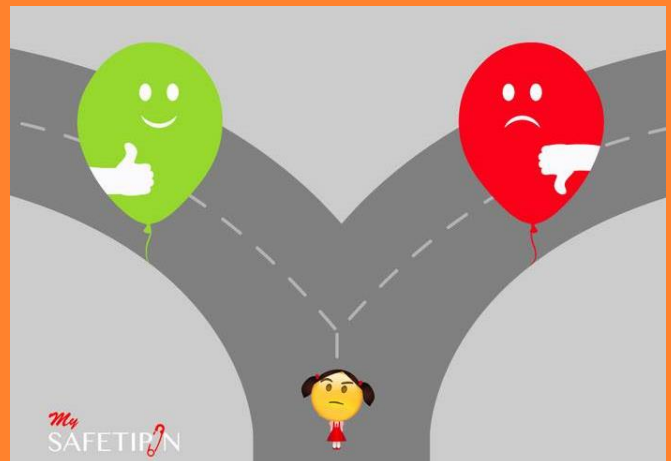
Data collection in partnership with Uber is being done in Nairobi, Durban, Johannesburg, Rio de Janeiro, Kuala Lumpur and Jakarta. Data collection will soon expand to Lima, Hanoi, Ho Chi Minh City and Sao Paulo.

Audit data would also be collected in Quezon City by a team of local youth volunteers. Currently, 40% of the city has been covered.

In India, data collection is ongoing in Bangalore. WRI has partnered with us and has been conducting audits in the city. Soon, audits would be conducted in Ahmedabad, Bhopal and Bhubaneswar as well.

Carry Confidence, Not Fear

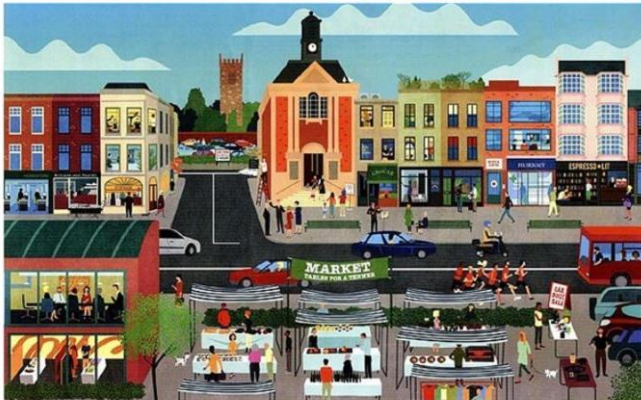
Safetipin conducted a three-month long online campaign, "Carry Confidence, Not Fear". The campaign focused on helping women make safer decisions using the My Safetipin app. The campaign focussed on different features of the app and how they can help in improving the feeling of safety. We had a lot of social media interaction on this campaign.



Webinar on Determining the Safety of your locality with Magic Bricks

Magic Bricks, the leading property portal in India, invited Safetipin to conduct a webinar for their customers on what factors affect safety of a neighbourhood and how to assess these. The webinar was attended by customers who had several questions on how to understand safety, finding safe accommodation for single women, and the role of builders and others in creating safer neighbourhoods. Participants were very keen on knowing more about the Safety Score of Safetipin.

Active Streets



Important to have natural surveillance on streets and activity to encourage more people to use it. Active streets are attractive for people to use.

Safetipin in News

Safetipin was also featured in news.

[How Safe Are Public Spaces?](#)

[These Apps Can Make Your Driving Experience Comfortable and Safe](#)

[2030 CREATING FUTURE: Smartphone app shows women safety levels of New Delhi areas](#)

[Drunk men followed me, made lewd comments: Gurgaon woman](#)

[Joining Together to Map a City's Safety](#)

[Safer cities for all](#)

[Women's safety in smart cities](#)



Determining the safety of your locality



Kalpana Viswanath
CEO and Founder,
Safetipin



E Jayashree Kurup
Editorial Head,
Magicbricks.com

Date: 30th June, 2016 | Day: Thursday

TIME : 3 - 4 PM

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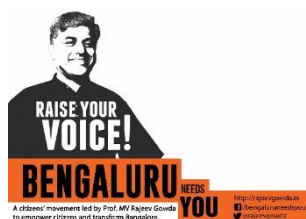


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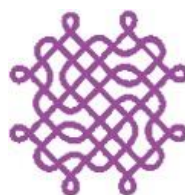
SWAYAM, KOLKATTA



SAMYAK, PUNE



SAKHI, KERALA



VISHAKA, JAIPUR



PRAJNYA, CHENNAI



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BANGLADESH



GIRLS COUNT, DELHI



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