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

Highlights

- **Geo Capture Safetipin's latest innovation Accelerates data collection in cities using vehicles to collect safety data.**
- **Exciting partnerships with Girls Count, Youth Ki Awaaz & Commutiny The Youth Collective.**
- **Safetipin visit to Mexico.**
- **Safety Score being used by PropTiger**
- **Crossed the mark of 30,000 downloads of the SafetiPin app with over 25,857 pins in India alone.**

Latest innovation – The Geo Capture App

Geo Capture App - Geo capture is Safetipin's latest innovation. The App is designed to collect night-time data from cities. The phone app is mounted on vehicles and as the car is driven around the camera takes pictures of the roads at night. This allows for large scale data collection in a short span of time. These photographs are then codified on eight safety parameters lighting, openness, visibility, security, walk path, crowd, transport and gender diversity. This extensive data will be utilised by city governments and planners to implement projects to strengthen the safety conditions of any given area (For example, additional street lighting). Over time, the roads will be reassessed to measure impact against the original data.The project is already underway in Delhi after a successful pilot in January. At the end of data collection we would have covered 20,000 kilometres of roads in the cities around the world. The Geo Capture project is taking data collection of streets, which has been perfected by the Safetipin Classic app to another level.
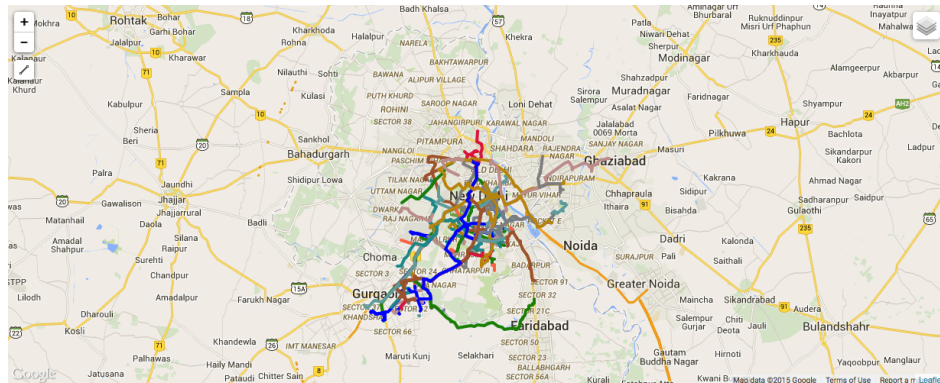
Safetipin Crosses 30,000 Downloads World Wide

Safetipin crosses 30,000 downloads - Safetipin is happy to announce that we have crossed 30,000 downloads globally. Currently, Safetipin is being used in 3 countries – Indonesia, Columbia and India with plans to begin operations in Kenya and Bangladesh in the coming few months. As a global app Safetipin has the potential to be used anywhere in the world.

Partnership with Youth Ki Awaaz for Delhi Elections

Safetipin partnered with Youth Ki Awaaz India's largest online platform for young people. The almost month long partnership saw Blogs on the YKA site by Dr. Kalpana Viswanath, of Safetipin on issues of women's safety in the city and what the candidates should be focusing on if they are elected. YKA and Safetipin also collaborated on social media sites such as Twitter and Facebook to reach out to an even wider audience.

Tweetathon on Delhi Elections

Tweetathon - Safetipin hosted a Tweetathon on the 2nd of February, 2015 on the topic Is Women's Safety really an agenda this Delhi Election. The Tweetathon was Safetipin's endeavour to create meaningful conversations for our online community and engage them through interesting formats.
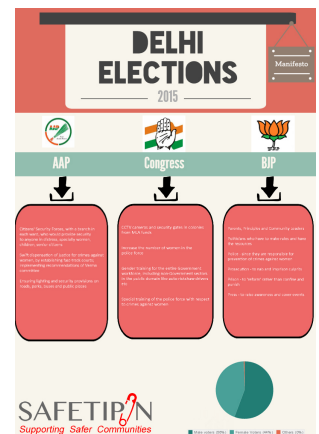
Safetipin Visit to Baroda

Safetipin visited Baroda on the invitation of Olakh, a women's resource centre to give an introduction to the concept of Safe Cities and Safetipin. Olakh works with students and youth on several projects around women's safety and rights. They will now be implementing a project to make Baroda safer for women and girls, including a survey and safety audits with Safetipin. The aim of the project is to inform policy and urban planners about how to make the city safer and more inclusive for women and girls.

Safetipin visit to Mexico

We visited the University Nacional Autonomous de Mexico (UNAM) in January to introduce the use of the Safetipin app. UNAM is a public research university in Mexico city that is the largest university in Latin America. The University has started a Safe UNAM program to look into issues of lack of safety on the campus and are keen on doing safety audits using Safetipin. This is a three year long study that they are embarking upon and they will use the data to work with the university and city authorities to improve safety in and around the campus.

Partnership with Girls Count

Partnership with The Girls Count Campaign - Girls Count is a nationwide campaign that brings together 200 CSO and individuals on collective action against the skewed child sex ration in India and the poor status of women and girls. The Campaign invited Safetipin to conduct a session in a lower income neighbourhood in Harkesh Nagar, Govindpuri in South Delhi on 25th February 2015. The session focused on gender and mobility and was attended by 200 women and girls from the community.

Partnership with the Bas! Stop Discrimination Now Campaign

The Bas! Campaign is CYCs innovative campaign against discrimination. The campaign was creatively designed to be hosted on a bus. Safetipin partnered with the campaign to host a unique session on gender and mobility in the city in the context of the then upcoming Delhi Elections. The two-day campaign was held on the 4th and 5th of February, 2015 and was co-facilitated by the teams from CYC and Safetipin. The session was designed to take 40 participants around the city of Delhi and observe the urban planning of the space. The participants also conducted safety audits using the app.
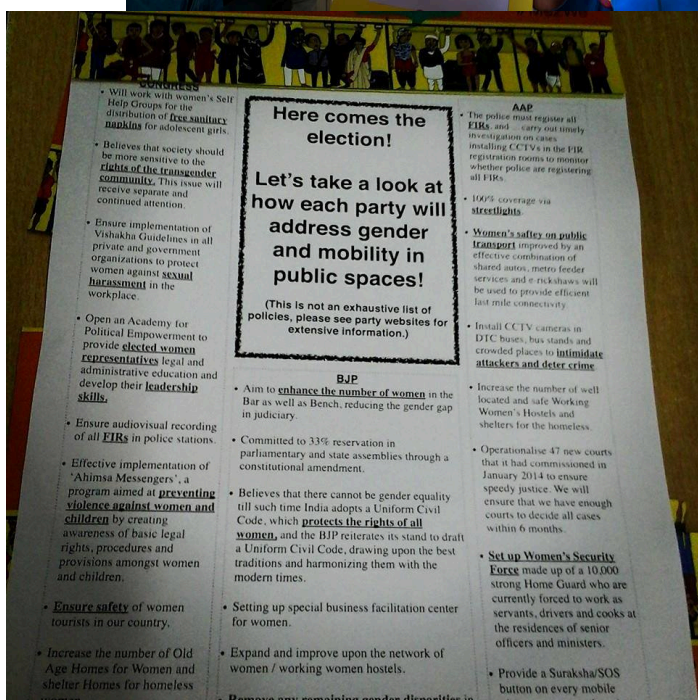
Women's Day Celebrations

Safetipin celebrated International Women's Day on March 8th. The Safetipin team and our partners Jagori participated in the Raahgari Celebrations in Connaught Place. The inner circle of the historic downtown of Delhi was closed to vehicular traffic and citizens enjoyed the morning by walking and cycling in the area. Safetipin distributed postcards with messages of safety to everyone. There were also performances by music groups.


The day ended with an hour long Tweetathon on the theme of How to use Technology for Women's Safety. There were great conversations on the topic. The Tweetathon was done in partnership with Sayfty a social entrepreneurial venture that sells and promotes safety products. Other organisations that participated in the Tweetathon on various other topics were Centre for Social Research, Youth Ki Awaaz, Hollaback, MARD, The Red Elephant Foundation, Channel Initiative and SafetyKart The Tweetathon got mentioned in the Tweeter India Blog.

Safety Chaupals in Lower Income Neighbourhoods in Delhi

Badarpur Safety Chaupal

Jagori is one of the leading womens' rights organisations in India. Jagori and Safetipin have been working in the lower income neighbourhoods of Badarpur area on the border of Haryana and Delhi. Over the past one-year the SHGs of women in the area have collected safety information of their communities using Safetipin. The comprehensive report of this project has been prepared and a stakeholders meeting was held 27th of March, 2015. The next steps are to use this document for comprehensive advocacy with various departments of the government. The Jagori team is leading this process.

SAFETY IN BADARPUR: CAN WE MAKE IT A REALITY

A SAFETY AUDIT REPORT BY JAGORI AND SAFETIPIN
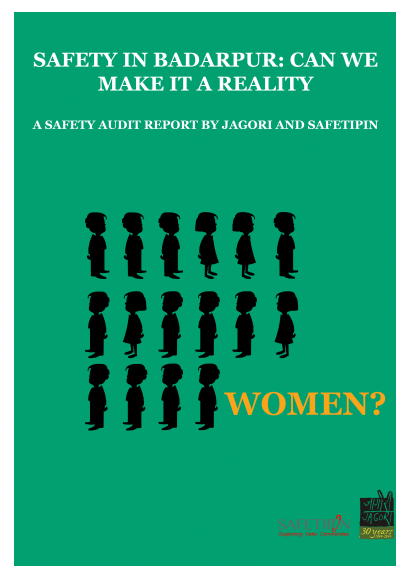
WOMEN?

SNS Safety Chaupal

SNS Safety Chaupal - Safetipin has been working with Satark Nagrik Sangathan an NGO that works with urban poor, especially women to learn and implement the RTI Act. Safetipin has been conducting safety audits with the SNS team in Motilal Nehru Camp in Munirka. The community has a host of infrastructural and policing Concerns. The Safetipin report will hopefully bring about some change in the community

Safetipin initiatives in Delhi University

Launch of safety audit report at LSR

Lady Shri Ram College for Women started conducting safety audits in the college's neighbouring area. The students of the political science department have been leading these walks. On 9th of March, 2014 the academic congress of the department released the safety audit report in the presence of Ms Kavita Ramdas of the Ford Foundation, Miss Emily White from the American Embassy in India and Miss Meera Baijal a senior faculty member. The report was then distributed amongst the students and teachers of the college.

Institute of Home Economics Advocacy Report

The students of IHE have been conducting safety audit walks in their neighbourhood. They have covered a total of 6 routes around their college. The students have also built a strong understanding on the issues of gender and mobility. Inspired by the safety audit walks the students have also conducted a survey on mobility of women in the city. The enthusiastic students have also attended a session on Safetipin's Analytics engine and gained a thorough knowledge of how the app works. The students have prepared a report of their work and are now planning to present it to their larger college community and other colleges in Delhi University, the Delhi Police, and the Government of Delhi.

Gargi College Advocacy Report

Gargi College for Women was the first to begin the safety audit walks using Safetipin. The Women Development Cell of the college has been working on the issue of safety in and around the college campus for many years. This past year they had conductied safety audit walks and had collected data. The partnership with Safetipin has allowed them to collect more comprehensive data. The report of the safety audit walks is ready and the college is looking forward to doing some active advocacy.

Session at B.R Ambedkar University

Session at B.R Ambedkar University - The Safetipin team facilitated a session at AUD with Post Graduate students of Social Design. The session was held with a purpose of allowing the students to understand the design elements of Safetipin and how it is being used for social good. Also the session allowed the students to gain perspective on how cities are not being designed in a inclusive manner.

Partnership for data collection

Safetipin and Uber have partnered to collect safety data globally. The initiative will be rolled out across other global markets in the coming months, including Jakarta, Bogotá, Colombia and Nairobi, Kenya with the aim to cover approximately 20,000 km of city roads and areas. In the partnership Uber cabs will be deployed to collect night time safety data using the Geo Capture App.
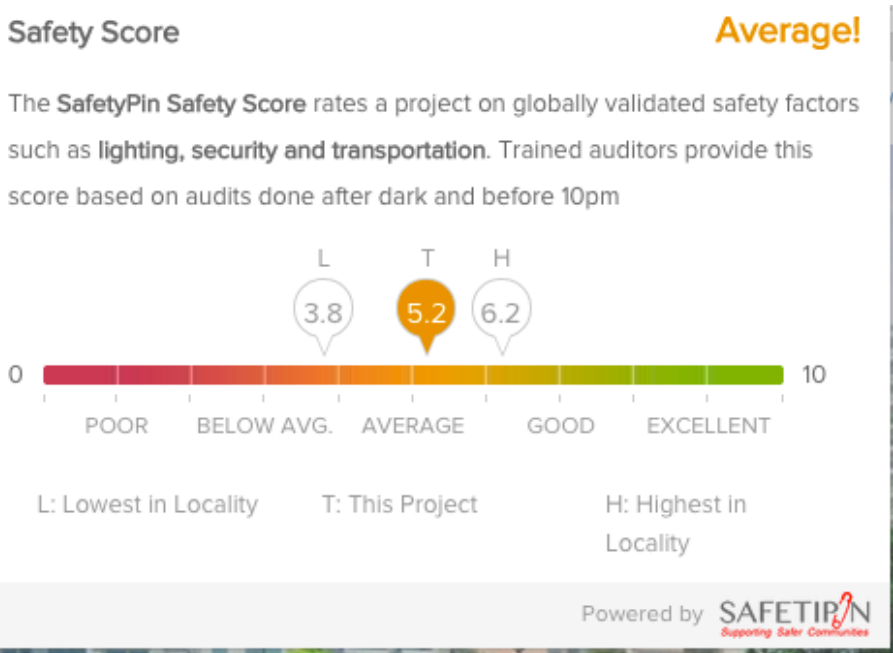
OSAM Training for Partners

Safetipin has endeavoured to become a platform of meaningful exchange for our partners across India. To strengthen cross learning exercises we hosted an online training on OSAM or Open Space Audit Mapping on 13th January 2015. Our partners Bengaluru Needs You conducted the training. Two online sessions were held for our partners to understand and implement this innovative approach for community interaction on the issue of safety. Our partners in Guwahati, Pune and Delhi attended the session.

PropTiger using Safetipin's Safety Score

PropTiger is an independent real estate advisor with a pan-India presence. The property portal has started using Safetipin's safety score on the properties that are advertised in Delhi NCR. The safety score is allowing the customers to assess the safety of the properties that they want to buy and rent.

Safety Score — Average!

The **SafetyPin Safety Score** rates a project on globally validated safety factors such as **lighting, security and transportation**. Trained auditors provide this score based on audits done after dark and before 10pm

L: 3.8   T: 5.2   H: 6.2

0 — POOR — BELOW AVG. — AVERAGE — GOOD — EXCELLENT — 10

L: Lowest in Locality   T: This Project   H: Highest in Locality

Powered by SAFETIPIN — Supporting Safer Communities

Our Supporters

SafetiPin
Quarterly

M13/31 DLF Phase 2
Gurgaon