

# SAFETIPIN NEWSLETTER

Building a world where everyone can move around without fear especially women and other excluded groups.

## A Message from the CEO

Dear partners, supporters, and friends,

2021 seems to have simultaneously gone by in a haze as well as stretched on forever! It was a tough year for many, with a severe second wave of the COVID 19 pandemic in April-May. As we enter the new year, we are once again faced with a new wave and new variant. We have come to accept that change is the only constant. The past two years have taught us to embrace uncertainty and value connection. Though the pandemic loomed large, women's safety and rights continued to be a concern. In the context of lockdowns and less opportunities for interaction, the online space is where we are working, meeting, conversing and engaging with the world. The cyberspace is an online public space and women are equally vulnerable in both real and virtual public spaces. On January 1, 2022, online images of more than 100 prominent Indian Muslim women were used without permission and auctioned on the "Bulli Bai App". This is only the most recent manifestation – trolling, rape threats, cyber stalking have been on the increase. Yet women across their diversity continue to challenge these inequalities and discrimination, online and on the ground.

At Safetipin it was a year full of challenges, but also one where we were able to break new ground. In August last year, in response to the increased domestic violence due to lockdowns, we launched a new feature on our MySafetipin App where resources on Gender-Based Violence provided by the Government of Delhi Department of Women and Child Development were verified and made available through "Find Support" on the app. We have embarked on projects in several new cities including Dhaka, São Paulo, Buenos Aires and in cities across Rajasthan as well. We were delighted to find ourselves on the final shortlist for the World design impact prize of the World Design Organisation (WDO). In the words of the WDO President, "These are real-world solutions for real-world problems".

As we begin a new year, we believe there is much work to do and many paths towards creating a more gender just world. We have always recognized the need to collaborate and co- create and that has manifested in deep partnerships. While there are moments of despair at the increasing manifestations of violence and discrimination, I take inspiration from two great feminists we lost this year. In their words,

*"The practice of love is the most powerful antidote to the politics of domination" bell hooks.*

*"When the power of love overcomes the love of power, the world will know peace" Kamla Bhasin.*

Hoping that 2022 brings more peace, connection and solidarities to build a safer and more equitable world.

- Kalpana Viswanath

### **My Safetipin data collection in Dhaka in collaboration with World Bank**

Safetipin in collaboration with The World Bank is piloting digital technologies for more inclusive urban public spaces in Dhaka, Bangladesh. The project seeks to address the issue of women's safety in Dhaka by enhanced participatory data collection using the Safetipin Applications - My Safetipin and Safetipin Nite. In the month of October, we had finished collecting data using 'Safetipin Nite' for the whole of Dhaka, covering over 1500 km of motorable roads.

In the month of November, women data collectors collected data in 100 different public spaces in Dhaka using the My Safetipin application. The data collected using two different tools are now being analyzed and the findings will be shared soon in the format of a Safety Audit Report. The report will also include action points and recommendations on how to make public spaces safer and accessible for women and others.

### **Data collection completed in Aricanduva, São Paulo for World Bank**

Safetipin in collaboration with The World Bank is engaged in the "Smart Mobility " Program to support the construction of the upcoming Aricanduva BRT (Bus Rapid Transit) corridor in São Paulo. As a part of this project, quantitative data was collected using the Safetipin Nite App and qualitative data was collected in focus group discussions (FGDs) with potential BRT users living in the Aricanduva region to understand their everyday mobility-related concerns and challenges.

Our customizable web app- Safetipin Site was used at three identified locations in the Aricanduva region to collect detailed information on spatial, social and infrastructural parameters that impact safety and accessibility of users particularly women. Data collection for the project has been completed and the data sets are being analyzed. Draft recommendations on how to make the upcoming BRT safer and accessible for women and others will be shared with the World Bank team, and local government stakeholders.

### **Data collection completed in 8 low-income neighborhoods in Buenos Aires**

Safetipin has been engaged by CAF- Development Bank of Latin America to map safety, accessibility and connectivity in Buenos Aires. Images were collected both during the day and night in and around 8 low-income neighborhoods using the Safetipin Nite tool. These images will now be analysed using Safetipin's safety parameters. Data collectors also collected in-depth information on spatial and infrastructural parameters around 32 bus stops in these neighborhoods, using Safetipin's web app; Safetipin Site. Over 150 user perception surveys were also conducted using this app to capture user's experience of mobility around these bus stops.

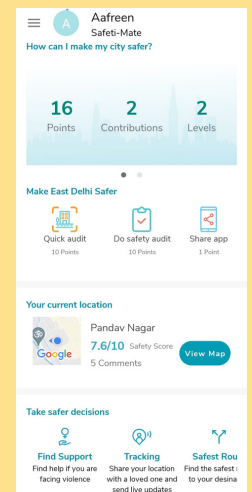
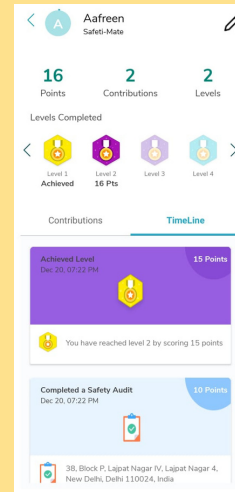
We are currently working on the data analysis to identify gaps in existing infrastructure and suggest recommendations for building safe, accessible and gender inclusive bus stops.

## My Safetipin App 2.0

Say hello to My Safetipin 2.0! Based on extensive market research, we worked with our design and development teams to create the new My Safetipin app.

What's new?

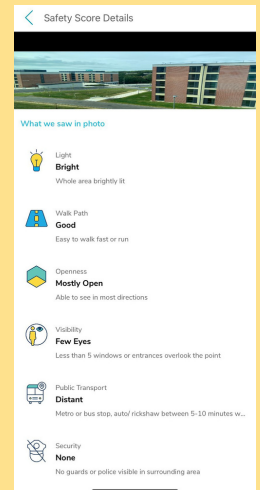
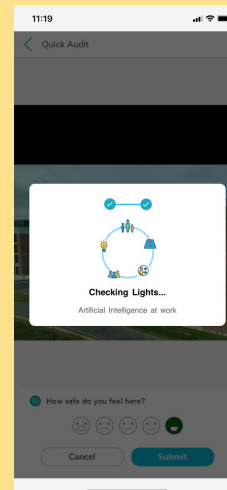
1. New point system where you earn safeti-badges for your efforts towards creating safer cities
2. Update section to see the outcomes and impact of Safetipin work
3. Profile section to easily see all your progress



## 'QUICK AUDIT' feature

In 2021, Safetipin launched a new feature called Quick Audit. The new feature uses artificial intelligence to do a safety audit and gives the user instant parameter ratings for any public space. It has three simple steps.

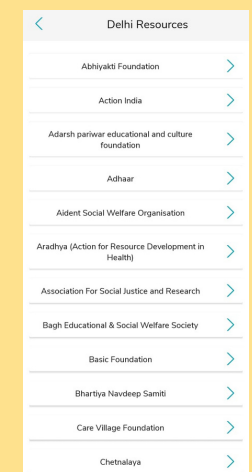
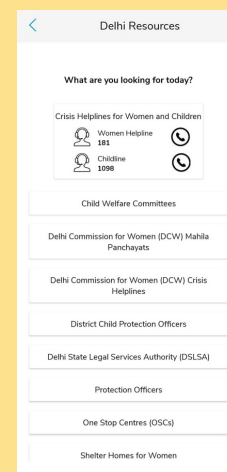
- Use your camera
- Take a landscape picture of the area
- Let artificial intelligence calculate the safety score in seconds



See the full video [here](#)

## Delhi 'FIND SUPPORT' feature

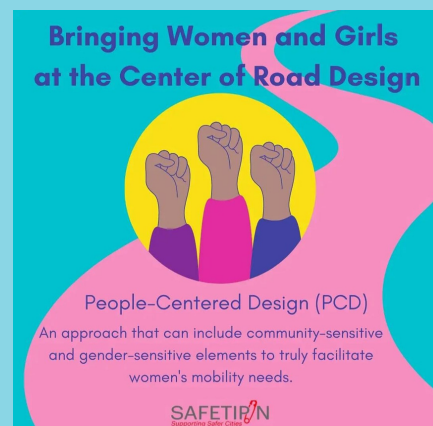
Safetipin has a directory of services on My Safetipin App for women and children seeking support or shelter from gender-based violence in Delhi NCR. This directory was developed in collaboration with the Department of Women And Children, Delhi Government and UN Women India. Now, the user can go to the app and find support option will help them find accessible contacts for help in any scenario.



Download the app now:



# Spreading awareness about the different aspects of gender-inclusive planning



## Featured



Hindustan Times (Lucknow)

## DITCH THE FEAR OF BEING OUT ALONE WITH THESE SAFETY APPS

In the era of women empowerment, there is no room for fear when stepping out. Keep these apps handy around to make sure you always have your guardians

Mobile Technology - Mobile Apps - Tech - Personal Safety  
14 Jan 2022 +3 more

make sure you always have your guardians around



### HT Tech

Safety of women has been a prime concern in our country with crimes against the gender having instilled a sense of fear among many. Despite strict police action and laws against such criminals, the scenario hasn't changed much in the last few years. In fact, 2021 saw a 31% rise in the number of complaints registered in comparison to 2020, as per National Commission for Women (NCW) data.

As a citizen, what we can do to be safe is take precautions for any emergency situation. Today, there are a number of mobile apps available for women that have been designed to raise an alarm, when in need. We list the top picks for both iPhone and Android users.

**SAFE**  
This app is a comprehensive safety platform for women and comes with a wide range of features such as SOS alarm,

which broadcasts the exact location as well as audio-video of the surrounding to a preset guardian. The alarm can even be activated using voice in case the phone is in pocket or purse, thus enabling prompt response to an emergency situation. It also has a fake call feature, which can help you escape a precarious situation by pretending to be on a call with someone. Besides these, the 'batter alarm' feature allows you to set an auto alarm to keep your guardian updated on your whereabouts.

**MY SAFETIPIN**  
This app sends out notifications when you enter a risky area, and you may ask relatives or friends to track you. Various parameters are used to evaluate an area's safety such as availability of public transport, security, lighting, openness, number of people around and the feeling that one gives out to women. Users can rate an area based on these parameters using the app's safety audit feature.

**Call**  
Offers that in as the As a can if th who sent pres ther sent pres time  
**See**  
This four to do harrt pres It al fake- ince ring an e mon a low

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