

# Red Dot<sup>TM</sup> Foundation

*Will you  
stand with us  
to create safe  
spaces for  
women  
and girls?*



Annual Report 2017-2018

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## Message from Founders

*Dear Friends,*

*This was the year of #MeToo. It started with several powerful women in Hollywood talking about their personal experiences with men in power. It opened up the flood gates for other women to come forward and break their silence on the issue. However, in India we continue to see increasing crime against women and girls, especially in the first few months of 2018.*

*We at Red Dot Foundation are committed to our work - crowd mapping sexual violence and advocating for change. We had over 6000 people attend our workshops and events and we worked with over 10 corporates and other institutions to sensitise their staff and communities. We worked in 5 neighbourhoods in Delhi, Ahmedabad, Pune and Patna reaching out over 1000 families.*

*We spoke at close to 50 international and national events, were featured in over 50 articles, wrote at least 130 articles and won over 10 prestigious awards and recognitions.*

*As we continue to expand our team and our work, we count on you for your continued love and support.*



***ElsaMarie DSilva and Supreet K Singh with Secretary Hillary Clinton***

***Safecity is registered as Red Dot Foundation Global, a 501c3 in the USA & Red Dot Foundation (CIN U93000MH2014NPL259081) a Sec 8 Company in India***

## Mission

Safecity aims to make cities safer by encouraging equal access to public spaces for everyone especially women, through the use of crowdsourced data, community engagement and institutional accountability.

### Why is it important to report cases of harassment and abuse?

UN Women states that 1 in 3 women face some kind of sexual assault at least once in their lifetime. But in our experience, these statistics are grossly under reported especially in India where a rape occurs every 20 mins in India.

Yet most women and girls do not talk about this abuse for a multiple of reasons - fear of society, culture, victim blaming, fear of police, tedious formal procedures etc. As a result, women keep silent and this data is not captured anywhere but the perpetrator gets bolder over time and we accept it as part of our daily routine. This leads to under communication and under reporting of the issue. If there are poor official statistics, the problem is not visible and is not a true representation of the actual problem. Therefore, we need to break our silence and document every instance of harassment and abuse in public spaces so that we can find the most effective solutions at the neighbourhood level.

### Our main objective is to:

- Create awareness on sexual harassment and abuse and get women and other disadvantaged communities to break their silence and report their personal experiences.
- Collate this information to showcase location-based trends.
- Make this information available and useful for individuals, local communities and local administration to solve the problem at the local level.

### Target group:

Our main target audience are women/girls who are victims of sexual harassment due to a patriarchal culture. We encourage them to share their stories, learn that they are not alone as "victims", feel empowered to stand up for themselves and confront the perpetrator.



## Stories of Impact

**Emerging Leader - Erika Menezes** from Brisbane, Australia who volunteered to create a strategy toolkit for social media says,

“Safecity’s platform is unique and highlights the transformative nature of the intersection between physical and online environments as a way to make our cities more accessible to all members of the community. I am inspired by the inroads the team has made by fostering connections between the government, community leaders, law enforcement and, via the data they’ve helped aggregate and analyse the lived experiences of ordinary people. I find these interactions between key stakeholders fascinating and have been learning how effective community campaigns can be organised to promote strong working relationships between these interest groups.

I’ve contributed to Safecity by creating a set of social media guidelines and policies for its volunteers and contributors, and helped expand dialogue to new forums. I look forward to seeing Safecity continue raising awareness about issues that matter and affect communities globally. As Safecity’s first Australian volunteer, I see applicability in its campaigns at a regional level and have no doubt that I am simply the first of many.”

**Emerging Leader - Sanaya Patel** from Mumbai, India who volunteered as a legal and policy analyst says,

“I work with a bunch of women who are examples of performative feminism, of compassion, and intelligence. My experience with Safecity has been a journey inward. Our work nudges me to understand the ways in which society has shaped my life. I am only beginning to realise what it means to be a woman in a very patriarchal India/ world. Safecity has encouraged me to speak up. I am taking steps to unlearn the ‘norms’ of society with respect to my interactions with others, my perception of my own body, and what it means to be a woman and a feminist.”



## Safecity Reporting Platform

Sexual violence is a global pandemic. Statistics are highly under-reported. Hence the need for a platform to document such stories, anonymously. We provide a comprehensive platform comprising of a web app, a **mobile app** (Safecity on Android and iOS), a **Facebook bot** and a **missed call facility** in India. Thus far, we have the largest collection of personal stories from India and abroad. We use machine learning to identify patterns and trends at the location level and use the insights to drive local solutions.

The mobile app was launched on 21 Sept 2017, International Day of Peace in

- Mumbai at the Dosti House, The US Consulate Mumbai
- Pune at the Rise Conference with The Swedish Institute Alumni group
- Denver, Colorado, USA at the Posner Centre, by the United Nations Foundation

### Key outcomes:

- Reporting gives us an insight into the kinds of violence that are taking place in specific contexts
  - o E.g: We published a Railway audit report which was presented to the Railways in Mumbai as part of a World Bank roundtable
- The stories allow us insights into strategies used to stay safe
  - o Eg: We published a paper on Women's Strategies to address sexual harassment in buses in India
- The data is shared with the police in Mumbai, Delhi and Goa and is used as an added data set for decision making



## Awareness workshops

### Child Sexual Abuse

1 in 3 girls and 1 in 4 boys are abused as children. Most of them choose not to break their silence and carry this guilt with them for the rest of their lives. It is important to give children the necessary skills to deal with this kind of violence and the perpetrator and it is equally important to give teachers and parents skills to identify and address this problem.

Safecity did several workshops all over the country from BMC schools and mid-income in Mumbai, Pune, Delhi and Patna. We also did several community-based workshops.

**In all, we had about 600 children go through our workshops and 100 parents and teachers.**

### Youth on College Campuses

We worked with over 500 youth on college campuses on several programmes - audits of public spaces, legal roundtables and campus workshops on gender sensitivity and understand sexual harassment.

### Corporate Employees on POSH Act

The Prevention of Sexual Harassment of Women at the Workplace Act (POSH Act) was passed in 2013, making it mandatory for all companies with more than 10 employees to have a sexual harassment policy, an investigation committee with a neutral member from an NGO and an awareness workshops for its employees including training of their Investigation Committee members.

We are empaneled with 10 companies and have conducted workshops for over 500 employees and IC members. Revenue from the workshops and the IC proceedings form a large part of our income.



## Community based Campaigns

We conducted community-based campaigns in several cities across India. Here are brief highlights of the impact of some of our campaigns:

### **Behrampur, Ahmedabad in partnership with the Godrej Gender Resource Centre**

As a part of its efforts in Behrampur, Safecity partnered with NGOs - Niswan, Saath, Marg, Safar - during their gatherings to create awareness on sexual harassment and Safecity.

Here are the key achievements:

- 1) Workshops to educate the community: We have conducted almost 41 workshops across the communities (*Behrampur Gender Resource Centre, Chapi Rog Rasoolkadiya Chawl, Gansahida Kabristan Slum Quarter*) focused on the following. The total reach of the workshops was 1000 people.
  - a. Gender and Stereotypes
  - b. Understanding sexual violence and its impact
  - c. Gender and Laws including POCSO, POSH and IPC
  - d. Filing of FIR and Reporting
  - e. Using Safecity for reporting and finding solutions
  - f. Body image and self esteem
  - g. Community engagement and facilitating dialogue
- 2) Creating resources for the community on Laws and legal aid help & Others on Gender action and rights: We have conducted 7 events where in lawyers were invited to educate and create awareness on legal aid. Additionally, regular conversations on understanding gender and rights have been conducted across the communities with the help of movies, street plays and other activities. The total reach was 585 people.
- 3) Facilitating reporting of sexual violence on the crowd map: The community engagement and workshops involved getting them to report cases of sexual violence. Considering that the community is mostly Muslim, the access to public spaces for girls and women is restricted.



## Satara District with Suzlon Foundation and supported by Society for Development Alternatives

We did workshops at the village religious festival held in Bhekavali. There were more than 300 people (women and men) present from in and around of the Bhekavali village. We spoke about kinds of sexual harassment and explained ways to report sexual harassment and how the Safecity app helps to reduce sexual harassment in public places. Involving men and boys in this discussion was imperative and was well accepted by all.

The changes identified after the implementation of the technology were:

- 1) Women are now using technology to report sexual harassment. Red Dot foundation has given the Police Patil a smart phone with the Safecity App. She is well versed with its use and conducts monthly meetings with the women to capture incidents and use the app to report. She plans to share these incidents with the police and find localised solutions to eradicate the issue
- 2) Sexual harassment is a taboo topic in rural areas even within the family. Post the project, women and girls are now more open to talk about it and share their experiences because they are more knowledgeable about the laws and legislation. They can share their experiences via the technology, using the drop box, through discussions and drawings.
- 3) The girls re-started their education as the technology and awareness sessions has made them realise that they can report incidents of sexual harassment and collectively find solutions to resolve it.
- 4) The sessions and workshops allowed the women and girls to gain confidence. They have become more knowledgeable about the laws and legislations. Now they were confident that the police will take cognizance of the issue and they have various ways to report it.
- 5) The anonymity and the handiness of reporting through our app and other resources (Missed call facility) helped them to come forward and report incidences anonymously without having to go anywhere.
- 6) The sessions helped in bringing men and boys also to support the community in reporting.



## Outskirts of Patna with Nirman Foundation and supported by Society for Development Alternatives

Safecity conducted a training for women where they were told about what constitutes street harassment and workplace harassment. Here are brief takeaways from the trainings:

- 1) After this six-month project, women are confident to go out. Now they can share their stories of harassment. This project has helped them to understand the importance of reporting sexual harassment.
- 2) Now they are aware about child sexual abuse and the POCSO Act. Many women used to share what they learnt with other women of their community. So that way they are helping other women to empower.
- 3) Many women shared harassment cases like how men elbow them in auto rickshaws and other such stories. They shared that this project has helped them to raise their voice against harassment. Now they can report if someone tries to molest them because they know what constitutes harassment.
- 4) Few women shared that because of Safecity and this project, the rate of harassment incidents has gone down because people know that someone comes to train us about those issues.



## Campus Ambassador Program

We believe Youth are the future and the change agents. We had 18 Campus Ambassadors from colleges in Mumbai and Delhi. They each participated in at least 5 events in their student community.

### Key outcomes:

- 80% of CAs said their leadership was greatly enhanced
- 95% of CAs said they have a better understanding about sexual violence and strategies for prevention
- 92% of CAs said they are more likely to take action

## Volunteer Program

Sexual violence is not a woman's issue but a societal issue. Therefore, it is important for every person to do his/her bit to solve the problem. We provide 165 volunteers with opportunities to contribute their skills, time and effort in various ways - social media management, blogging, technology support, data analysts, on-the-ground volunteers and marketing.

We also have partnered with Tata Sustainability group on their Pro-Engage program. We have had professionals from TCS help us with our mobile app development project, digital marketing specialists from Tata Click, Titan and Tata Global Beverages help us raise awareness about our work.

### Key outcomes:

- 43% of volunteers said their leadership was greatly enhanced
- 75% of volunteers said they have a better understanding about sexual violence and strategies for prevention
- 60% of volunteers said their confidence was greatly enhanced



## Safe Online Spaces using Social media

Creating safe spaces to talk about sexual violence, find solidarity and build a community is central to our work. We use social media to build online communities using Twitter, Instagram and Facebook. We are followed by 250,000 people and are regularly part of the digital conversations.

### Key outcomes:

- Creation of an online community to discuss taboo topics and break down stereotypes and other cultural norms
- Build confidence in community to discuss sexual violence
- Key statistics
  - o A total of 100 articles were published on our blog
  - o A total of 20 articles were published on our partner websites, Eg: ParentCircle, SheThePeople etc.
  - o 43 curators led conversations on our twitter handle @pinthecreep. Our twitter chats have on an average 250000 impressions per month.

Join us on  
**@pinthecreep**  
for a Tweet-Chat on

**SEXUAL HARASSMENT  
IN UNIVERSITIES  
AND COLLEGES**

Friday 19th Jan, 2018  
9 pm IST/10:30 am EST

**#WeToo #YouthTakeOver #TimeTo Act**



Share Your Story With Us On [info@safecity.in](mailto:info@safecity.in)  
Report Sexual Harassment on [www.safecity.in](http://www.safecity.in)  
tweet [@pinthecreep](https://twitter.com/pinthecreep)  
missed call 9015 510 510

Safecity Mobile App now on:



Available in English, Spanish & Hindi

**RedDot**  
Foundation

Supported by:



TATA SUSTAINABILITY GROUP

Southampton



## UN Global Compact on Migration Report

Red Dot Foundation received special accreditation to the Global Compact preparatory process for Migration by the United Nations Member States. In accordance with United Nations General Assembly resolution 71/1, the “New York Declaration for Refugees and Migrants,” a preparatory process is underway for the intergovernmental negotiations of a global compact for safe, orderly and regular migration, to be adopted at an intergovernmental conference on international migration in 2018. As part of this preparatory process, the President of the General Assembly is organizing a series of informal thematic sessions between April 2017 and November 2017, as well as four days of informal interactive multi-stakeholder hearings between April 2017 and June 2018, in accordance with the organizational arrangements adopted by the UN General Assembly.

The entire report put together by Vandita Morarka, Nikunj Morarka and Adriana Rakshana is available here: [Safecity: Migration Online Consultations Report](#).

## Safecity’s Submission on Online Violence against Women to the UN OHCHR

The United Nations Human Rights Office of the High Commissioner put out a call for submissions on solutions for online violence against women. The Policy and Legal team at Safecity drafted the following submissions, under the provided themes, towards supporting the building of solutions to tackle online violence against women.

A compilation of the three submissions is available here - [Safecity’s Submission on Online Violence against Women to the UN OHCHR](#)



## Vital Voices Global Mentoring Walk

Red Dot Foundation partnered with Prerana Anti-Human Trafficking to host the Vital Voices Global Mentoring walk in Mumbai. This was the 3rd mentoring walk led by us in Mumbai.

This was one of 150 mentoring walks convened globally. We had **33 pairs of mentors and mentees** from diverse fields like journalism, art, HR, management, etc.

Ms. Jennifer Larson, the Deputy Principal Officer at US Consulate General Mumbai, gave the keynote address.

Some of the feedback received

“Mentorship guides you to enlightenment and opportunities through a true leader”, said Debomsita Bhowmick, US Consulate, Cultural Affairs Assistant.

Sakina Vakanerwala, one of the mentees, says, “Everybody had so much to give through their life experience. I’ve started baby steps towards the guidance given by my mentor.”



## Resources

We are creating a new data set which currently does not exist. Perception of the police's insensitivity as well as cultural backlash deters people from reporting. They feel more comfortable using our platform and this is seen by reports from over 20 years ago. By representing the information thus collected on a map as hotspots, we are moving the focus away from the "victim" to the location and people can view the issue with a different lens. Today we make choices for pretty much everything based on reviews - books, movies, restaurants, hotels but we have nothing for personal safety.

**Crowdmap** - Sharing of stories anonymously, aggregation of trends, notifications and alerts and offering solidarity through the comments section allows people to understand the "safety" landscape of an area and make the most informed decision for themselves. e.g. They can decide on time of visit, method of transport to use, if they need to be accompanied by someone or even what clothes to wear.

**Social media** - We have a robust social media presence on Facebook and Twitter. Message us on SafecityBot or Safecity.in with your stories. Discussions and advocacy through tweet chats are held regularly by our volunteers. We also have a Writers Movement where bloggers contribute their posts.

**Missed call** for those with no internet access in India. They can give a missed call +91 9015 510 510 and our team calls them back for their story.

**Safecity Mobile App** is available on the [Google App Store](#) and [Apple App Store](#) in English, Hindi and Spanish.



## Partners & Donors

- Godrej Consumer Products Limited
- G4S India Ltd
- Hindustan Petroleum Corporation Limited
- PVR Nest Foundation
- Manav Seva Sanstha Foundation
- Saavn Media
- Holcim Technologies
- Society for Development Alternatives
- Stanford Centre for Democracy, Development and the Rule of Law
- Vital Voices Global Partnerships
- Ambuja Cement Foundation
- Suzlon Foundation
- Boku Technologies
- Peace Direct
- Tata Sustainability Group
- BMW Foundation
- Aspen New Voices
- US Consulate Mumbai
- Shri Jayprakash Sheth
- Shri Bhupatlal K Sheth
- Mr. Antonio Gracias



## Awards

- Elsa D'Silva, our Founder, featured in the Womenovator's 100 Women Faces 2018 list
- Safecity is one of 3 winners of the Tomorrows Peace Builders Awards by Peace Direct.
- Elsa D'Silva and Vandita Morarka- Winners of We are the City India-Rising Stars- Top 50 Awards
- Winner of the Business Today's Most Powerful Women Awards 2017 in the Impact Women category on 21st September, 2017- The International Day of Peace.
- Impacting Change with Digital- Google SMB Heroes Award- Red Dot Foundation (Safecity) was one of Google India's Regional Winners of SMB Heroes
- Safecity's Campaign #NotMyHero wins a Gender Sensitive Abby award at Goa Fest 2017.
- Red Dot Foundation has received special accreditation by the United Nations to the preparatory process for a global compact for safe, orderly and regular migration. This is to be adopted at an intergovernmental conference on international migration in 2018.
- Elsa D'Silva was awarded "Light of Freedom" at Global Leadership Awards 2017 by Vital Voices
- CapGemini's Top 50 in the Innovators Race 50
- Awarded the Gold Digital Award from the Internet and Mobile Association of India (IAMAI) for the use of the Internet for Social and Economic Development on February 9th, 2017
- Our Founder, Elsa D'Silva, awarded the "50 Most Impactful Social Innovators (Global Listing)" by The World CSR Day for Safecity.
- Finalist at Sandvik India Diversity Awards 2017
- Red Dot Foundation is one of the winners of the GuideStar India NGO Transparency Awards
- Gold Award by Internet & Mobile Association of India for use of Internet for Social and Economic Development
- Rotary Award for Woman of Substance
- Award in Social Impact by World CSR Congress



## Media Coverage

[Rotary](#) – From peace fellow to international advocate

[The Guardian](#)– Reclaiming the streets: the apps helping women tackle sexual violence

[Rotarian Action Group for Peace](#)– Meet Rotary Peace Fellow ElsaMarie D’Silva

[The Economist](#) – Safe Cities Index 2017

[Enact newsletter](#)

[Global Policy Journal](#) – Implementing the NUA – Can we use Big Data to Create Safer Public Places for Girls and Women?

[New York Minute Magazine](#) – Women Can Now Report Harassment in an App

[TheCityFix](#) – Live From Transforming Transportation 2018: Confronting Gender Issues, “Leapfrogging” in Africa

[Navhind Times](#) – Beyond #MeToo [Page 1](#), [Page 2](#)

[Peace Direct](#) - Safecity is the Winner of the Women-led peacebuilding award.

[Al Jazeera](#) – How young women in Delhi are fighting street harassment

[Economic Times](#) – India Times- Safecity Founder & CEO- Elsa Marie D’Silva discusses women safety and why it’s the need of the hour

[The Asian Age](#) – Making the city safer

[WebIndia123](#) – Google announces central region winners of SMB Heroes 2017, honours them

[Hindustan Times](#) – Visually impaired Mumbai programmer creates chatbot for women to report sexual abuse

[The Guardian](#) – Can technology really keep people safe from crime on public transport?

[Hindustan Times](#) – Let’s Talk About Trolls

[The Economic Times](#) – Taproot Dentsu India tops Creative Abbys by bagging 41 metals at GoaFest 2017

[Springer Link](#) – Women’s strategies addressing sexual harassment and assault on public buses: an analysis of crowdsourced data

[Springer Link](#) – Women’s Victimization and Safety in Transit Environments

Safety First: [Perceived Risk of Street Harassment and Educational Choices of Women](#)

[Impakter](#)– Tackling Gender Equality Through Technology and Crowdsourced Data

[Women’s Health Line](#) – Using Technology For Feministing Cities: The Story Of Safecity

[UN Foundation Blog](#) – Leave No One Behind: End Violence Against Women and Girls

[She The People](#) – Global Entrepreneurs On How They Balance Business With Cause

[Medium](#) – Safecity. Taking control. Calling for action.

[Rotary](#) – Rotary Peace Fellow fights street harassment and violence

[Reset](#) – Safecity: an App to Help Women Be Safer Worldwide

[Hot Friday Talks](#) – We Asked A Sexual Harassment Expert About #Metoo, Here’s What She Has To Say

[Tomorrow Makers](#) – Safecity Founder & CEO- Elsa Marie D’Silva discusses women safety and why it’s the need of the hour

[Mashable](#) – This app collects women’s stories to fight harassment in developing countries

[Lalicuadora](#) – Women Leaders Meet at New Vital Voices Event

[Clarín](#) – Women Leaders Meet at New Vital Voices Event

[Clarín](#) – Initiatives of women who did not respect barriers

[Sophia Online](#) – The vital voices of the world

[Dipnote](#) – My GES Experience and What You Should Know if You’re Attending #GES2017

[Dr.Nancy O’Reilly](#) – Amplify Women’s Voices Around the World

[Akancha Against Harassment](#) – Cyberstalking – What can you do about it?

[She-Files](#) – How Technology is helping map Sexual Abuse in India

[The Womanity Foundation](#) – How stories of abuse contribute to prevent violence against women | Q&A with Elsa DSilva

[The Logical Indian](#) – Meet The Visually Impaired Engineer Who Designed A Bot To Help Women To Report Harassment

[SheThePeople](#) – The Vital Voices Mentoring Walk empowers young women to think out of the box

[Prerana](#) – Glimpses from the Global Mentoring Walk

[Youth Ki Awaaz](#) – From Buses To Trains, These Photos Vividly Capture The Lives Of Women Travellers In Mumbai

[SheThePeople](#) – Meet 30 Women Who Champion Feminism on Social Media

[SheThePeople](#) –Reclaiming Public Spaces For Women In India

[Loop](#) – SafeCity app that tracks public assaults comes to T&T

[Abierto al Público](#) – Creating Safe Cities for Women Through Technology and Crowdsourcing



## Financials

RED DOT FOUNDATION					
Balance sheet as at 31 March 2018					
				As at 31st March, 2018	As at 31st March, 2017
Particulars		Note No.		Rupees	Rupees
<b>I. EQUITY AND LIABILITIES</b>					
1 Shareholders' funds					
(a)	Share capital	2		100,000	100,000
(b)	Reserves and surplus	3		(835,745)	(387,926)
				<b>(735,745)</b>	<b>(287,926)</b>
2 Non-Current Liabilities					
(a)	Long Term Borrowings	4		170,000	185,000
3 Current liabilities					
(a)	Trade payables	5		932,596	832,443
(b)	Other current liabilities	6		10,937	15,914
(c)	Short term provisions	7		203,216	237,065
				<b>1,146,749</b>	<b>1,085,422</b>
<b>Total</b>				<b>581,004</b>	<b>982,495</b>
<b>II. ASSETS</b>					
1 Non-current assets					
Fixed assets					
(a)	Tangible assets	8	1	2,522	4,591
				<b>2,522</b>	<b>4,591</b>
1 Non-current assets					
Long-term loans and advances					
		9		222,770	115,210
				<b>222,770</b>	<b>115,210</b>
2 Current assets					
(a)	Trade receivables	10		18,000	756,330
(b)	Cash and cash equivalents	11		240,837	9,489
(c)	Short-term loans & advances	12		96,875	96,875
				<b>355,712</b>	<b>862,694</b>
<b>Total</b>				<b>581,004</b>	<b>982,495</b>

# Safecity Leadership

## Executive Leadership



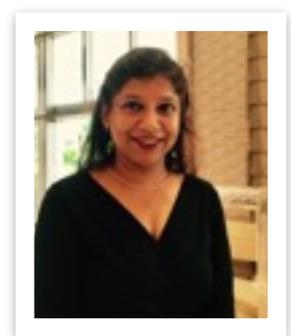
**ElsaMarie D'Silva**  
(Founder & CEO)



**Supreet K Singh**  
(Director & COO)



**Ashwini Syed**  
(Head of HR & Operations)

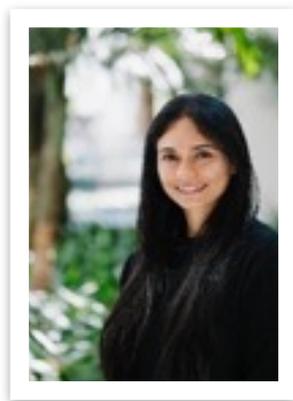


**Tania Echaporía**  
(Head of Training & Youth engagement)

## Board of Directors



**ElsaMarie D'Silva**



**Supreet K Singh**



**Lauren C Anderson**



**Sally Munemitsu**



**Suzanne Goodney Lea**

## Support Us

### Every Penny Matters

If you wish to help us in scaling our work and its impact, please fill in the [form](#) with your details and we shall get in touch with you. We appreciate everyone who has supported us and continues to do so. We are humbled by your love and generosity. Thank you!

### Volunteer and Help Make a Difference

We understand that not everyone can make a financial contribution. We believe in engaging people in any way possible to fight for this cause. If you would like to contribute with your time and skill, please do visit the following link: <https://safecity.in/volunteer-activities/>

Or Reach out to us at: [info@safecity.in](mailto:info@safecity.in)

