Red Dot Foundation
Annual Report 2015

Safecity - Crowdsourcing for Safety of Women and Girls

Annual Report 2015

Safecity

Share Your Story With Us On info@safecity.in
Report Sexual Harassment on www.safecity.in
tweet @SafecityIndia
missed call 9015 510 510

Red Dot Foundation
Dear Friends,

Safecity was started on December 26, 2012 as a response to the horrific gang rape of Ms. Jyoti Singh in New Delhi. It was started as a platform to encourage women and girls to break their silence and share their personal experiences of sexual violence in public spaces anonymously. These stories were often not told and were definitely not being documented in official statistics, thus making the issue “invisible”.

Through Safecity, many people have been able to share their experiences thus not only acknowledging the horrific incident that took place but also breaking their silence, finding solidarity amongst the many others who had similar stories and finding an opportunity to take a stand, even if it was a small step.

What started off as a project by three friends soon grew into an organisation - Red Dot Foundation - which was registered on November 3, 2014 as a Section 8, Not for Profit Company in India. Since then, we have grown in leaps and bounds. We have progressed from just being a platform for documenting experiences to a platform that educates, advocates, connects and helps people take a stand.

We complement our online presence with on-the-ground campaigns and workshops in Delhi and Mumbai. We are very grateful to our team, volunteers, interns, donors and partners for the support, cooperation and faith they have in us.

We look forward to sharing some of the highlights of the past financial year and we hope to scale our operations to even greater heights in the next few years.

Thank you for your love and support.

ElsaMarie DSilva  
Founder & CEO

Supreet K Singh  
Director & COO

“Be the Change  
You wish to See”

- Mahatma Gandhi
Our Vision
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.
Our Crowdsourced Data

As of March 2016, total number of crowdsourced reports was 5000. These reports help us in many ways.

**Individuals** - A platform to document our experience, a place to show solidarity with others, sign up for alerts and access information that can help us make more informed choices about our personal safety and situational awareness.

**Community** - Transparency in data allows for communities to mobilise and organise themselves around an issue, find relevant neighbourhood solutions and drive institutional accountability.

**Institutional Service Providers** - A new data set which does not officially get recorded can be used by the police to improve vigilance and municipal authorities can fix infrastructure like street lighting and public toilets which seem to contribute to creation of “hotspots”.

We also do a qualitative and quantitative analysis to find trends and patterns that encourage behaviour that lead to sexual violence.

**Percentage of Incidents by Classification of Abuse**

![Chart](chart.png)

Safecity analysed the reports received on the website based on the types of abuse:-

**Verbal Abuse** like catcalls, whistles, comment and sexual invites showed the highest percentage of incidence with 39%.

**Physical Abuse** like touching, groping and stalking was very high with an incidence of 24%

**Non-Verbal Abuse** like staring, ogling, taking pictures and indecent gestures also showed high prominence with 21%.

**Serious Physical Abuse** like sexual assault and rape showed 3%

**Other Abuse** which may not be included in the above categories showed 13%
Our Workshops

Workshops with Corporations form our revenue stream. We have worked with several on creating awareness regarding the “Prevention of Sexual Harassment of Women at the Workplace Act” commonly known as POSH. Our clients include Hindustan Petroleum Corporation Limited, Maruti Suzuki India Limited, PVR Cinemas, Network 18, GVK Mumbai International Airport, MobilArt, SmartQ and Smart Prep amongst others.

We also partnered with the British Council Delhi and Diageo to provide social entrepreneurship training for 88 women.

Workshops with Educational Institutions focus on raising awareness amongst youth, children, parents, teachers on child sexual abuse prevention, different types of sexual abuse and violence, the legislation applicable in each context (POCSO, IPC) and preventive measures. We have partnered with Mumbai University on the NSS Programme and developed a Campus Ambassador Programme for youth from various colleges.

Some of the educational institutions include Sophia College, HR College, Wilson College, Government Law College, Amity University, St. Joseph’s Primary school. We are also partners of the Delhi Police’s Parivartan Program in North West Delhi schools.

4100 People have attended our workshops from April 2015 till March 2016

1100 children, 1200 parents and teachers, 1000 youth, 400 community workers and stakeholders, 400 corporate staff
Our Campaigns
Safecity believes meaningful collaboration is the most effective way in addressing issues that affect us and hence actively works with potential organizations at a hyper-local level in creating campaigns of impact. Organizations working at grassroots level are best equipped with the knowledge, skills and resources to understand the local context and we believe in partnerships that can add to the strength and impact of the work already being done.

Safecity campaigns are community-driven and aim at increasing awareness on the issue of sexual harassment at a neighborhood level. With data, technology and community engagement at the core of the Safecity campaigns, one of the prime objectives is to make our public spaces safer and accessible for all, especially children and women. Through the course of the campaign, we engage community members and stakeholders to strengthen institutional accountability and also look for solutions to counter sexual harassment in public spaces.

Campaign Goals-

- To address sexual harassment in public spaces using data and technology
- To increase awareness on sexual harassment, individual and collective legal rights and the laws against sexual harassment
- To encourage people to report sexual harassment
- To build capacity of partner organizations through training and development
- To engage community members to take ownership of the campaign for systemic and social change to counter gender biases, discrimination and violence.
- To strengthen relationship among community members, stakeholders and institutional bodies through planned interventions and community organizing
- To engage youth in using art and theatre as a dynamic medium to encourage social change in their communities and create a sense of shared responsibility for each other and the neighborhood
- To increase the meaningful participation of girls and women in community based activities and hence increase their access to public spaces for them to achieve their full potential
- Engage boys and men in campaign activities by mobilizing and organizing them through a series of interventions to counter gender based violence
- To support and build capacity of the neighborhood in their initiatives to strengthen accountable governance through community organizing and community-led advocacy
- To address the absence/lack of bystander intervention and encourage community action to address sexual violence in public spaces.

We have run campaigns in Lal Kuan, Dwarka, Paharganj, Dakshinpuri and Sanjay Camp in Delhi and Jogeshwari East in Mumbai. 3000 families have been positively impacted with our work up till March 2016.
### Impact of our Campaigns

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<tr>
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<th>Pre-assessment</th>
<th>Post-assessment</th>
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<tbody>
<tr>
<td>Awareness on what constitutes sexual harassment</td>
<td>45%</td>
<td>95%</td>
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<tr>
<td>Awareness on legal rights</td>
<td>24%</td>
<td>95%</td>
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<tr>
<td>Awareness on the specific laws against sexual harassment</td>
<td>30%</td>
<td>88%</td>
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<tr>
<td>Likely to report sexual harassment</td>
<td>42%</td>
<td>78%</td>
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<tr>
<td>Likely to engage with their community to address neighbourhood issues</td>
<td>46%</td>
<td>88%</td>
</tr>
<tr>
<td>Likely to engage with stakeholders to address neighbourhood issues</td>
<td>46%</td>
<td>85%</td>
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- **Municipal authorities** and elected representatives in Delhi assured the community that clean toilets would be made available.
- Police in Mumbai changed their beat patrol timings and increased vigilance.
- Transportation authorities issued “women only” bus licenses in Kathmandu.
- Police in Mumbai, Delhi, Goa and Pune are accepting monthly trend reports of Safecity data.
- Integrated our child sexual abuse awareness program into the [Delhi police’s Parivartan school program](#).
- Leadership development amongst young **women** and **men** to enable gender equality, prevention of VAW and gender equal spaces.
Online Campaigns
We use social media actively to raise awareness on the issue, encourage people to break their silence on sexual violence and be active bystanders.

Facebook: 44,000 likes  
Twitter: @pinthecreep 50,000 followers

We have created a safe space on our Twitter handle for people to discuss issues, provide varied perspectives and break down taboos and barriers. Some of our curators are Supreme Court Lawyers, Social entrepreneurs, Activists, Business Women, Journalists and even students.

A summary of our Twitter Curator experience- Curating for Safecity provides our curators a platform to voice their opinions and concerns on important issues like women safety. Each one is allowed freedom and creativity to take conversations ahead in the way they thought best. It was an insightful process and learning experience for them.

Writers’ Movement- Safecity provides people of all ages passionate about writing a platform to express their talent, thoughts and opinions in a structured format through well-researched articles, opinion-pieces and trending topics related to Gender Based Violence and women’s safety on our Blog.
Stories from the Field

Anjali, a 16 year old girl stopped going to school because she was facing sexual harassment almost every day as she walked to the school and back. Those comments, whistles and glares bothered her, pricked her and broke her confidence bit by bit. As she participated in the various activities part of our Sanjay Camp campaign to address sexual violence in public spaces, her confidence soared, she wanted to do more than just complain about how unsafe she felt in her neighborhood. Gradually she started sharing personal stories of what was happening there, conducted audits of the area and encouraged other girls to report. She is one of our most active campaign team members in Sanjay Camp and worked tirelessly in organizing the community meeting with stakeholders and painting the mural in the toilet complex of her neighborhood. She is back in school today and she carries the Safecity brochure with her at all times, a reminder in its own way that she does not have to tolerate violence.

Arun- Safecity and Action India were looking at effective ways of bringing boys and girls together to talk about gender and issues that affect them as part of their joint campaign for safe spaces in Sanjay Camp, and that’s how we met Arun. He attended Safecity’s session on understanding what sexual violence is and since then kept coming back to our weekly meetings with other girls and boys. He noticed the boys were far fewer than the girls and started assisting us in mobilizing his friends and their friends. Arun actively participated in photo documenting his neighborhood and mapping hotspots in his area through our weekly sprawls and walks around the neighborhood, it was his first time at seeing his neighborhood with a purpose.
Partners

• Vital Voices
• British Council
• Polycom Development Project
• SEEW Nepal
• Plan India International GRC
• Action India
• Point of View
• MAVIM
• Centre for Social Action
• Vaacha

• Sneha
• St Joseph’s Primary School
• NSS Mumbai University
• Sophia College
• Maruti Suzuki India Ltd
• HPCL
• Network 18
• PVR Cinemas
• Mobil Art

Donors

• Tata Trusts
• Aviation Services Management India
• Shailaja and Yamini Dixit
• Hoonar Teckwurks

Awards and Recognition

• Female Entrepreneur of the Year Award by Dusan Stojanovic (European Angel Investor 2013)
• Digital Women Award in Social Impact by She The People
• Manthan Award for e-inclusion and accessibility.
• BBC Hindi 100 women
• Secona Shield Award for Security Professional Woman.
• Social Innovation award at the Social Media For Empowerment by DEF, India.
• Social Innovation award by Biz Divas.
• One of 100 innovations listed by Nominet Trust as the world's most inspiring social innovations.
• Selected as 1 of 8 organisations at the Social Entrepreneurship Outreach Accelerator, Stockholm.
• One of 7 organisations selected to participate in the Open Seventeen Challenge.
• Finalist at the Nasscom Social Innovation Awards.
• Finalist at the Dasra Girl Power Awards.
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