



## Safecity Delhi University Chapter

25th July'15

### About Safecity

Safecity is a platform that crowdsources personal stories of sexual harassment and abuse in public spaces. This data which maybe anonymous, gets aggregated as hot spots on a map indicating trends at a local level. The idea is to make this data useful for individuals, local communities and local administration to identify factors that causes behavior that leads to violence and work on strategies for solutions

### Abstract

Buzzify is a student's initiative and Safecity's campaign partner for outreach programs on North Campus, Delhi University. We created a short film in collaboration with Buzzify to make people reflect on their personally held beliefs and practiced attitudes about and towards women.



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## 1. Campaign Description

Buzzify is a student's initiative and our campaign partner for outreach programs on North Campus, Delhi University. We created a short film in collaboration with Buzzify to make people reflect on their personally held beliefs and practiced attitudes about and towards women.

## 2. Campaign Objectives

1. The video aimed at addressing how women are objectified based on the clothes they wear, the intense ogling and glares they face when accessing public spaces as if they were an object
2. Buzzify aimed to leverage YouTube popularity to take this video to primarily the student population they had access to through Facebook, whatsapp and email addresses.
3. The video also aimed at generating curiosity about Buzzify and Safecity, so that the students start reading more about these two, connecting greater number of students to Safecity's Facebook page and ultimately the website to learn more about Safecity's work

## 3. Target Audience

1. Student population of Delhi University having access to Internet

## 4. Campaign Methodology

1. Buzzify and Safecity co-scripted the short film with a creative approach. The video was not aimed at preaching but intended to make people think, question and reflect on their personal attitudes. It was purposely decided upon to not give out a direct message to distinguish it with several other videos that already exist.
2. The team recruited actors from within their Buzzify group as well as roped in interested volunteers to act. The video was shot over a duration of 2 weeks in different locations of North Campus so that the student population could relate to those public spaces and reflect on how this is their problem too and how sexual harassment in public spaces is prevalent on North Campus as well
3. The video was directed and produced by Buzzify on a zero budget. Here is the link for the video:
  - a. <https://www.youtube.com/watch?v=4coaalzZdpE>

## 5. Campaign Outcome and Impact

1. The video was featured in 2 different colleges and was actively shared on social media reaching out to close to 300 students
2. The video increased curiosity among students about Safecity paving the way for focused group discussions in 5 colleges of North campus to capture students' experiences of sexual violence in public spaces, why they choose to report/or not, perceived unsafe public spaces on North Campus and encouraging them to report to Safecity.