



Safecity Delhi University Chapter

14th Feb, 2015

About Safecity

Safecity is a platform that crowdsources personal stories of sexual harassment and abuse in public spaces. This data which may be 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 cause behavior that leads to violence and work on strategies for solutions.

Abstract

Buzzify, a student's initiative and our campaign partner for outreach programs on North Campus, Delhi University came up with this quirky campaign for Valentine's day to create awareness and curiosity among students about Safecity.



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1. Campaign Description

Buzzify, a student's initiative and our campaign partner for outreach programs on North Campus, Delhi University came up with this quirky campaign for valentine's day to create awareness and curiosity among students about Safecity.

2. Campaign Objectives

1. The objective of the campaign was to reach out to students who will be visiting the Virgin Tree at Hindu College in big numbers as part of a college ritual, allowing us to reach out to 500+ students in the duration of 2-3 hours in one place.
2. The campaign also aimed at promoting the idea of making Safecity your valentine if you care for your loved ones. Since Valentine's day popularly celebrates love, friendship and bonds. The campaign leveraged this opportunity to make people aware of Safecity's reporting platform, what constitutes sexual harassment, how they can voice their personal experiences of abuse in public spaces and be a part of Safecity's movement for safe public spaces for all

3. Target Audience

1. College students visiting the Virgin Tree as part of the annual Valentine's day celebration

4. Campaign Methodology

1. Buzzify and Safecity team brainstormed on the campaign idea and finalized the theme
2. The core team of 5 members then designed posters for online and offline publicity of their event which was managed for a duration of 3 days before the event date. These posters were made visible on notice boards of 5 colleges around Hindu College as they were most likely to be present at the event. This publicity was aimed at creating curiosity among students so that they look out for the Buzzify team at the event venue
3. Since Valentine's day is also conventionally a day about gifts, Buzzify team prepared 50 gift packs; which included the Safecity brochure, a bookmark encouraging them to volunteer for Safecity and a whistle to signify that it is importance to raise your voice. These gift packs were distributed to selected students who engaged with the Buzzify team in sharing stories and showing solidarity to the movement for safe spaces

5. Campaign Outcome and Impact

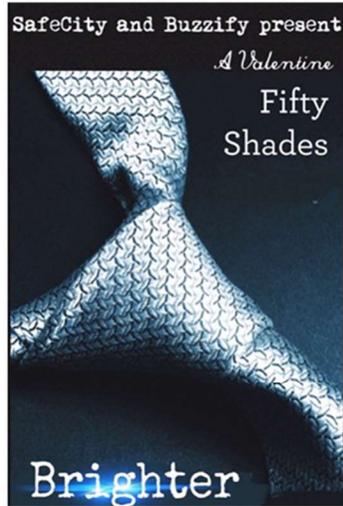
The campaign received widespread coverage and educated / enabled community members with the right knowledge and tools to curb sexual harassment cases.

1. The campaign actors reached out to 1000+ students through social media and on-ground publicity, speaking to them about Safecity and the campaign. This was Buzzify's first event for Safecity, the success of the campaign and response received encouraged Buzzify to take on this endeavor with even greater vigor, and they have continued to remain associated with Safecity and have organized multiple events and discussions to scale Safecity's visibility on North Campus
2. The actors reached out to over 300 people at the day of the event, speaking to them in greater detail about sexual harassment, importance of reporting and Safecity's mission for safe public spaces
3. The event was successful in connecting Safecity to additional volunteers in 3+ colleges of North Campus right after the event, few of them now work closely with Buzzify for various Safecity outreach activities on campus
4. The campaign was carried out on a budget of 1000 rupees, (*which came from two students*) who were invested in the objective of the campaign. This reflects how a small budget a campaign can be carried out, thus motivating students that it does not require huge sums of money to create awareness and hence is doable in their capacity

6. Appendix

1. <http://www.pikore.com/buzzify>
2. <http://yooying.com/buzzify>
3. <http://dubbeat.com/2014/02/insight-valentines-day-rituals-hindu-colleges-virgin-tree/>

Campaign Snapshots



In the true spirit of Valentines we picture a safer Delhi for our Loved Ones.

Spread the Love and stay safe this season. Please post a picture of this on Instagram/Facebook and tag/Hashtag SafeCity and Buzzify.

*Your True Valentine,
Safecity*

