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Message from Founders

Dear Friends,

It has been an incredible few years for Safecity since we started in the aftermath of the gangrape of Jyoti Singh on a bus in Delhi in December 2012. Subsequently, we have worked to encourage people to share their personal stories of sexual violence in public spaces, educating them on the entire spectrum of sexual violence and understanding the different legislations that protect one’s rights.

Safecity has been growing slowly and steadily as a movement not only in India but also in other parts of the world. We have touched over 400,000 lives and have created safe spaces both Digital and offline to talk and discuss about sexual violence.

Through this annual report we wish to share some of our highlights with you and present some of the challenges we face.

Thank you for your continued love and support.

ElsaMarie D’Silva, Founder & CEO
Supreet K Singh, Director & COO

Note: Safecity is registered as Red Dot Foundation (CIN U93000MH2014NPL259081) a Sec 8 Not-for-Profit Company in India
Mission

Safecity aims to make cities safer by encouraging equal access to public spaces for everyone especially women and girls, through crowdsourced data and technology.

Program Impact

Our work for the past 3 years has given us visibility across the globe and helped us partner with global organizations and institutions in 6 countries. We have had more than 13,000 people attend our workshops and our campaigns have impacted over 400,000 lives.

We have had a steady growth through donations and revenue since our inception thus ensuring our sustainability.

Our outreach and impact is further highlighted from the following indicators:

- 10,000+ Sexual violence reports
- 150,000+ Twitter followers, 44,000+ Facebook followers
- 13,000+ workshop attendance
- Partnerships in 6 Countries + 3 Police forces
- 400,000+ lives reached through Campaigns
Impact Story 1

Saba

13-year-old Saba Parveen is the youngest of her family of seven, however that does not stop her from raising her voice against any social injustice. Living in the community of Bandra Plot (Mumbai) she has fought for the issues of free and accessible community toilets, education for girls and through the Safecity campaign she is working on fighting sexual violence in public spaces.

“Before I didn’t even know what ched-chaad (Sexual harassment) was but now I take action and speak up against it.”

Saba, through various workshops and discussions began to see how harassment is a form of violence, and what are its repercussions. “Harassment makes girls unsafe, and they become scared. They stop themselves from going out, even if their family allow them, even if they are with friends. Girls only leave the house if they have a reason like school, tuition, etc.”

Saba also saw a darker consequence of harassment, especially of stalking. “Some boys follow girls home, or take their pictures without their consent. If family members find out, many times it is the girl who gets blamed. Some girls get so scared that they even commit suicide.” All this motivated her to make a change, and do something about this. Through the platform given by Safecity and Vacha, she found a safe space to discuss the issue. “I can’t talk to anybody at home about this, but here I can speak up and be heard.”

Today she is a part of the core campaign group in Bandra Plot against sexual harassment. During our reclaiming of public garden event, she spoke passionately about the restrictions placed on girls by family and society, and how this is also a form of violence.

“We must continue our work, get more girls into public spaces, and increase reporting of such incidences. Whatever work happens against sexual harassment, I will definitely be a part of it.”
Impact Story 2

Punita

Punita calls herself an artist, she loves how it sounds. She is a brilliant painter and enjoys her spare time painting. When Punita started attending Safecity campaign meetings, she was one of the most vocal participants. She was full of ideas and had many stories to tell us.

She took us around the lanes of her neighborhood - Sanjay Camp (Delhi) one afternoon and as we went around, she knocked on the doors of her friends, she spoke to the women she knew, and that was the beginning of all of them getting involved with the campaign. She made sure her friends came for the weekly sessions, she was at the forefront of organizing and participating in activities, and we started seeing a budding leader in her.

As Sanjay Camp’s youth organized themselves to address sexual violence being faced by them in the community toilet complex, Punita was the very first one to contribute an idea which went on to have a lasting impression on the community. Her idea of painting the mural in the toilet complex was unique and its strength and purpose reflects in the impact it made.

This wall was majorly designed by Punita who then went on to train our campaign team members on the aesthetics of painting a wall. She was particular about the colors, the depictions and she encouraged all the girls and boys who came in to participate.

When we asked Punita what changed for her with the campaign, this is what she had to say –

“I thought bringing change was always someone else’s job and I kept waiting for that someone. My biggest learning came with the progress of the campaign when I realized I can bring that change too, sometimes in little and sometimes in big ways and all of it will matter.”
Impact Wall

“The police are more receptive now. They are taking cases of harassment seriously. They are more conscious now. Recently, a friend of mine was harassed on a moving bus, not only did the people come forward to help her, the police made sure the accused was punished when she got this reported. She knew her legal rights and I urge us all to put in efforts to learn them.”

BROKEN SILENCES

It was late in the night
when he would loiter
around my backyard restlessly.
Perseverance was the key to success,
he was told.
Little did he know,
No is always a NO.

BROKEN SILENCES

Thought I’d be safe
Travelling in a rickshaw
Away from obnoxious gazes
And creepy, probing paws.
Two stalkers on a bike
Sadly, proved me wrong.
I prayed I would remain untouched
While they whistled and commented along

http://maps.safecity.in/reports/view/9401

“I have stopped using the public transport. I use my own vehicle now. I am spending more but atleast I am safe in the confines of my own car. I don’t really explore new places, I go where I feel safe, there are very few places that I can name, but I stick to them.”
“Safecity taught me to notice every minute problem that hinders our development. Interning with Safecity is one of the best experiences and it helped me to understand various issues and gave me a platform to develop new skills.”
– Shirin Bhasin

“What I have learned through this programme cannot be summed up in a paragraph. It has enriched me in many ways”
- Avijit Mondal

“What I gained by my writing internship cannot be put in a sentence. Learning is a continuous process and the more I wrote, the more I learnt. In short, I developed ‘critical analysis’ skills and learnt to form my own opinion for a given issue. Each article I wrote taught me something new about the society and its problems. This in turn made me think about possible solutions”
- Krishnendu Iyer

“My capabilities were pushed so that I could grow as a person!”
- Shirin Bhasin

Impact Summary
Safecity has been recognized across the globe by various Media houses and organizations. The work we have done with the help of our team of volunteers has bagged us multiple National and International awards such as ‘Vital Voices Global Leadership award’, ‘Google #SMBHeroes award’ etc.
Glimpses of our Work
Awareness *(Campaigns & Workshops)*

We conduct several workshops creating awareness regarding sexual violence in public spaces and associated laws.

We specialize in the following type of workshops:

- *Prevention of Child Sexual Abuse* - Children’s Workshop
- *Understanding the POCSO Act* - Parents’ Workshop
- *Prevention of Sexual Violence on Campus* - Youth Workshop
- *Healthy Relationships* - Youth Workshop
- *Prevention of Sexual Violence at the Workplace* – Corporates

This year, we completed the following funded Projects:

- HPCL sponsored 2000 children and their parents in Mumbai in the BMC Schools in the M ward.
- Rewire Community sponsored 1000 children and their teachers in Delhi
- Spark SF sponsored 500 children, 500 youth and 500 parents

<table>
<thead>
<tr>
<th>Did you find the workshop informative?</th>
<th>Did the workshop clearly explain sexual harassment</th>
<th>Did the workshop clearly explain consent?</th>
<th>Would you like to attend another workshop organised by Safecity</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>92%</td>
<td>90%</td>
<td>98%</td>
</tr>
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</table>

![Image of a group of students]
Community Interventions

We conducted several community based interventions in Delhi with Action India in Sanjay Camp and Dakshinpuri, Mumbai in Bandra Plot and Indira Nagar, Jogeshwari with Vacha and with Bachchao Project in Goa. Over several months we invested in capacity building exercises with our partner organizations, community members and facilitated dialogue and neighborhood interventions with stakeholders that included Police, Municipal authorities and other community leaders.
Digital Advocacy

Social media is used extensively as a marketing tool for advocacy.

Safecity and JWT India created the campaign #NotMyHero calling out the inherent sexism, stereotyping and harassment which is portrayed as acceptable in Bollywood films. The campaign was awarded the Bronze medal at the Creative Abbys Awards for the category Gender Sensitivity.

Safecity launched a new series of chats called MySafecity in Twitter’s Blue Room where we interview various people and organizations on their views about Gender Based Violence and women’s safety issues. These chats are covered live on Periscope.
Policy Advocacy

We conduct several Safety audits to assess women safety in Public spaces. The specific areas / places are chosen based on the reports created through our crowdmap or through the interactive discussions conducted as a part of the workshops. These audits are conducted by Safecity with the support from the public or volunteers or other organizations.

This year, we completed the following audits in Mumbai:

- Railway Station audits – Report submitted to Ministry of Railways
- Street Market Audits – Report submitted to CM of Maharashtra’s office (Special projects)
- Womenability audits – Part of the global study by Womenability
International Movements

Sexual Violence is a global pandemic and in solidarity we as an organization, participate in several International movements to strengthen the voice of on-going movements and promote the idea of safe spaces of women. This year we participated in:

- **Anti-Street Harassment Week** - Apr 10-16
- **Character Day** - 22 Sep
- **Peace Tables** – October
- **16 Days of Activism to End Gender Based Violence** – 25 Nov to 10 Dec
- **One Billion Rising** - February

We are part of the Policy Strategy Group on World We Want 2030 People’s Voices and Action Platform for advancing Agenda2030 - SDGs - comprised of UN entities, CSOs, private foundations, bi-lateral, academia, media and youth led-organizations and a member of the United Nations Inter Agency Network on Youth Development.

- **UN Habitat** - We participated in the Urban Thinkers Campus in New Delhi and **Surabaya Indonesia** and at Habitat III at **Quito**
- **UN Women** - We were invited to share our experiences with Safecity at the UN Women’s Technical Meeting of Safe Cities and Public Spaces in Mexico in Feb 2017.
- **UN Foundation** - We were recognized as a social innovation at the Solutions Summit
- **UN AOC/ BMW Foundation** - We were awarded the Intercultural Innovation Award and a year’s capacity building support
Volunteerism

We have several opportunities for people to volunteer their time, skill and effort. We have a Writers Movement where bloggers can share their experiences.

Writing can stir movements; history bears witness to that. Our movement to end gender based violence needs powerful writers who feel strongly for the issue, who have immense to say and just as much power in their writing to create dialog.

By getting people to just read about the gravity of the issue, the abuse and harassment that plagues our society, we are moving a step further towards our goal of safe cities.

Here are a few statistics to showcase the volunteer participation:

- 30 bloggers
- 128 blogs
- 80+ articles published. Few of them are as follows:
  - Parent Circle- 4
  - World Pulse- 64
  - Youth ki awaaaz- 3
  - Akancha against harassment- 1
  - Your story- 2
  - Shethepeople- 5
  - Techrasam- 1
  - Our FrontCover-3

Safecity conducts its Campus Ambassador program every academic year to reach out to the youth in an attempt to forward the cause of fighting against sexual harassment in public spaces. The project begins in July and ends in February every year. It is an initiative to empower young leaders while giving them a first-hand experience of leadership and organization. During this year, we have witnessed a strong participation by 16 campus ambassadors.

We teamed up with Mumbai University NSS Unit to take fight against sexual harassment to colleges across the city. We were sanctioned a 10-hour project with 11 colleges across the city.

Here are some of the links for further information on the work done by our ambassadors:

- [http://safecity.in/encouraging-discussions-on-safety/](http://safecity.in/encouraging-discussions-on-safety/)
- [http://safecity.in/safecity-celebrates-international-womens-day/](http://safecity.in/safecity-celebrates-international-womens-day/)
Partners

Safecity's work is participatory and collaborative. We partner with several NGOs, educational institutions, Government bodies and United Nations entities. We are often invited to participate at global events. Some of these are:

- **International Partners:**
  - UN Interagency Network for Youth Development
  - Vital Voices
  - Aspen New Voices
  - Polycom Development Project Kenya
  - SEEW Nepal
  - Rewire Community
  - Spark SF
  - Shuttleworth Foundation
  - Present Purpose Network

- **India Partners:**
  - Action India
  - Vacha
  - US Consulate Mumbai
  - The Red Elephant Foundation
  - Sophia College
  - Government Law College
  - St Joseph’s Primary School
  - Godrej Consumer Products
  - HPCL
  - Maruti Suzuki India Pvt Ltd
  - PVR Cinemas and PVR Nest
Resources

Crowdmap:

Our Crowdmap allows sharing of stories anonymously, access to data, visualization of patterns and trends, signups for notifications and alerts. Reading people's stories helps us improve our situational awareness regarding the "safety" landscape of an area and help us make the most informed decision for ourselves. e.g. It also enables a starting point for community discussion on the issue and facilitation of neighborhood solutions based on evidence. It is a new dataset that can help inform local authorities like police, municipal authorities, etc. in providing pre-emptive solutions.

Data for evidence based policy making:

We use advanced analytics to understand the data gathered and further create visual dashboards to give information to authorities and communities, facilitating decision making, e.g. we share a monthly dashboard with multiple police authorities highlighting the sexual violence cases in their specific areas. Our in-house data team works on collecting, cleaning and visualizing the data for better understanding and interpretation of the data. Collection of data is done via crowdsourcing, manual extraction, or viable collaborations with organizations willing to share information. The data is visualized using Excel or open-source software such as R. Our analyses typically include social media analytics, sentiment analysis, crime rate correlations, campaign analyses etc.

We send regular dashboards and monthly trends to partner NGOs in India and abroad and the police in Delhi, Mumbai and Goa.
Awards & Recognitions

- **2017 (So far)**
  - Google #SMBHeroes Award in the Digital Impact category
  - Vital Voices Global Leadership Awards 2017 in the presence of Hillary Clinton
  - Gold Award by Internet & Mobile Association of India
  - Rotary Award for Woman of Substance
  - Award in Social Impact by World CSR Congress
  - Top 50 in the Cap Gemini Innovators Race

- **2016**
  - One of 10 organizations selected to be presented at the UN Solutions Summit
  - Runner up of Niti Aayog’s #WomenEmpowerIndia
  - UN Alliance of Civilizations and BMW Group’s Intercultural Innovation Award.
  - Secona Shield Award for Security Professional Woman
  - One of 7 organizations selected to participate in the Open Seventeen Challenge.
  - Social Innovation award at the Social Media for Empowerment by DEF, India.
  - Social Innovation award by Biz Divas.
  - Finalist at the Nasscom Social Innovation Awards.
  - Gold Stevie Award for Female Executive of the Year - Government or Non-Profit -10 or Less Employees
  - Winner of the StealthEnomics $25,000 Entrepreneurship Award
  - The Pride of India - Community Hero award by WCRC
Media Coverage

We have received over 100 media mentions in National and International media.

- Elsa has a fortnightly column with #StartingHerUp with SheThePeople.tv
- Span US Embassy –
  - [https://span.state.gov/issue-extract/15328](https://span.state.gov/issue-extract/15328)
- Times of India on gendered spaces –
- Huffington Post - Social tech without borders –
  - [http://www.huffingtonpost.co.uk/vicki-hearn/social-tech-without-borders_b_10748978.html](http://www.huffingtonpost.co.uk/vicki-hearn/social-tech-without-borders_b_10748978.html)
- Devex - seeing data with new eyes –
## Financials

**RED DOT FOUNDATION**

### Income Statement

For the Years Ending [Mar 31, 2017 and Mar 31, 2016]

*All values are in INR*

<table>
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<tbody>
<tr>
<td>Continuing Operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from Operations</td>
<td>3,178,131</td>
<td>2,095,558</td>
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<tr>
<td>Other Income</td>
<td>4,020</td>
<td>-</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>3,182,151</strong></td>
<td><strong>2,095,558</strong></td>
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</table>

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Employee benefits expense</td>
<td>779,997</td>
<td>1,150,315</td>
</tr>
<tr>
<td>Other expenses</td>
<td>2,760,412</td>
<td>940,407</td>
</tr>
<tr>
<td>Depreciation &amp; Amortization expenses</td>
<td>3,767</td>
<td>141</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>3,544,176</strong></td>
<td><strong>2,090,863</strong></td>
</tr>
</tbody>
</table>

**Profit (Loss) for the year**

- (362,025)  
  4,695

**Earnings per equity share**

- Basic
  (36.20)  
  0.47
# RED DOT FOUNDATION

**Balance Sheet**

For the Years Ending [Mar 31, 2017 and Mar 31, 2016]

*All values are in INR*

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<tbody>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixed Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Tangible Assets</td>
<td>4,591</td>
<td>8,358</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long term loans and advances</td>
<td>115,210</td>
<td>42,940</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade receivables</td>
<td>756,330</td>
<td>123,000</td>
</tr>
<tr>
<td>Cash &amp; Cash equivalents</td>
<td>9,489</td>
<td>128,917</td>
</tr>
<tr>
<td>Short term loans and advances</td>
<td>96,875</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>982,495</td>
<td>303,215</td>
</tr>
<tr>
<td><strong>Equity &amp; Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shareholders’ funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Share capital</td>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>(b) Reserves &amp; Surplus</td>
<td>(387,927)</td>
<td>(25,901)</td>
</tr>
<tr>
<td><strong>Long-Term Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Long term borrowings</td>
<td>185,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Trade payables</td>
<td>832,443</td>
<td>216,211</td>
</tr>
<tr>
<td>(b) Other current liabilities</td>
<td>15,914</td>
<td>12,905</td>
</tr>
<tr>
<td>© Short Term provisions</td>
<td>237,065</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Liabilities and Owner’s Equity</strong></td>
<td>982,495</td>
<td>303,215</td>
</tr>
</tbody>
</table>
Safecity Leadership

Executive Leadership

ElsaMarie D'Silva  
(Founder & CEO)

Supreet K Singh  
(Director & COO)

Ashwini Syed  
(Head of HR & Operations)

Tania Echaporia  
(Head of Training & Youth engagement)

Board of Directors

ElsaMarie D'Silva  

Supreet K Singh  

Lauren C Anderson  

Sally Munemitsu  

Suzanne Goodney Lea
Support US

"I've lived in Lal Kuan all my life and lack of safety has been a concern from as long as I can remember. It felt nice to finally participate in changing something. Painting this wall was not only empowering for a community where most women held the paint brush for the first time, it also gave us the strength to take on other issues including the violence we faced in the absence of toilets and the risks we were facing because of it.

It was our first step to make our neighborhood safer through collective action, this campaign was an eye opener and it made us want to act."

-Sunita
(a young resident of Lal Kuan)

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/donate-now/

Or Reach out to us at: info@safecity.in
“IF WE START WITH THE PREMISE THAT NO PLACE SHOULD BE UNSAFE, WE CAN WORK ON SOLUTIONS THAT EMPOWER WOMEN”

-ELSA MARIE D’SILVA