

Role of Mobile Technology for Organisations working for Women

Meghna Bharadwaj* & Dr.Nirupama Prakash**

*PhD Scholar, Amity Institute, Noida, Uttar Pradesh.

**Director, Amity Institute of Social Sciences, Noida

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ABSTRACT: : In today's world, security and safety is one of the necessary questions which arises in all of our minds be it ourselves, our daughters, wives, friends, sisters, cousins. As a woman steps out of their homes, they themselves along with their near and dear ones are worried about her own security and safety as she cannot walk freely in odd hours. Also, in our society women were never taught how to stand independently. She did not get an equal status to men, whether it's about their rights, physically strong, socially or economically.

Speaking of another scenario of the present time, we all use mobiles and with the advancement of technology many Android based smart phone application have come to rescue which can be a companion to women. Apps like SafetiPin, Himmat, Shake2Safety, Vith u, Nirbhaya, Raksha app, BeSafe etc. This paper tries to bring forward the different apps available which can help in becoming a weapon for the women folk and fight against Violence against Women.

There is also an unavoidable problem which comes along with it. One has to unlock the phone, open the app and then press a button. It also happens that the abusers usually go for the phone first. Here arises the importance of gadgets like safety bands, rings, key rings etc. that can be carried around in disguise and used faster, and which will allow the women to send emergency messages with their location in times of distress. Apple, Titan and Sonata have launched Safety Watches for Women. With this safety is just a click away. India's first safety watch for women by Sonata features a unique, first of its kind safety functionality built into the watches, which allow the wearer to instantly notify up to 10 preselected guardians during moments of emergency and panic. When a call is made from Apple Watch with SOS, it automatically calls the local emergency number.

Key Words: Technology, safety, mobile phones

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Available Apps and features:

- There are applications like EYE WATCH, B Safe, VithU, which provide features like SOS activation, and location sharing.
- Applications like Nirbhaya notify the police and have group tracking.
- Then there are applications with special features of video/audio record, scream alert/alarm clicking crime photos, recognise shouting and crying as distress and emergency directory.
- A few of them like EYE WATCH, even work without Internet.
- There are apps which mark safe/ unsafe zones, signals women safety secured.
- There are smart devices concealed in the form of bracelets, watches, key chains, and pendants etc. which alert the emergency contacts in the face of threat.

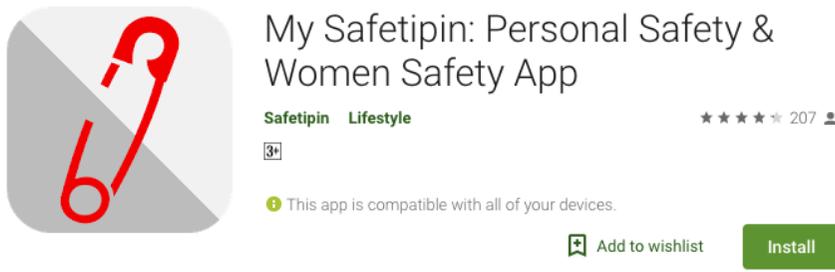
SafetiPin:

One of the popular apps in today's time is **SafetiPin**. It is a technology related safety solution. The app collects information from individuals as well as do their own research on the different areas on the basis of a set of nine parameters which contribute to the perception of safety. The nine parameters are:

- Lighting in the Area
- Openness of the Area
- Visibility in the Area
- People Density
- Security
- Walk Path
- Transportation in the Area
- Gender Diversity in the Area
- Feeling

The colour of the pin is red, orange or green based on the measure of the parameters. On the Basis on audit data collected in an area, a Safety Score is generated.

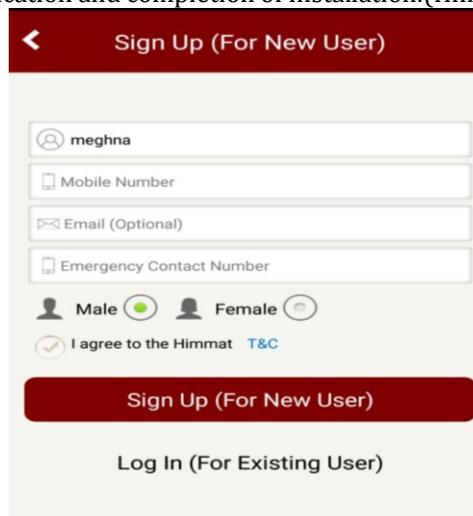
One can check the safety score of the location where he/she is planning to visit. The SafetiPin mobile app's GIS mapping service contains location based tracking feature, enabling people with SafetiPin installed to track you when you want. The App can be downloaded and installed from the following link https://play.google.com/store/apps/details?id=com.safetipin.mysafetipin&hl=en_IN



Many a location scores are included in the app. It also gives the user to choose among pictures which are based on the above parameters, which the user considers safe which adds to the survey or data collected from the users. (Safetipin, 2019)

Himmat:

The second App in the list is Himmat which is an initiative taken up by the Delhipolice. This is basically an emergency service and an android application. It can be used to send a distress call or an emergency message to the officials of the Delhi Police and other contacts which the user has specified as emergency contact and have added in the App. An SOS alert will be sent to the Police personnel and locations on a portal and as a SMS on their mobile phones as well. The app is very easy to use. Once a person logs in, she can access to the latest news from the police department, can scan Driver's QR Code and also provide safety tips for women like transport safety, hotel safety, scams, first aid on health issues like, asthma attack, bleeding, burns, CPR, distress, choking, epilepsy, heart attack, Poisoning, stings, sprains and strains, stroke, unconsciousness etc. the phone no of the user is authenticated in the beginning when the app is installed through sending of OTP for verification and completion of installation. (Himmat app, 2019)



As soon as the user of Himmat app raises the SOS alert from the Himmat App, the location information and audio-video are transmitted to Delhi Police control room. After that the Delhi Police can then immediately send the information to the nearest Police help to the victim.

Shake2Safety:

Shake2Safety is another safety android App. Its works on the mechanism of shake movement. The user has to simply shake the device to send a message or make a phone call asking for help to a specified contact whom he or she has saved as emergency contact. It can be more than one person. The setup of the app is simple. After downloading, the app can be launched, and contact numbers can be added in the list. When the app is running, one can see an indicator in the status bar, as well as a notification in your phone's notification drawer to inform that Shake2Safety is active. Shake your device, and the user will receive a vibration and a three second countdown before Shake2Safety sends a message to the selected contact asking for help. If the GPS is enabled in the phone the exact location is also shared in the message. If not, it sends the last known location before GPS service was disabled. Another positive aspect of this application is that it does not require data connection. Hence it can be turned on whenever the user feels unsafe while walking, taking public transportation, or anytime when the user is alone and don't feel 100% safe.

VithU:

This app was introduced by Channel V and Gumrah Team. It is a user-friendly app which with only 2 clicks of the power button, anybody facing danger can send out an SOS message to their guardian. It is an android based application. The app sends a message to the contacts that you have provided as your designated receivers or guardians saying "I am in danger. I need help. Please follow my location." The link is also sent to the receiver who gets the location details which is updated every 2 minutes. The app has its own drawbacks. Firstly, internet connection is essential. Secondly there should be balance in the phone in order to send message. Along with that the app doesn't work properly in low and mid-range phones. The App has been recently removed from Google Play store although it had more than 1 million downloads. (Nothing Geek, 2019)

Smart 24*7

This is another safety application which aims to help users when they are in danger or their safety is at risk. The app works in Android, Windows, BlackBerry, I-Phone platform which allows you to store five contact numbers. It has a 24*7 call centre assistant. It sends SOS alerts to friends and relatives as well as fake calls to get out of situation. It can also send a panic message to the police. Geographical location can also be shared with the primary contact list. A 'panic' activated screen allows the user to call the 'police', 'ambulance', and 'fire' with single clicks. On activation of 'panic' function, the user may take photographs and make voice recordings. Other services which are included in that is that it has a Maid/Driver Registration solution which helps to record details of servant/ maid related to their place of origin, their home town, number of years worked, family details, last wage drawn, and so on. (Personal Safety App, 2019)

BeSafe:

BeSafe is another mobile app which can activate the SOS button by voice even if the mobile phone is placed inside the pocket, purse or jacket. The guardian would be able to see and hear everything in real time. Live streaming happens in this application. Recording also happens automatically. Fake calls can also be activated as well as exact location can be shared with the near and dear ones. The alarm rings like a siren which is like that of a sound coming from a police vehicle. But the app has its own lukeonas. A user has to. Compulsorily subscribe if he/she wants to use the app. Secondly location accuracy is an issue. As a result it is not very popular in India. (Be safe, 2019)

Nirbhaya:

Nirbhaya Be Fearless which has been named after the incident which occurred in Delhi, which can be used in times of emergency. The user can end a distress call or emergency message to a specified contact or group in an emergency situation faced by a woman or any other individual in general. Correct Location, Information and Communication, with and from the app is dependent upon the basic hardware/software requirements, like - Active Data plan, SMS plan, minimum talk time and active GPS functionality. an alert get activated and the user is alerted if they are in a location which has been marked potentially unsafe. The SOS is generated when the user clicks the power button. If the phone is locked, a shake can also trigger the SOS. The app also has a Heat map which displays heart shaped icon. Green icon signifies safe whereas red signifies unsafe. Although this has been a great initiative yet it was last updated in 2015. Also some of the features

doesn't work properly.

Raksha Application:

Raksha- Woman is another safety alert application which works with the press of button. the location will be shared with the selected contacts and application will alert the contacts with a loud buzzer. Through this application the added contacts can see the users current location. Even when the application is not running, one can send SOS by pressing volume key for three seconds. There is Geo fence and Booming alarm. it also provides danger zone or unsafe area alert.

Talking of the apps which we all use daily and is not specifically for safety purpose, "UBER" is one of them. We use the app every day to commute. We travel with unknown people as well as also in odd hours. The app has introduced a significant feature where we can share our trip with our friends and relatives. They get notification as to the location of the car which makes the user feel safe as to someone is tracking them. Setting up Family profile is another add on to this app. When a member who has been added takes a ride in Uber, the other member will automatically get notification, with the details of the trip. The trip progress can also be viewed live on the members Uber app.

In OLA, they have added a panic button in most of their cars. If an user pushes the emergency button, the SRT(Safety Response Team) reaches out immediately to the user. Th support would be provided in the form of cancelling the trip, booking a new one etc. This can be done basically when the user finds it an "Unsafe trip". Unsafe trip is based on the context of night travel, routes that are isolated, routes where unsafe incidents might have happened before. Alon with it if the cab stops midway for more than 5 minutes on routes which are deemed unsafe are situations where the user can utilize the emergency button.

Speaking of another popular cab service "MERU", many women riders have commented it as unsafe as well as a very unfriendly support team although the CEO of the company states that they have taken utmost care regarding the safety of the passengers. The GPS tracker is fixed in the MERU cabs which means that the company is able to track the location of a cab as well as direction even when the car's engine is off. If the user has used the application they can activate the ICE button, where an alarm buzzes.

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The government too had thought of women safety. In the year, 2018, Maneka Gandhi who was then the Union minister for women and child development, spoke of a pilot project to test a panic button feature on mobile phone which would be launched in the northern state of Uttar Pradesh. When the designated key on basic phones or via an app on smartphones is pressed, calls will be placed to emergency number 112 and SMSes will be sent out to police authorities in the neighbourhood. Along with this a handful of family members of the person in distress and over 25 volunteers in the vicinity who will also be alerted through messages. The idea evolved in April 2016 when, the department of telecommunication announced in a gazetteer notification that, every handset sold in the country after January 2017 must feature a panic button, and by 2018, GPS- must be enabled in all phones. But this idea didn't turn into action. (Kaur, 2016)

Conclusion:

Using safety applications via Mobiles is becoming a popular option. But the hinderance is that the offenders come for the phones first. These apps more or less do what they promise, they aren't easy to use. So, this brings up in developing some options like just with the shake of the phone the nearest NGO'S can be alerted. Smart bands too should include such features where on the click of a button, an alert can be sent to emergency contact. Woman's safety can be improved with the help of mobile phones. We must go beyond the misconceptions and myth related to the technical field and encourage women to go ahead and utilize them more.

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