

WOMEN'S AWARENESS AND PERCEPTION TOWARDS SAFETY APPS ON MOBILE PHONES: A STUDY IN MUMBAI AREA.

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Abstract: Women safety is one of the most controversial issues in our country. Rapes, molestation, eve-teasing or kidnapping – these heinous crimes are now carried out in broad daylight which has dampened the morale of women to step outdoors. Ninety-two women were raped on an average every day in India and the national capital with 1,636 cases recorded the highest number of such crimes among all cities last year. Despite this, girls have to go to school, college, tuitions and the working dames must make it to their workplace. When travelling alone, it's best to raise your guards, stay alert and make use of the technology that entertains you and lies comfortably in your purse – your mobile phone, for your safety. Yes, there are a few apps that can be of help if you land in an uncomfortable situation. In such situations precautionary step or a help to oneself is important, few steps are initiated by people with safety application on mobile. In this research paper we will study on the alertness of the women towards their own safety. What are the benefits of the app and women's perception towards this app also to know what are the other safety precautions are considered by females. Few apps are selected to know the awareness and usage of any. As there are the situation where sometimes you are helpless but you should have opportunities to help yourself and apps is the one opportunity to help yourself let's see how many women's are well planned about their safety.

Objectives:

1. To know the awareness towards the safety apps among all the women's.
2. To understand the importance of the app for the women's
3. To know the benefit from the safety app.
4. To know if not safety app what are the other precautions they use for safety purpose.

Keywords: Women's Safety, Awareness & Perception, Mobile Apps, Mumbai Area.

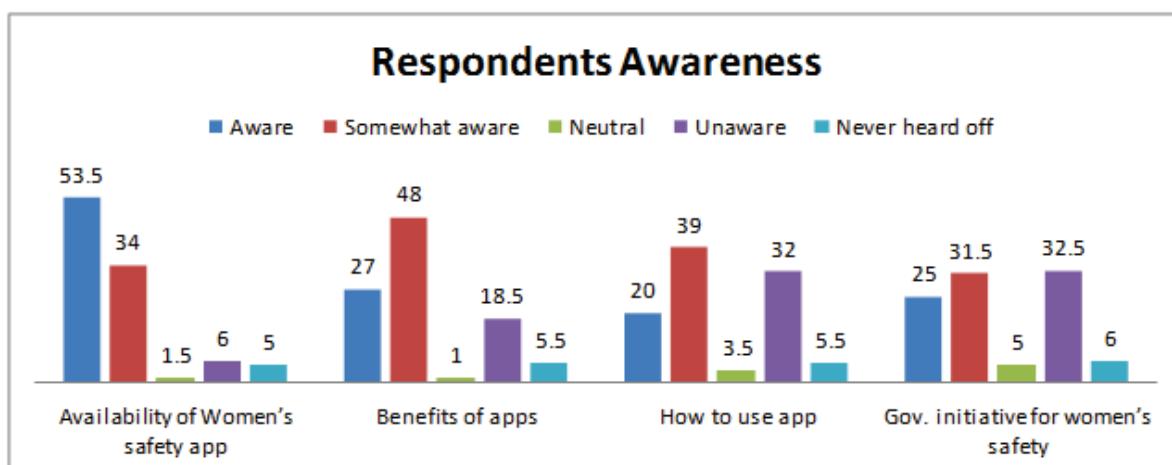
Introduction: No one's got time to unlock the phone, punch in the number and speak to one's kin in such a situation. The phone is probably snatched away or you may not know your location to explain. Since Android is the most widely used app, below is a list of top 10 safety apps, you must have in your phone. Unfortunately, if you do come across such a situation, use the below apps and we hope your savior finds you in time. With crimes against women in India (especially in metro cities) on the rise, ensuring their safety has become more important than ever. Although the government is taking steps for women's safety, technology can play an important part in that too.

Now a day's smartphones is only one object which is with a person for 24hrs. This is scientifically harmful in all ways but also has other positive side of saving person's life. An app is a small, specialized software program, easily downloadable and installed onto mobile devices such as Smartphone's or tablet computers. The use of apps has been popularized by the Apple's App Store and also by Google's Play Store". Some apps created to know whether a woman is safe or not? Which indicates the present state of affairs of the woman by touching the option, which also indicates the location of the endangered woman they gave a phone call, video forwarding, fake calls, and location of the person, first-aid details, and application having the instructions that is the way to use the application Most of these apps have basically the same underlying concept – transmission of user's GPS-determined location to a preset list of emergency contacts.

Few Safety Apps for Women in India

1. SOS – Stay Safe!
2. Pratisaad (Ask)
3. Eyewatch Women
4. VithU
5. iFollow-Ladies safety, SOS
6. SpotnSave Feel secure
7. I'm Shakti
8. iGoSafely
9. Nirbhaya
10. Smart24x7
11. Safetipin
12. Raksha - women safety alert
13. Himmat
14. StaySecure
15. WomenSafety
16. bSafe

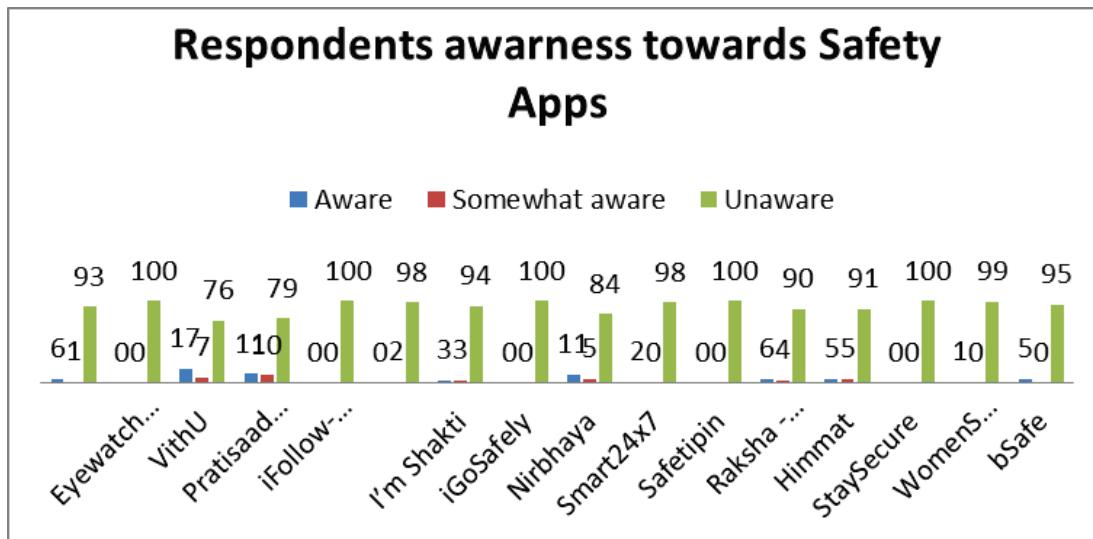
Research Methodology: For the research, information is collected through structured questionnaire. Sample size for the survey is 200 out of which 175 respondents were the relevant respondents for the research. Information received from 200 women's by using simple random sampling method in Mumbai area. Collected information is classified and presented using tables and diagrams.



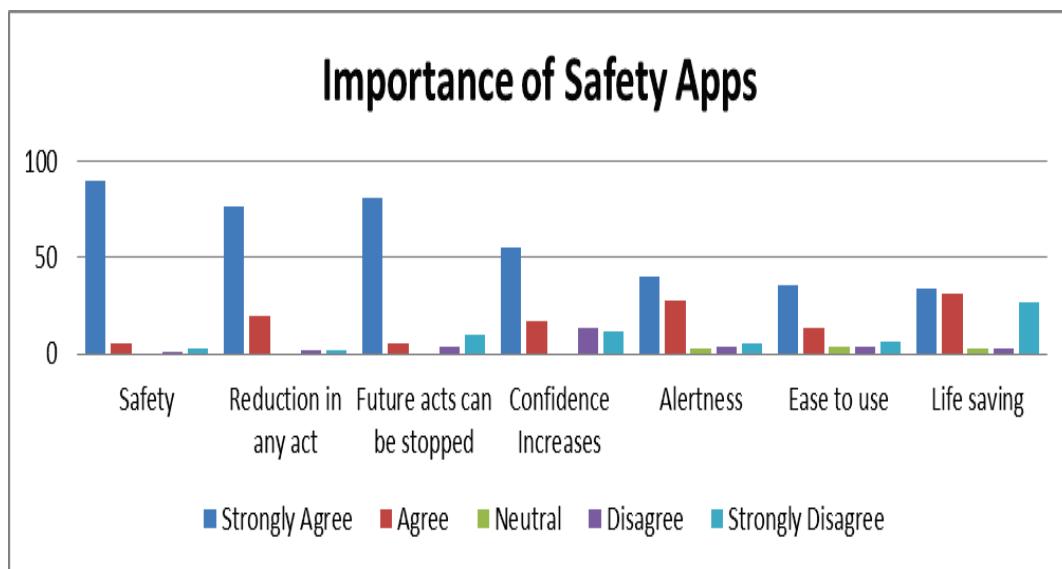
Objective 1: To Know The Awareness Towards The Safety Apps Among All The Women's

Interpretation: The above Chart and the table shows that the majority if women's are aware of safety app i.e. out of 200 respondents 175 respondents are aware of safety apps and those are the relevant respondents for the further study. Information on Benefits of app 27 % of women's are aware of benefits of the app and 48% are somewhat aware of those benefits, how you sue app 20% of women's are aware and 39% were somewhat aware. Government initiatives for women safety majority are not aware almost 32.5% are unaware of such acts and 6% of women never heard about such initiatives. Few of them are somewhat aware about the government initiatives around 31.5 %.

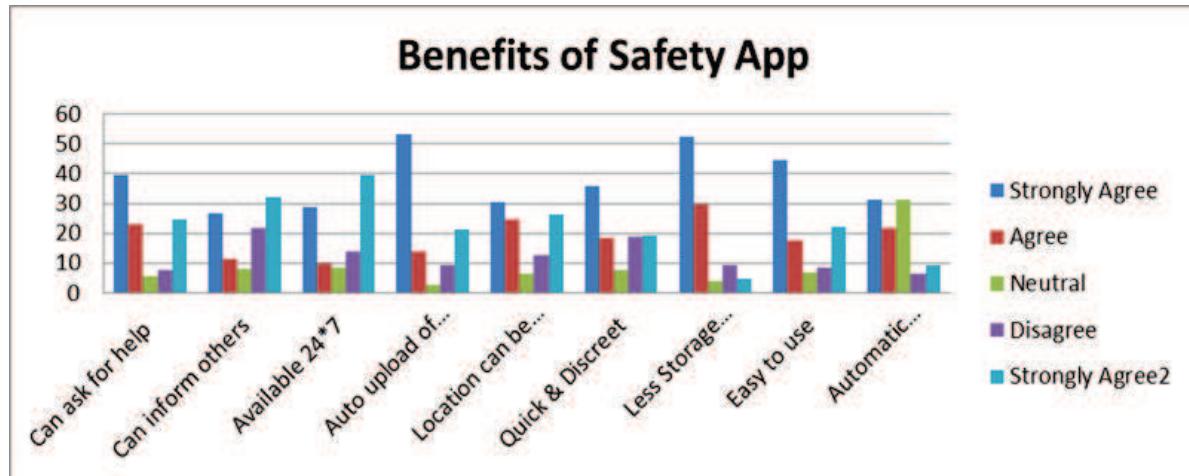
Following Safety Apps Are You Aware Off:



Interpretation: there are few safety apps women's are aware off majority of women are aware on VithU app around 70% of women are aware and 17% are somewhat aware of security apps. Pratisaad (Ask) app majority of women are somewhat aware of this they heard about this from other or have seen the ads for the same. Overall majority of women are not aware of various apps available in the market for their own security.

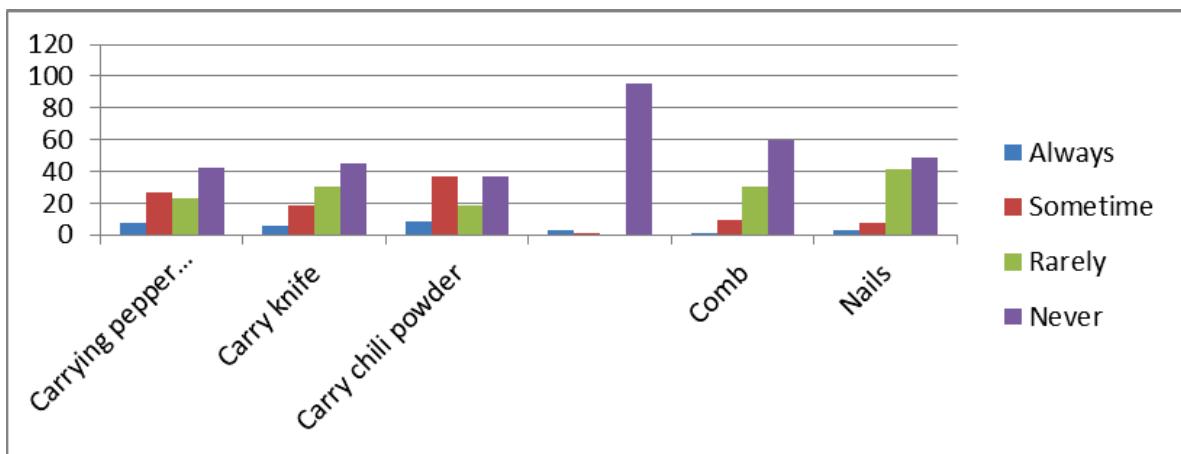
**Objective 2:** To Understand the Importance of the App for the Women's

Interpretation: The above chart and the table denote that 90% of respondents say that the apps are majorly important from safety perspective. Second most important factor is because of this future acts or crime can be stopped if it works. Respondents also disagree too many importance factor like lifesaving because the reliability on such apps is not among all.



Objective 3: To Know The Benefit From The Safety App

Interpretation: the above graph and table denotes that the 39% of respondents strongly agrees that they can ask for help and 25% respondents believe that we can't ask for help from anyone and not at all reliable in any emergency circumstances. You can inform others through safety app 27% of respondents strongly agreed but 32% strongly disagreed because they are not sure about the workability of apps. Auto upload of Audio and Video & less storage almost 53% strongly agreed. Almost 39% of respondents strongly disagreed to availability 24*7 considering the fact related to technical hitches.



Objective 4: To Know If Not The Safety App What Are The Other Precautions They Use For Safety Purpose

Interpretation: The above chart indicates that the always 9% of respondents prefer carries chili powder and 7% carries pepper spray for the safety purpose and majority of respondents sometime carries chili powder i.e. 37% respondents prefer doing that. Majority of females around 95% respondents are not aware self -defense techniques.

Findings and Suggestions:

1. Respondents are aware of women's safety apps available in the market but not all are aware of the apps.
2. Majority of respondents are aware of the benefits but they are not sure that they will be saved in emergency situations.
3. Majority have downloaded it but never used, hence they have no idea about the process to use.
4. Few people are not aware about the initiatives taken by Govt as a safety precaution such as few toll free or help line number, safety apps like Mumbai police app etc.

5. Lot of females are not aware of many apps because either they don't believe in these safety apps or they don't need safety apps at all. Reason behind not believing on apps is they never heard of girl being saved because of any app, what if the mobile is stolen or misplaced or battery is down. In such circumstance apps are not the savior.
6. Only two apps are highly known is vithU app, Pratisaad and Nirbhaya.
7. They believe that the apps should be majorly for the safety of oneself. They don't believe that the crime or any act which takes place can be reduced or controlled by the safety apps. Because according to respondents even after existence of those apps the toll number for the rape case is still increasing daily. But if such apps are strictly acted on, few possibilities are that we can stop future acts or crimes. The confidence of female is low to move out in crowd is very low, move at night even family member are tensed with such things but if the apps will work effectively then probably the confidence in moving late night, working late night will be more safer and the confidence to face the world will be increased among all the females.
8. Respondents are aware of the benefits and few agreed it as the benefits. Majority respondents disagreed that this will be the workable benefit. Few preferred other precautionary measures, safety apps is not reliable as there is no such cases that says that the victims or sufferers are saved because of use of safety apps.

Suggestions:

1. According to the research the awareness towards the safety apps is very low, many people are not aware of the existence of safety apps.
2. The promotion towards the safety apps needs to be increased the initiative for the same can be taken by government and business enterprises by circulating the pamphlet's, demos, ads etc.
3. Government should take the strict action against the one who are caught through safety apps and also promote the cases who are saved because of safety apps. So that the reliability on using the app will increase.
4. Now a day's people carries portable charger so that the mobile phone is charged all the day and almost everyone has smartphone there is no harm in downloading it as many of respondent says it takes less storage.
5. The security system or the team who gets alert has to be on toes, they should be given proper training and try to increase their satisfaction level too.
6. The system should also include that even if you see others facing problem or getting accused through that app you should be able to save others.so that the alertness will be increased among all and they are more cautious before committing any crime.

Acknowledgment: During the course of this research work, I have taken the help of several scholars and have claimed on the results done by several research scholars in India. The selected bibliography given at the end of my work will bear testimony to my indebtedness to them.

Thanks to all silent supporters along with all my respondents to cooperate according.

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