

One for emergency

A new decentralised and personalized mobile app called MUrgency is being set up to create a global emergency response to help people in distress in developing countries.

Brain child of Indian social entrepreneur Shaffi Mather, the app is being launched by MUrgency Inc. in global partnership with Business Call to Action at the United Nations Development Programme, Young Global Leaders at the World Economic Forum, Stanford Change-Labs, Harvard Asia Center and MIT Global Health.

MUrgency is a cloud platform and mobile application which will connect people who need emergency response with their trusted network, other users of the app and / or credentialed medical, safety, rescue and assistance professionals as the situation requires.