#### **SAFE STRIDE**

#### Project Report

#### Submitted in the completion of the course

#### **IT VENTURE MANAGEMENT**

#### **IN**

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

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**DECLARATION**

The Report entitled “SAFE STRIDE” is a record of the bonafide work of

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**ABSTRACT**

A girls protection device is a device designed to enhance the safety and security of girls and women. The device has three key features--Emergency Automatic Calling, GPS navigation, and a spy camera

Girls protection devices can come in various forms and serve different purposes. Some common features and functionalities of such devices include:

Personal safety alarms: These devices emit a loud sound when activated, which can help attract attention and deter potential attackers.

GPS tracking: Some devices are equipped with GPS technology, allowing users to share their location with trusted contacts or authorities in case of an emergency.

Self-defense tools: Certain devices are designed to assist in self-defense, such as pepper sprays, stun guns, or personal safety keychains.

Smartphone apps: There are also smartphone applications available that provide safety features like emergency contacts, location sharing, and panic buttons.

It's important to note that while girls protection devices can provide an added layer of security, they should not replace other safety measures such as awareness, self-defense training, and being mindful of one's surroundings.

##### 1 INTRODUCTION

##### 1.1 Problem Statement

##### The prototype of the Smart Device for Women Safety device has three key features--Emergency Automatic Calling, GPS navigation, and a spy camera. He explained: "If the woman presses the trigger button on this device so automatically the family people and local police station will get the call. After that, the police or family can track her via GPS location to rescue the woman. The spy camera will record everything around, and the recording can be watched later".

##### 1.2 Objectives

##### The main objective of a girls protection device that includes a GPS is to enhance the safety and security of girls and women. Here are some key objectives that such a device may aim to achieve:

##### Real-time tracking: The device should provide accurate and real-time location tracking of the user, allowing for quick response in case of emergencies.

##### Emergency alerts: The device should have the capability to send distress signals or alerts to pre-determined contacts or authorities, notifying them of the user's location and situation.

##### Deterrence: The device should act as a deterrent to potential attackers by visibly indicating that the user is equipped with a safety device and that their location can be tracked.

**1.3 Scope of the Project**

The Smart Device presents a promising scope for widespread impact, offering a comprehensive solution to the pressing issue of women's safety in India. With its innovative features like Emergency Automatic Calling, GPS navigation, and a spy camera, the device has the potential to become a staple safety tool for women across the country. Its discreet design and functionality make it suitable for diverse settings, from urban environments to rural areas with limited connectivity. Given the rising awareness and demand for women's safety solutions, this device could be adopted by individuals, organizations, and even government initiatives aiming to enhance safety measures. With further development, marketing, and support, this project has the scope to not only improve individual safety but also contribute to larger societal efforts towards creating a safer environment for women in India.

**Customer’s Profile**

The device's features, including Emergency Automatic Calling, GPS navigation, and a spy camera, directly address the safety concerns many women face. For the customers, predominantly women, this device offers a sense of empowerment and security. It provides a discreet and efficient means of seeking help in dangerous situations, leveraging familiar items like handbags or purses. Women who carry this device can feel a heightened sense of safety knowing that at the press of a button, help is immediately alerted, and their location can be tracked for rescue. This level of functionality not only serves as a practical safety tool but also instills a sense of confidence and peace of mind for its users.

Moreover, the device's design caters to the lifestyle and needs of modern women. Its compact size and integration into everyday accessories make it convenient to carry without drawing unwanted attention. This aspect is crucial in a society where safety often involves balancing the need for protection with the desire to not appear vulnerable. Additionally, the device's ability to work without internet connectivity ensures accessibility in various situations, even in remote areas. For customers, especially those in regions with higher crime rates or those who frequently travel alone, this device becomes a valuable companion offering a layer of protection that aligns with their active lifestyles. As a result, the Smart Device for Women Safety not only meets a practical need for safety but also addresses the psychological aspect, providing reassurance and a tangible solution in the face of rising safety concerns for women in India.

**Long and Short Term Corporate Objectives**

**Short-Term Benefits:**

1. Enhanced Personal Safety: Safe Stride provides women with a tool to defend themselves against potential threats, such as assault or harassment, in the immediate vicinity. This empowers them to feel safer when walking alone, especially at night or in secluded areas.
2. Immediate Assistance: The device may include features like panic buttons or alarms that can quickly summon help from nearby authorities or contacts in case of an emergency, reducing response times and increasing the chances of intervention.
3. Deterrence of Perpetrators: Visible use of safety devices like Safe Stride may deter potential perpetrators from committing crimes against women, as they know there's a higher likelihood of their actions being reported or intercepted.
4. Peace of Mind: Knowing that they have a reliable safety device at their disposal can provide women with peace of mind, allowing them to go about their daily activities with reduced fear and anxiety.
5. Awareness and Preparedness: Using Safe Stride can also raise awareness among women about personal safety and encourage them to be more prepared and vigilant when navigating potentially risky situations.

**Long-Term Benefits:**

1. Cultural Shift Towards Safety: Adoption of safety devices like Safe Stride can contribute to a broader cultural shift towards prioritizing women's safety, challenging societal norms that tolerate or ignore gender-based violence.
2. Reduced Crime Rates: Over time, widespread use of safety devices may contribute to lower rates of crimes against women, as potential perpetrators are deterred by the increased likelihood of being caught or reported.
3. Empowerment and Confidence: Feeling safer in public spaces can empower women to participate more fully in social, economic, and political activities, leading to greater overall societal progress and gender equality.
4. Policy and Infrastructure Changes: Increased demand for women's safety may drive policymakers and urban planners to implement changes such as improved lighting, better transportation options, and enhanced law enforcement strategies to create safer environments for everyone.
5. Data Collection and Analysis: Data collected from safety devices can provide valuable insights into patterns of harassment and violence, enabling more targeted interventions and prevention efforts in the long run.
6. Cultural Norms and Attitudes: Over time, the normalization of safety devices can help shift cultural norms and attitudes surrounding gender-based violence, fostering a society where such behavior is universally condemned and less tolerated.

**Components:**

Safety Device: The core component of the Safe Stride project is a compact, wearable safety device equipped with various features designed to aid women in distress situations. These features may include:

* Panic Button: A prominent button that, when pressed, sends an immediate alert to predefined emergency contacts or authorities.
* GPS Tracking: Integrated GPS technology allows for real-time location tracking, enabling responders to pinpoint the user's exact whereabouts in case of an emergency.
* Audible Alarm: A loud alarm or distress signal to attract attention and deter potential attackers.
* Emergency Services Integration: Seamless integration with local emergency services, enabling swift response to distress calls.

**Implementation Strategy:**

1. **Pilot Programs:** Launching pilot programs in select communities or urban areas to test the effectiveness and user acceptance of the Safe Stride solution.
2. **Iterative Development:** Continuously iterating and refining the product based on user feedback, technological advancements, and evolving safety requirements.
3. **Scalability:** Scaling up the Safe Stride project to reach a broader audience, including partnerships with government agencies, businesses, and nonprofit organizations to facilitate widespread adoption.
4. **Evaluation and Impact Assessment:** Conducting regular evaluations and impact assessments to measure the efficacy of the Safe Stride solution in improving women's safety and well-being.

**Key Stakeholders:**

1. **Development Team:** Engineers, designers, and product developers responsible for creating and maintaining the Safe Stride hardware and software components.
2. **Community Partners:** Local authorities, women's advocacy groups, safety organizations, and other stakeholders involved in promoting and supporting the Safe Stride initiative.
3. **Users:** Women and individuals who benefit from using the Safe Stride device and mobile application to enhance their personal security and peace of mind.

**Challenges and Considerations:**

1. **Privacy and Data Security:** Implementing robust privacy measures to protect user data and ensure secure communication between the Safe Stride device, mobile application, and backend servers.
2. **Accessibility:** Designing the Safe Stride solution to be accessible and inclusive for users of diverse backgrounds, abilities, and technological literacy levels.
3. **Cultural Sensitivity:** Recognizing and respecting cultural norms and sensitivities related to personal safety and gender-based violence in different communities.
4. **Sustainability:** Developing a sustainable business model or funding mechanism to support the long-term viability and scalability of the Safe Stride project.

Developing a safety device tailored for girls with features such as GPS tracking and a discreetly activated spy camera can offer numerous advantages, both in terms of marketing and societal impact. Here's a detailed overview of the potential benefits and marketing advantages of such a device:

Enhanced Safety and Security: Positioning the device as a tool for enhancing personal safety can be a compelling marketing angle. Highlighting its ability to provide real-time location tracking and discreetly capture evidence in case of emergencies or threatening situations can resonate with consumers, especially parents and individuals concerned about safety.

Peace of Mind for Parents: Parents are often concerned about the safety of their children, especially girls, when they're out and about. Marketing the device as a means for parents to monitor their children's whereabouts and ensure their safety can be highly appealing. Emphasizing features such as geofencing and alerts for entering or leaving designated areas can further enhance its value proposition for parents.

Empowerment and Independence: Positioning the device as a tool for empowering girls to feel more confident and independent can be a compelling message. Highlighting how the device enables users to take proactive steps to protect themselves and feel more secure when navigating various environments can resonate with consumers, particularly young girls and teenagers.

Discreet Design and Ease of Use: Emphasizing the discreet design and user-friendly interface of the device can be advantageous. Marketing it as a compact, lightweight, and easy-to-use accessory that seamlessly integrates into everyday life can appeal to consumers looking for practical safety solutions that don't compromise style or convenience.

Privacy and Data Security: Addressing concerns about privacy and data security can be a key selling point. Highlighting features such as encrypted data transmission, secure storage of captured images and location data, and user-controlled access to information can instill trust and confidence in the product among consumers.

Community and Social Impact: Positioning the device as part of a broader initiative to promote safety and security for girls and women can resonate with socially conscious consumers. Partnering with organizations or initiatives focused on gender equality, empowerment, and violence prevention can help amplify the product's impact and reach a wider audience.

Customization and Personalization: Offering customization options such as personalized engraving, color choices, or accessory bundles can enhance the product's appeal and allow consumers to express their individuality. Marketing campaigns that highlight these customization options and showcase how the device can be tailored to suit different preferences and lifestyles can attract attention and drive sales.

Educational and Awareness Campaigns: Investing in educational initiatives and awareness campaigns to promote safety awareness and provide resources for girls and women can complement the marketing efforts for the device. By positioning the product as part of a broader movement to empower and protect girls, marketers can leverage storytelling and advocacy to create a deeper emotional connection with consumers.

SURVEY PICTURES:

**Result and future work:**

1. Improved Safety Outcomes: Initial assessments may show a reduction in incidents of harassment, assault, or violence against women in areas where Safe Stride is deployed. This improvement could be attributed to the deterrent effect of the device, faster response times to emergencies, and increased awareness of personal safety measures.
2. User Adoption and Satisfaction: Feedback from users participating in pilot programs or using Safe Stride in real-world scenarios could indicate high levels of satisfaction with the device's functionality and effectiveness in enhancing personal security.
3. Community Engagement: Successful partnerships with local authorities, advocacy groups, and community organizations may result in increased awareness and engagement around women's safety issues, fostering a collaborative approach to addressing these challenges.
4. Technological Enhancements: Ongoing iterations of the Safe Stride hardware and software could lead to enhancements such as improved battery life, enhanced GPS accuracy, and additional features based on user feedback and technological advancements.

**Future Work:**

1. **Expansion and Scalability:** Building on the success of pilot programs, the Safe Stride project may seek to expand its reach to new communities, cities, or regions, both domestically and internationally. This expansion could involve securing additional funding, forging new partnerships, and adapting the solution to meet the needs of diverse populations.
2. **Research and Evaluation:** Continued research and evaluation efforts may focus on measuring the long-term impact of Safe Stride on women's safety outcomes, as well as identifying areas for further improvement or refinement.
3. **Education and Outreach:** Investing in educational initiatives and outreach programs to raise awareness about personal safety, bystander intervention, and the role of technology in preventing gender-based violence. This could include developing educational materials, organizing workshops, and leveraging social media and other platforms to disseminate information.
4. **Policy Advocacy:** Engaging with policymakers and stakeholders at the local, national, and international levels to advocate for policies and initiatives that promote women's safety and address systemic issues contributing to gender-based violence. This may involve supporting legislation, participating in public awareness campaigns, and collaborating with government agencies and non-governmental organizations.
5. **Innovation and Collaboration:** Exploring opportunities for innovation and collaboration with other technology developers, researchers, and stakeholders to further advance the field of women's safety technology. This could include exploring emerging technologies such as artificial intelligence, machine learning, and Internet of Things (IoT) to develop more sophisticated and effective safety solutions.

**Conclusion:**

In summary, a girls' safety device with features such as GPS tracking and a discreetly activated spy camera offers numerous marketing advantages, including enhanced safety and security, peace of mind for parents, empowerment and independence for users, discreet design and ease of use, privacy and data security, social impact, customization options, and opportunities for educational and awareness campaigns. By strategically highlighting these advantages in marketing campaigns and messaging, manufacturers can effectively position the product in the marketplace and drive consumer interest and adoption.