

# **SAKHI**

Submitted in fulfillment of the requirements of Project Component

## **MGT1022\_ Lean Startup Management**

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Under the Guidance of

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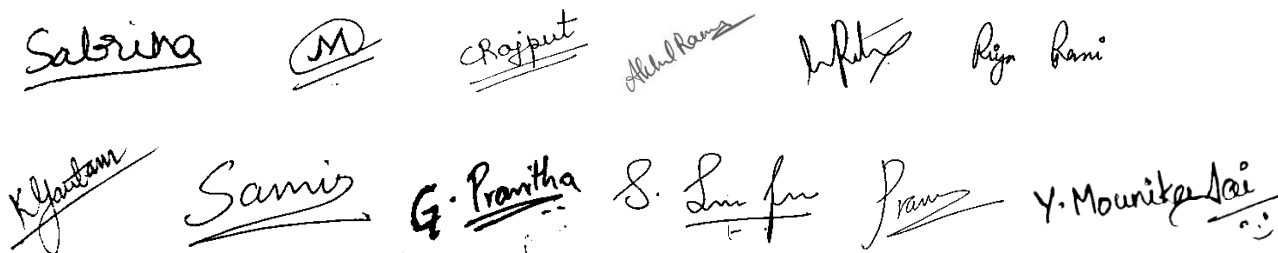
## DECLARATION

We hereby declare that the project entitled “SAKHI” submitted by **19BAI1073 RITHEESHA PRIYA KOVUR, 19BCE1083 N A PRASANNA VENKATESH, 19BCE1263 RIYA RANI, 19BCE1290 SABRINA MARSHAL, 19BCE1327 KARTIKEY GAUTAM, 19BCE1459 MEGHNA MANOJ NAIR, 19BCE1564 S V S AKHIL RAMAN, 19BCE1644 CHARU ANANT RAJPUT, 19BCE1698 SAM METHUSELAH, 19BCE1759 SABARI GIRISH S, 19MIS1013 YAGANTI MOUNIKA SAI, 19MIS1047 GENKUNTLA PRANITHA**, for the project component of the **Lean Startup Management** Course to VIT Business School is a record of bonafide carried out by us under the supervision of **Dr. Venkatesh Rajagopalan**, Vellore Institute of Technology, Chennai.

We further declare that the project report submitted has not been submitted and will not be submitted, either in a part or full for the award of any other degree or diploma in this institute or any other Institute or University.

**PLACE: CHENNAI**

**SIGNATURE:**



**DATE: 12 MAY, 2021**

## **CERTIFICATE**

This is to certify that the project entitled “**SAKHI**”, submitted by Student Name and Register Number for the project component of the Lean Startup Management Course to VIT Business School is a record of bona-fide work carried out by them under my supervision during the period, 01.02.2021 to 08.06.2020 as per the VIT code of academic and research ethics.

The contents of this report have not been submitted and will not be submitted either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university. The project fulfils the requirements and regulations of the university and in my opinion meets the necessary standards for submission.

**PLACE: CHENNAI**

**Signature of the guide**

**DATE: 12 MAY, 2021**

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# **INTRODUCTION**

## **Brief description:**

It is unsafe for women out there even though the law has become stricter in dealing with such felonies. What we, as a team, are trying to do is to make a product which will help the authorities ascertain the location of the victim and maybe stop the crime from happening or from getting worse. The motive is to let the people know how bad the security of women in the country is and to possibly help better this situation with our product.

Our product will be small in size, easy to carry and alerts the listed emergency contacts on the click of a button. Therefore, all the emergency contacts get an SMS of your location and thus it's easy to reach the location on time. This will help alert the authorities and action will be taken before it is too late. The materials being used to create this device are cheap and thus it will be affordable.

Our device will automatically send an SMS, when triggered, which will be including the location (latitude and longitude) to the listed emergency contacts. The emergency contacts are provided by the user. Thus we will be able to alert the authorities before things could get worse.

## **Outcome of the project:**

Regardless of the financial status, everyone will be able to buy this product and thus the user need not worry about their safety while travelling alone or through isolated areas. The authorities will be notified of the crime taking place and the location of the crime and therefore they will be able to take action quickly. The product is simple to use since it uses a knob mechanism.

And this also reduces the chance of accidental triggers which happens in case of smartphones. Hence, with this product, we will be able to ensure safety and security for women. The outcome of this project is also being able to raise awareness and bring attention to the safety issue women face every day. It is also to bring to attention certain things which happen on a daily basis to women but have been normalized and thus are not spoken of.

## **BACKGROUND OF THE BUSINESS**

India ranks amongst the top 10 un-safest countries for women in the world. Every day, there are hoards of news about rape cases, dowry cases, girl trafficking and many more. In our country, a rape takes place every 2 minutes, and this is in a society wherein such cases are widely oppressed, hence the situation might even be worse than we or the government knows.

- Almost 75% of crimes against women go unaccounted and never reported under a fear of societal impact.
- Majority of these crimes are severe and repetitive.
- Almost 48% of reported rape cases are against minors.
- Every 2 minutes, a crime against a woman takes place in the country while a rape takes place in every 15 minutes.
- Almost all cases have a close linkage between the suspects and the victims.
- Just a small 3% of the cases reported in India turn out to be false acquisitions by the girl.
- In certain states of the country, molestation of girls (especially underage girls) is so prominent that girls have started to believe that it is an extremely normal thing to do and hence don't even try to report such cases.
- India ranks 3<sup>rd</sup> in terms of underage pregnancy and the main reason for this is again rapes.

The sheer barbarity involved in the crime committed against the 23-year-old paramedic student, who later came to be identified as “Nirbhaya” (meaning fearless), jolted the collective conscience of India's 1.3 billion people, uniting them in a call for the instant execution of the perpetrators. Thousands of women and

activists stormed the streets to demand action in the name of the victim, breaking the usual silence over sexual violence, which often goes unreported.

Taken aback by the backlash, and to appease a nation convulsed by anger, the Indian government implemented legal reforms mandating harsher punishments for rapists. The prison sentence term for rapists was doubled to 20 years, stalking was made a crime, and new initiatives aimed at improving safety for women were launched. In 2014, shortly after Prime Minister Narendra Modi took office, his government also pledged a “zero tolerance” policy on violence against women, promising to “strengthen the criminal justice system.”

Yet oddly, seven years on and stiffer punishments for the guilty notwithstanding, a sense of disenchantment still lingers in the air. Women feel they aren’t any safer on the streets as, among other things, ossified patriarchal norms rob them of agency.

It has become very difficult for the working class women to step out of the house without worrying about their safety and they have to be extra cautious near dark and isolated areas which thus leads them to take the long route to their work place or home. Also it becomes very difficult for the women who leave their place of work late at night. Thus we decided to work for the betterment of security for women in our country and to make people aware of the situation we are facing. This is what led us to make this product.



## **CUSTOMER'S PROFILE**

The product will be majorly targeting the working class women from both rural and urban areas.

They are the ones who have to face a lot of problems due to the rise in women related crimes. It becomes really difficult for the women who have to work late and have to leave their work place at night. In case of rural areas, women mostly live far away from their workplaces and have to travel great distances to reach their place of work. There are a lot of isolated places in rural areas and this puts them at risk.

Other than the working class women, this product will also be helpful to teenagers in the urban areas. Late night parties and hanging out with friends during teenage have resulted in many unforeseen heinous crimes and our product will help the victims to avoid such situations.

Our product is available for everyone, however it will be major help to the working class women and the teenagers.

# **LONG TERM AND SHORT TERM COORPORATE**

## **OBJECTIVES**

### **SHORT TERM PLANS:**

- Initially, our team will be investing on our own for the project.
- We will be contacting NGOs which work on women security, like Guria India, ActionAid India, Majlis Manch, Sayodhya Home, Shikshan Ane Samaj Kalyan Kendra, International Foundation for Crime Prevention and Victim Care (PCVC) etc.
- We will be explaining the potential of our product to such NGOs and will be helping them forward their message as well. This way, we will be able to gather a huge audience.
- We will ask the NGOs to fund us so that more products can be manufactured and giveaways will be possible.
- We will participate in awareness campaigns of the NGOs and our own, to further our product to the masses and we will also blog and upload videos to our YouTube channel to create more awareness and to further increase our audience.

### **LONG TERM PLANS:**

- We would first like to create an audience and after that we will be executing our sales plan.
- We will further create an application for our product to make it more foolproof and tap a new market.

- Once we are at a niche, we will be donating a percentage of the money we are getting, to the NGOs and promote their cause.
- The main objective is to raise awareness and to secure women.

## **MARKET ANALYSIS**

### **Competition:**

- Apps like bSafe, Shake2Safety, Eyewatch SOS etc. which can be downloaded on your smartphones.
- The built in features in smartphones to send and SOS signal when triggered.

### **Why us?:**

- Although in urban areas everyone owns a smartphone, in rural areas not everyone owns a smartphone and even if someone has a smartphone, he/she may not know how to operate the device other than calling and various necessary features. However our device is really easy to use.
- Taking out a smartphone to use an app is not possible in many situations and also apps like these may get triggered just lying inside your handbags and wallets. However, our device has a knob mechanism and will not get triggered unless intentional.

### **Reason for starting business:**

The facts and statistics regarding the crimes related to abuse, harassment and the assaults faced by women on a day to day basis and the mentality of the people around us which includes victim blaming is the main reason why we wanted to do something in this market so that there is some betterment in women safety. We wanted to provide something to the world which could allow the authorities to take quick action and something which could tell the authorities where the crime is taking place so that they don't have trouble finding the spot of the crime.

**Target clients:**

Our target clients are mainly working class women and teenagers. A very high percentage of the women related crimes which take place consist of working class women and teenagers. The working class women are travelling and therefore are at risk and in case of teenage girls, hanging out with friends late at night and parties at night put them at risk. Although the product is applicable to everyone, these 2 classes of women are our main target clients.

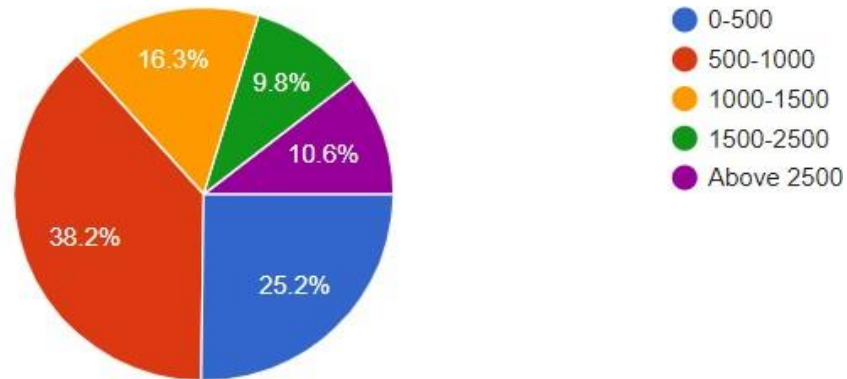
**Price Structure and demand:**

- The device as a prototype uses Arduino pro mini, sim 8001, Ublox neo 6m as main components.
- The device has Arduino pro mini as a micro controller which is continuously refreshed with data from G.P.S and G.S.M for accuracy and sends it whenever needed, the whole process works under a loop.
- The server for the prototype is a raspberry pi 3 for now which does all the nearby calculations using web services.

The components being used are not that expensive.

How much will you be willing to give for a device which works this way.

123 responses

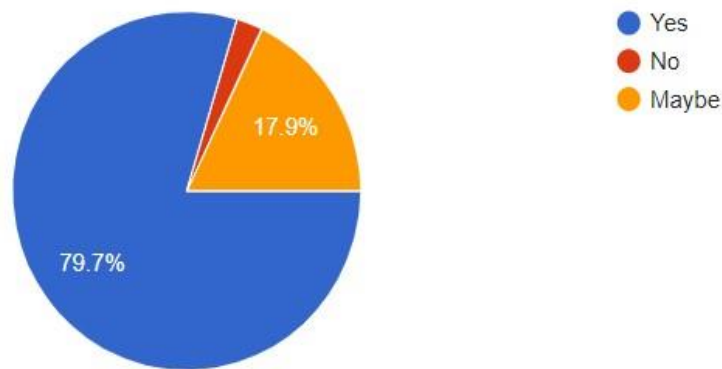


From the survey we conducted, we were able to conclude that 500-1000 is the best preferable price range for our customers. Initially, we will have to keep the price at the lower end of this price range, in order to attract more customers and gather an audience for our product and for awareness campaign purposes. However, after tie up with various NGO's we will be raising the price margin for bulk production and when we are at a comfortable position, prices will be lowered so that everyone will be able to buy

In case of the demand for our product we can see from the results of our survey that-

If you were given a device which allows you to send your location instantly (faster than mobile phones) to your trusted ones would you prefer investing in it?

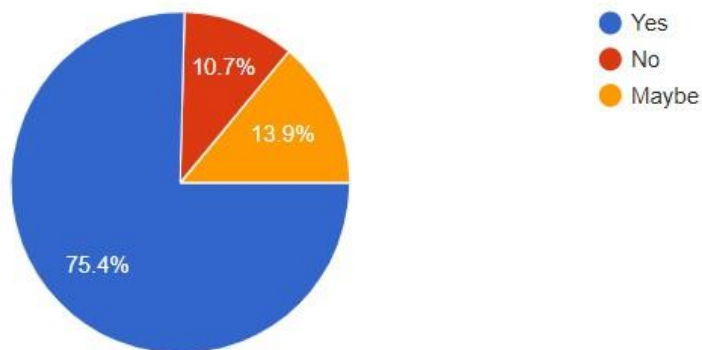
123 responses



79.7% of the people wanted a device which allows to send the location instantly.

Also, Are you comfortable in sharing your location with a network of people connected to help each other in the time of need.

122 responses



75.4% people were comfortable with sharing their location to others. From these survey results we can say that people want a product like ours in the market and they do not depend on the smartphones and other applications to do the same.

## **FINANCIAL ASSESSMENT**

### **Investment and cash flow:**

Initial investment has to be from the team itself. The capital gathered will be utilized in the production of our product. Other than that, we also will be using the money for awareness campaigns (Banners, Food and water etc.). Later with the help of the NGOs, we will be able to do free giveaways in our awareness campaigns as well as in the awareness campaigns organized by the NGOs since mass production will be possible.

With more inflow of money, we will be able to organize podcasts with influential people to attract an even bigger audience. Our prime objective is safety of women but later we will be changing our agenda and will be focusing on a much bigger market. We will be ensuring safety for all and with the profits we earn, we will help various other NGOs, not only focusing on women security.

We will not be looking at high profits initially because our aim will be gathering an audience and therefore the expenditure will be utilizing most of our profits. But once we become big, we can focus on other things such as mentioned above.



## **MARKETING ASSESSMENT**

### **Product:**

- What we will do is produce a device which will be small and thus easy to carry. It will have a button and what we are aiming at is, creating a device which will act as a distress signal to alert the authorities about the crime taking place.
- The product will be cheaper and much handier. It will send an SOS signal at the click of a button and therefore we don't have to depend on our smartphones to do the same.

### **Price:**

From the survey we conducted, we were able to conclude that 500-1000 is the best preferable price range for our customers. Initially we will have to keep the price at the lower end of this price range, in order to attract more customers and gather an audience for our product and for awareness campaign purposes. However, after tie up with various NGO's we will be raising the price margin for bulk production and when we are at a comfortable position, prices will be lowered so that everyone will be able to buy

### **Promotion:**

In order to spread awareness of the issues, and to build our market, we will organize awareness campaigns and will visit various places in person and educate the people about the ongoing situation and how our product will help them contact security. We will be contacting various NGOs dealing with women security and we will be promoting their cause as well, along with marketing our own product. In this way we will be able to engage with the audience of the NGOs. We will then

be sharing our experiences through blogs, podcasts, webinars and YouTube videos. This will help us connect with our audience in the cities. Videos reach more audience, take less time to create, and are easy to understand.

## **OPERATIONAL PLAN**

### **Engaging With Our Customers Rather Than Just Selling**

Social media is one of the best and easiest ways to engage with our target audience. It presents an opportunity for indirect marketing which is very effective. Sharing or retweeting posts, commenting, getting involved in conversations helps show our interest in solving the issue and makes customers interested in our company. Customers will notice us and, eventually, they will begin to trust our brand. Having a page in Instagram and interacting with customers through surveys help interacting with customers and let us know what they actually want. Side by side it strengthens the bond with the customers. This strategy is mainly to be used in urban areas where social media is more prevalent.

### **Creating a Niche and Building Credibility**

In order to spread awareness of the issues, and to build our market in rural areas, we will organize awareness campaigns and will visit rural areas in person and educate the people about the ongoing situation and how our product will help them contact security. We will be contacting various NGOs dealing with women security and we will be promoting their cause as well along with marketing our own product. In this way we will be able to engage with the audience of the NGOs. We will then be sharing our experiences through blogs, podcasts, webinars and YouTube videos. This will help us connect with our audience in the cities. Videos reach more audience, take less time to create, and are easy to understand.

### **Free Samples And Giveaways**

When introducing a new business, it can be hard to reach your target audience and engage them. However, no one can say no to free things. Therefore, giving away

some of our products can be a good way to engage as the recipients will talk and spread the word about the product. The giveaways also bring unbiased product reviews, and we can get to know genuine pros and cons of our product. Free giveaways will be done during the awareness campaigns we will be doing in rural areas. It's also good to thank and reward your reviewers with little things that make them happy. It could be a small goodie bag or a discount coupon for our product. Such a gesture will make them feel good about our company and our product, and will prompt them to market the product through word of mouth.

## **FINANCIAL PLAN**

- Initially, our team will be investing on our own for the project.
- We will be contacting NGOs which work on women security, like Guria India, ActionAid India, Majlis Manch, Sayodhya Home, Shikshan Ane Samaj Kalyan Kendra, International Foundation for Crime Prevention and Victim **Care** (PCVC)etc.
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- We will participate in awareness campaigns of the NGOs and our own, to further our product to the masses and we will also blog and upload videos to our YouTube channel to create more awareness and to further increase our audience.
- We would first like to create an audience and after that we will be executing our sales plan.
- We will further create an application for our product to make it more foolproof and tap a new market.
- Once we are at a niche, we will be donating a percentage of the money we are getting, to the NGOs and promote their cause.

## **MANAGEMENT STRUCTURE**

### **MARKETING AND SALES TEAM-**

19BCE1083 N A PRASANNA VENKATESH    19BCE1759 SABARI GIRISH S

19BCE1327 KARTIKEY GAUTAM

19BCE1290 SABRINA MARSHAL

### **TECHNICAL TEAM-**

19BCE1459 MEGHNA MANOJ NAIR

19BCE1644 CHARU ANANT RAJPUT

19MIS1013 YAGANTI MOUNIKA SAI

19MIS1047 GENKUNTLA PRANITHA

### **MANAGEMENT AND OUTREACH-**

19BCE1263 RIYA RANI

19BAI1073 RITHEESHA PRIYA KOVUR

19BCE1564 S V S AKHIL RAMAN

19BCE1698 SAM METHUSELAH

## **SWOT ANALYSIS**

### **Strengths:**

- It becomes really difficult to access our smartphones in situations like assault, harassment, kidnappings etc. assuming we have it in the first place. Not everyone can afford a smartphone and hence this further decreases our chances of alerting someone.
- This is where our device will come in handy. The materials being used to create this device are cheap and thus it will be affordable.
- When a user twists the knob on our device, it will automatically send an SMS which will include our location (latitude and longitude) to the listed emergency contacts. The emergency contacts are provided by the user.
- Thus we will be able to alert the authorities before things could get worse.

- It has a knob mechanism and thus reduces chances of false alarms.

**Weaknesses:**

It becomes difficult to send the SMS and notify the emergency contacts in areas with bad network reception.

**Opportunity:**

What we are trying to do is to promote a secure environment for women and to raise awareness regarding women safety. We will be approaching various NGOs focusing on women security, for funding and will be participating in the activities held by these NGOs to help promote their own causes. Other than that, this product can be used by all but our prime focus is security of women since they are more unsafe as compared to men. We will be making blogs and vlogs of the awareness campaigns we participate in to engage with our audience on social medias. Active participation will ensure a strong and big base and will also ensure that our main purpose is served.

**Threats:**

- Apps like bSafe, Shake2Safety, Eyewatch SOS etc. which can be downloaded on your smartphones.
- The built in features in smartphones to send and SOS signal when triggered.

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