NMIT HACKS FINAL PITCH

A very good evening to one and all present here! I am Janhavi, and I am here with my team Hustle squad to present our project Saathi: A women safety app with a difference. Before we move onto the project I would like to introduce my team mates Shreya,Sangeetha and Sukanya who are the heart of this project but I will be the voice for now:)

In the ever evolving world, women empowerment has led us women to get ourselves careers that we were not even mentioned in a decade back. I don't need to emphasis on how far we have made it from the society that once denied women from something as basic as education.
And as we develop, so does our careers and this demands us to work overnight shifts or get back home late in the evening. But I am sure most of the girls would agree with me that as enthusiastic as we are for these new opportunities we always have a tiny fear in our heart, how do I get back home safe?

Sexual harassment on women in India is indeed a very serious problem, the stats speak for themselves, 1 in 3 women are subjected to sexual harassment and in the year 2020, 77 rape cases were reported daily. Women safety is a serious issue that needs to be solved.

The motivation behind our project is firstly our own safety as women who are ambitious to build our career and second the fact that we realized the lack of a right solution in the market.When we set out to find the reason behind the failure of most these "women safety apps" we realised that they have one serious problem, they donot guarantee help in time i.e. they provide us features to send SOS notifications to the pre saved contacts like friends and relatives and police stations but we know that these people will hardly reach the spot of crime in time.

Hence, we decided to help women get help in times of need in time by creating a network of people like you and me who can run out our houses in time to save a women from being harassed in your alley or street. Prevention is better than cure so we want to help ourselves and women like us create a strong network to help each other out in times of need by breaking the barrier of a stranger between us. We are planning to achieve this through our app Saathi.

The main objectives of our project are:
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We did a little market research to find what was the problem with the existing solutions and as I mentioned earlier they do not provide help in time and we are here to provide just that.

Moving on to the design :

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Now I request sangeetha from my team to take over for the demonstration of our MVP.