

Problem Statement

Many women in India feel unsafe while traveling on city buses after 7 PM. Surveys by NGOs highlight serious safety concerns, causing many to avoid public transport during evening hours. Harassment often occurs when women cannot call for help in time, and offenders escape before authorities arrive. The lack of quick, reliable safety support increases fear and reduces women's confidence while commuting. There is a need for an immediate-response safety solution that helps women feel protected in public spaces.

Project Team



ATHENA

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Solution

To address the safety issues women face while travelling, our solution focuses on creating an integrated safety system built into a wearable device like a watch. This smart wearable can be easily worn daily, and during any emergency, a single button press will instantly send SMS alerts and emergency notifications to the nearest police station and selected family members. Unlike situations where harassers escape once they sense the victim is calling for help, this device ensures immediate action, reducing their chances of fleeing. We aim to make women feel secure in any form of transport or public space. The watch will be designed to be fashionable, comfortable, and suitable for everyday outfits, so women can use it without hesitation. In the future, the brand may expand into necklaces or earrings with the same safety features. The core goal is to help every woman feel confident, protected, and supported wherever she goes.

