



S-GUARD

The Personal Bodyguard



SYNERGIA GROUP
Intellect | Innovation | Impact™

A recent poll by Reuters showed that India's public transport is the fourth most dangerous in the world for women, and night time safety ranked second from the bottom.

Current Scenario

In a survey conducted by Associated Chambers of Commerce and Industry (Assocham), in Bangalore, around 56% women respondents, working in night shifts in the IT, aviation, hospitals and BPO sector feel unsafe or threatened.

The outsourcing sector is not the only industry with night shifts. Night shift is common among hospital staff as well as those working in media, airlines, hotels and other service industries, including the student community engaged in evening classes.

Context

- Dec 24th, 2014: A 24-year-old city girl on a scooter on St. Mark's Road, who decided to take on two men riding their motorcycle rashly was chased, assaulted, and even suffered a fracture. Though it all happened in broad daylight, no one came forward to help or protect her. The police initially refused to file an FIR.
- Nov 27th, 2014: After work, a young computer engineer boarded an auto at 6pm in Ragi Gudda, JP Nagar. The 3.5km ride home to Vijaya Bank Colony, Mico Layout turned a nightmare when a stranger got in, assaulted and robbed her. The auto driver who clearly was part of the plot drove on and finally dumped her at 7pm near Hulimavu, 3km away.

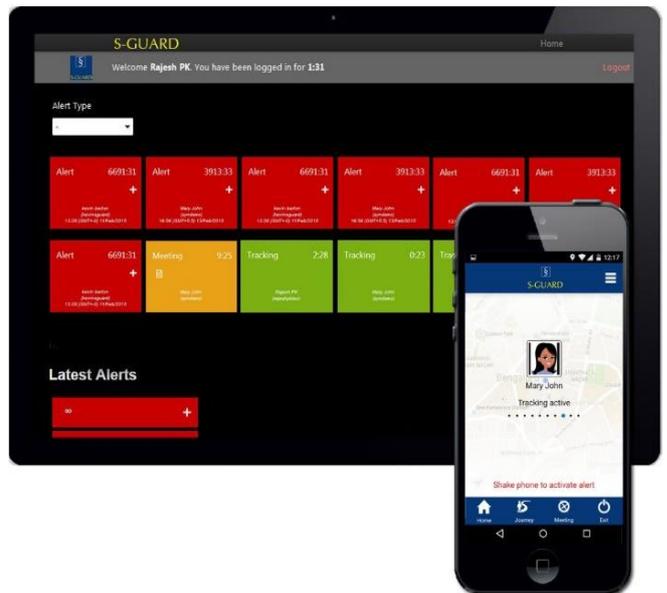
A nation which cannot ensure respect for its women can never prosper" - Former Chief Justice of India (CJI), Altamas Kabir.

Failure of innumerable legislations to protect women is well documented as seen in the above surveys and case studies. The current situation could be corrected with attitudinal, judicial, and police reforms. This will perhaps need a paradigm shift in thinking. Until then, how do we ensure the safety of our women?

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Synergia, in response to the deliberations at the National Conference on Women's Safety and Security, held in Bangalore during December, 2013 and also reiterating its commitment to human security, has developed a mobile application that is simple to use and provides the highest level of deterrence. As a proactive measure of security, the smartphone can be switched to a safety device.

The app works in the following manner. When an alert is triggered by the user, it is immediately seen at the control centre and a message with the coordinates is instantly relayed to the first responder. The alert gives a primary feedback to the controller, who, after verification, notifies the appropriate enforcement agencies on the nature of distress. The attacker might, at times, try to dislodge the phone. As a deterrence measure, all data is streamed directly to secure servers, so that the threat is conveyed in real time and the evidence is stored safely.



Consumer Demographic

The app is more suited for enterprises to ensure safety of their employees. With real time monitoring possible, it provides a high degree of assurance to both the organization and the family about the safety of the user even in closed environments. The app also ensures that the law enforcement agencies are not over-burdened with calls. They are notified when the veracity of both the threat and the user is established.



The app is also a very potent tool for people working in high risk environments like mining, patients who need urgent medical attention, and those living alone, to alert both their responders and emergency contacts. The app can be further customized to address diverse user profiles.



Salient Features of S-GUARD

- Easy to install and use
- Data protection and 100% privacy guaranteed
- Different levels of deterrence available
- Compatible with all platforms such as Android, iOS, Windows
- Several verticals of security services possible

Scope of the App

- With real time intelligence available, it will be possible to map danger zones in a city.
- The versatility of the app allows it to be used by all sections of the society to guarantee safety at all times.

Why Synergia

The Synergia Group is an aggregation of leading strategic and security practitioners who employ a 360° profiling to study situations, develop tools and outline execution road maps.

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