People's Perception And Level of Satisaction Towards The Usage of Kavalan App For Women's Safety With Special Reference To Coimbatore City

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Abstract- Kavalan (meaning Police in Tamil) is an SOS app developed by the Tamil Nadu Police as part of the Tamil Nadu State Police Master Control Room initiative. The app is for the people of Tamil Nadu to seek police assistance instantly in emergency situations such as physical emergencies, eve teasing, kidnapping or natural disasters such as floods, earthquake, etc.TN a safe state, says minister aims to make reporters after the third consultative workshop on formulation of state policy for women, in which rural women, representatives of associations of domestic workers, NGOs, female panchayat presidents, and others participated. She said that the department was working closely with the police department to prevent crimes against children. All children's and old age homes were being inspected by the officials to check if they are operated with proper permission, she said. Places of work were also being inspected to prevent sexual harassment.

I. INTRODUCTION

Kavalan (meaning Police in Tamil) is an SOS app developed by the Tamil Nadu Police as part of the Tamil Nadu State Police Master Control Room initiative. The app is for the people of Tamil Nadu to seek police assistance instantly in emergency situations such as physical emergencies, eve teasing, kidnapping or natural disasters such as floods, earthquakepersonal safety app or SOS app is a mobile application which can be used to aid personal safety. Such apps received increased prominence in the media after the 2012 Delhi gang rape case and consequent protests against "brutal rapes, molestation and mistreatment of women "Technology, including social and mobile tools, are playing an important role in improving overall personal safety, with technologies such as GPS, SMS, video, alerts, alarms, and more, allowing a user in distress to alert bystanders and close friends. While most personal safety apps are offered as freeware, some are either distributed as a premium app with paid features which can be unlocked through in-app purchases, supported through advertising, or marketed as paid applications. These include various features, including sending

text messages, e-mails, IMs, or even Tweets to close friends (containing approximate location, or emitting a loud intermittent "shrill whistle" in the manner of a rape alarm. They normally include different triggering mechanisms to cope with different emergency situations. Common triggering mechanisms include pressing and holding the phone's switch button for a few seconds, shaking the phone vigorously, tapping on an alert button, and even loud screaming sound which the app can detect.

STATEMENT OF THE PROBLEMS:

Women who are in rural area, they have no proper awareness about Kavalan app due to educational and technical knowledge. The registration process must be simplified by the government to increase the usage among women

OBJECTIVES:

- To analyse the awareness of using Kavalan App in Coimbatore city
- To explore the reach and usage of Kavalan mobile application as an effective tool for safety of women through survey and in-depth interviews
- To analyse the satisfaction level of users of Kavalan App.

II. REVIEW OF LITERATURE:

Abhishek S. Paraetal (2020) "Implementation of Home Security System using GSM module and Microcontroller", (IJCSIT)International Journal of Computer Science andInformation Technologies, 2015 explained the various benefits and services According to them, the legally required benefits and services include security, technical problems etc.

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Factors Options No. of Respondents age Percent Respondents Age Below 20 48 40 21-30 51 42.5 31-40 16 13.3 ABOVE 40 5 4.2 Married 32 26.7 Unmarried 88 73.3 Educational qualification Ug 63 52.5 Pg 18 15 others 23 19.2 Safety apps that the users aware of Kavalan app 91 75.8 Wandersafe app 12 10 My safetipin 12 10 My safetipin 12 10 My safetipin 12 10 None 5 4.2 Pes ondents awareness about Kavalan app Yes 114 95 No 6 5 Respondents value gespondents Yes 103 85.8 No 17 14.2 Respondents value friendly No </th <th colspan="5">TABLE: Simple percentage analysis</th>	TABLE: Simple percentage analysis				
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INTERPRETATION

• Among the 120 sample respondents, majority of the respondents were female belongs to the age group between 21-30 and most of them were unmarried.

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- Out of the total respondents majority belongs to Urban areas.
- Majority of respondents are aware of Kavalan App
- Majority of respondents know Kavalan App by Awareness programme By Police.
- Majority of respondents use Kavalan App only once.
- Out of the total respondents majority of respondents feels the response is quick.
- Out of the total respondent's majority of respondents feels the App is user friendly.
- Majority of respondents use Kavalan App for Less Than Two Years.
- Out of the total respondents majority of respondents feels Kavalan App is more
- reliable.
- Majority of respondents feels the Kavalan App can be used effectively to reduce the crime against women.
- Out of the total respondents majority of respondents faced the technical issue while using the Kavalan App.

III. SUGGESTIONS

- Some of the respondents suggest that so many people are unaware about the App so, they suggested to make aware of it.
- some of the respondents suggested the app should be more user-friendly.
- Some of the respondents suggested that the app should be easy to access and can be more convenient to use.

IV. CONCLUSION

Previous studies on safety apps say that safety of data is a question of concern in using these Apps effectively by the users. Technologists who work in close association with the app also affirms that the safety of the data is a question of concern as data are maintained by a private party. When a user registers for downloading the app, he or she. When the number of downloads of the app keep increasing then the data will also become huge and pose a serious threat of data privacy where data can be easily mined and used for various purposes. Technologists have suggested that the app has to be designed in such a way that there is no need for the user to allow access to media files and still be able to use it effectively.

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