

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, earthquake personal 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 and Information Technologies, 2015 explained the various benefits and services According to them, the legally required benefits and services include security, technical problems etc.

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percent age
Age	Below 20	48	40
	21-30	51	42.5
	31-40	16	13.3
	ABOVE 40	5	4.2
Marital status	Married	32	26.7
	Unmarried	88	73.3
Educational qualification	School	16	13.3
	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
	None	5	4.2
Respondents awareness about Kavalan app	Yes	114	95
	No	6	5
Respondents using Kavalan app	Yes	103	85.8
	No	17	14.2
Opinion of respondents	Yes	103	85.8
	No	17	14.2
Respondents opinion if app is user friendly	Yes	106	88.3
	No	14	11.7
Respondents suggestion to others	Yes	89	74.2
	No	8	6.7
	Maybe	23	19.2
Regarding the reliability of the app	Quick response	59	49.2
	Easy to use	30	25
	User friendly	18	15
	trustable	13	10.8
No of year of usage	Less than 2 years	98	81.7
	2 to 4 years	20	16.7
	4 to 6 years	2	1.7
	More than 6 years	-	-

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.
- 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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