

App for women's safety



IT companies, mobile firms and service providers are offering applications and services to ensure they feel safe outside their homes. The features include those by an IT start-up Localcircles.com through which a women during emergency can generate an alert via mobile phone, whereas, handset maker Nokia offers an app that triggers multiple alerts via SMS and email to the family and police, among others. Similarly, Bharti Airtel runs an emergency alert service using which a customer can send alerts to 10 people along with the geographical location with just one call.