

FOREWORD



In any society, women are equal stakeholders as men in ensuring progress of humankind and establishing peace and security. Thus, it is critical to ensure safety and security of women in every unit of our society.

The UP Police has taken a number of steps to strengthen the safety and security of women in UP at the headquarters, in the districts, townships and villages. While police stations need to play a vital role in ensuring the safety and security of people, especially women, the UP Police has set up a unique 24@7 Call Centre, the Women Power Line 1090. Women in distress can access the WPL1090 at any time and only women operators attend calls.

The WPL1090 has made serious efforts to expand the reach of its services amongst women of UP, especially in rural areas and small townships. As a result, while in 2018, WPL1090 received over 1.75 million calls during the year, in 2019 (up to Sep 30); over 2.3 million victims had called 1090 for help and information. In addition, though in 2018, women made only 24% complaints from rural areas, in 2019 (till Sep 30), this percentage has risen to 46%.

The WPL1090 has consistently maintained its resolution rate of over 99% for the complaints solely handled by the Centre. The 1090 team forwards complaints related to stalking and crimes against women to district police and other units of UP Police and thus, also acts as a bridge between field police and victims in a large number of cases.

This year onwards, we will be further building the strength of WPL1090 under the Safe City Lucknow project under Nirbhya Fund co-shared by Centre and State in 60:40 ratio of funding. Apart from doubling the capacity of the Centre, the forensic and data analytics (for crimes against women) capabilities will be strengthened. The WPL1090, along with partners, would also impart training to thousands of girls and others in Lucknow on security awareness and also undertake a huge program for building public awareness.

We believe that for any endeavour to succeed, people have to play a key part in it. It is my wish and request that people of UP would come forward to contribute towards enhancing safety and security of women with greater zest and commitment.

Dr. O.P. Singh, IPS
Director General of Police.

Uttar Pradesh

PREFACE



The booklet has been prepared to document and share details about the functioning and activities of Women Power Line 1090 which is the only Agency of its kind across India. The Agency utilises the state of the art technology to efficiently and accurately handle hundreds of thousands of iterations performed by a cloud based platform per day. The contact with victims takes place primarily over the phone (1090) but also over twitter, email and helplines that have been integrated with the help of 1090APP developed by the Centre.

The 1090 platform has been electronically linked to police stations, district control rooms and police officers across UP to ensure that field units get online, real-time information from 1090 as and when action is required in the field. As the capacity of 1090 gets doubled in the coming months, the Centre will also strengthen its technological backbone to maintain over 99% resolution of complaints being handled by 1090 on its own.

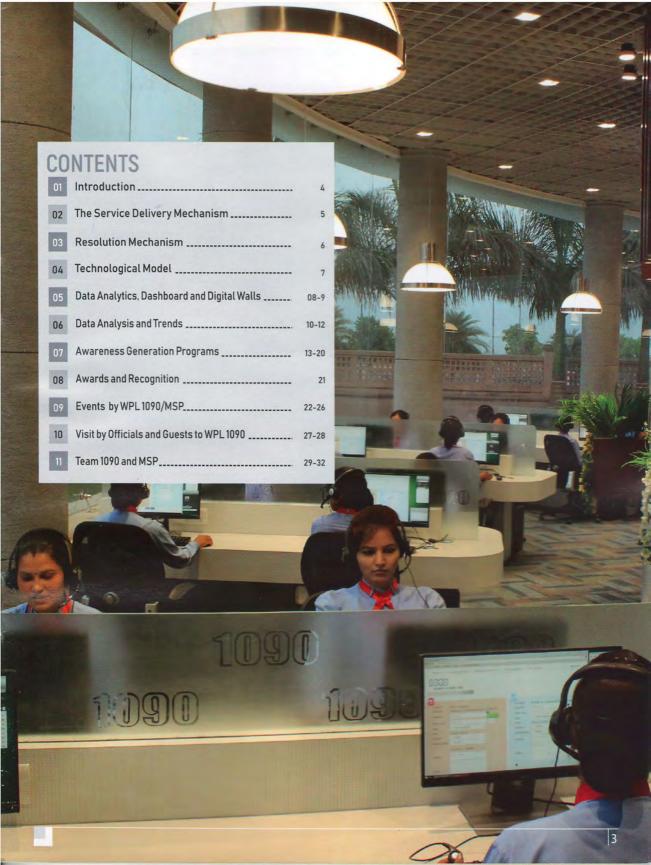
Growing number of calls and complaints reflect growing awareness amongst women in UP about 1090, especially from rural areas and smaller towns. At the same time, it also reflects growing satisfaction with the model of delivery of this unique Agency of UP Police. The 1090 has succeeded in creating a bridge between women and police system in the State. In times to come, the Centre will add functionalities to impart greater access, faster response and better satisfaction to women calling in distress.

At 1090, we have witnessed a sharp increase in the complaints of cyberbullying and have thus, expanded our capacity and capability to handle required cyberforensic and allied disciplines. Needless to say this is a challenge for police forces across the country and we, too, will have to strive harder to keep up with 'ever innovative' offenders in cyberspace.

It is our earnest desire that more and more women in UP will benefit from the services of 1090 and other State Police Forces will also like to replicate this model of delivery of justice to women.

Anju Gupta, IPS

Additional Director General of Police WPL 1090,Lucknow.



Introduction



It is common observation that girls and women (for brevity, will be referred to as women) find it very difficult to report matters about sexual and other harassment, especially to police. Apart from natural hesitation in conversing with male dominated police force, they also face discouragement from family and society at large about reporting such matters to police. Additionally, women fear public naming, shaming and

retribution against reporting such matters to police.

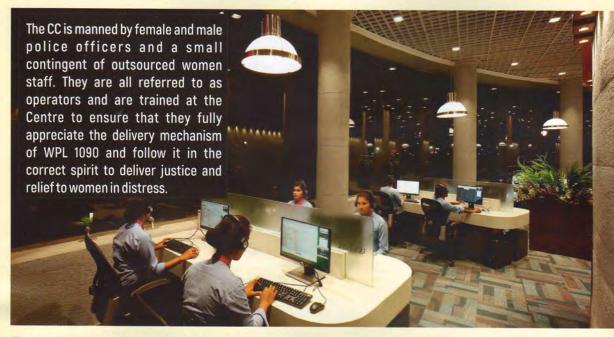
The UP Police has set up a 24@7 Contact Centre (CC) in Lucknow, called the Women Power Line (WPL) 1090. The CC provides a platform to women of Uttar Pradesh to report complaints about harassment and ensure speedy redressal. The WPL 1090 was formally created by a Governmental Order in September, 2015 and further deployments of police force were made by the orders of DGP of UP. The CC is located in the heart of Lucknow at 1090 Chauraha, Jiamau, Lohiya Path, Lucknow 226001.



The complaints reported to WPL 1090 can be broadly classified as bullying over phone, bullying in cyberspace (cyberbullying), harassment at hotspots (usually places frequented by women close to markets, homes, schools/colleges etc.) and active stalking. In addition, women also report matters requiring emergency response from police as well as incidences of crimes against themselves. The WPL 1090 can be reached primarily through phone [1090], Twitter (@wpl1090) and Email [1090police@gmail.com).

The complaints are also received from other helplines integrated with WPL 1090 such as UP TIZ. UP GRP and 181 through APPs developed by WPL 1090. The API integration between WPL 1090 and UP 112 is in the pipeline. Since UP 112 is already integrated with National Women Helpline 112 and other State level helplines, the API integration of WPL 1090 and UP 112 will help expand the direct reach of WPL 1090.

The Service Delivery Mechanism



The service delivery mechanism of WPL 1090 has been designed to address the core concerns of women which include reporting matters about harassment, accessing justice from Police, maintaining anonymity and getting full redressal. The key elements of the service delivery mechanism are as follows:





- Every complaint is received only by woman operator.
- A complaint can be lodged only by a victim or any other female on her behalf or with her consent. The WPL 1090 operator directly contacts the victim to confirm the complaint, unless it is a report about a matter requiring emergency response from police and victim cannot be contacted. In that case, WPL 1090 reports it to UP 112 and advises the complainant.
- A registration number is automatically generated and sent to the mobile of the victim as an SMS. A victim can call up the Centre again with this number as a reference number.
- The identity of a victim is never disclosed.
- A victim is never called to a Police Station or to WPL 1090.
- The WPL 1090 remains in touch with a victim till the final resolution of her complaint. This usually entails making few feedback calls to the victim up to a month and sometime even after a month, till such time the problem is fully resolved.

Resolution Mechanism

The 1090 Centre has been built with such capacity and capability so as to fully resolve complaints pertaining to bullying through phone and cyberbullying. Apart from sophisticated technological cloud based platform which enables processing of huge number of complaints to the end resolution, a dedicated Cyber Cell at the Centre has been well equipped to handle all forensic aspects pertaining to cyberbullying through social media and other online platforms.

Any complaint which requires emergency services of UP Police, are sent to UP 112 on real time basis and the complainant is advised about the same. Similar procedure is adopted with regard to complaints pertaining to the UP GRP.

The complaints about hot-spots, stalking and crimes are forwarded to police stations and district control rooms on a real time basis. In addition to phone calls and messages, in 2018, the WPL 1090 has also got developed a dedicated APP, the WPL 1090 APP which links the WPL 1090 platform with all the police stations (PSs), district control rooms (DCRs) and senior police officers of 75 districts of UP. The WPL 1090 APP provides an online, real time mechanism to forward complaints to multiple levels within district police and to receive back a short Action Taken Report (ATR). At present, a majority of PSs and DCRs are electronically linked to WPL 1090 platform.



WPL 1090 - UP 112 INTEGRATION

Currently, the API integration of UP 112 and WPL 1090 is in the pipeline which will make it possible for transferring of both, voice and data between the two helplines. This will ensure that a victim's call received by either of the helpline can be transferred to the other helpline on a real time basis. This is necessary because WPL 1090 and UP 112 have different mandates and models for delivery of services to victims.

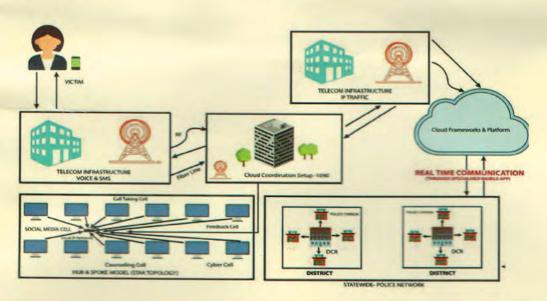
Technological Model

The WPL 1090 is unique in terms of adoption of latest management concepts of Business Process Re-Engineering (BPR) and Out-of-Box innovation coupled with latest concepts in Information Technologies like usage of flexible Cloud Computing Frameworks, Analytics Frameworks which power an agile loop of evolving Work Processes, Analytics on various parameters of the operations, decisions of enhancing the work processes and implementation of revised / enhanced work processes through the Information Technology backbone.

The Information Technology Backbone of WPL 1090 has been a force multiplier in successfully solving more than 13,59,975 complaints reported to WPL 1090 from November, 2012 (when it started as a small centre with local mandate) till September 30, 2019. The IT backbone is based on a couple of sophisticated and state of the art cloud platforms like "Multi-Channel" Service Desk- Helpdesk – Stakeholder Engagement Platform and Contact Centre Platform which are integrated and stitched together closely.

The technological sophistication allows for implementation of Standard Operating Procedures (SOPs) which are continually being tweaked and enhanced based on experiences gathered on various aspects of issues being reported by women (eg. typology, methodology, use of technology, hotspots, trends etc.) through complex workflows which are orchestrated and executed. The frameworks so deployed support long running workflows and allows the WPL 1090 team to remain in touch with a victim for weeks and intervene appropriately at each level of problem solving till the end. The platforms are integrated with Analytics and Visualisation platforms. The GIS (Geographical Information System) and Google Maps provide map based intuitive analytical capabilities.

The IT backbone of WPL 1090 is Technosys Services Pvt. Ltd.- a premier organisation by IIT Kanpur, IIT Bombay and IIT Roorkee Alumni. It provides cutting edge ICT solutions involving innovative cloud based platforms and services in areas of Digital Transformation, Business Process Management, Robotic Process Automation, GIS (Geographical Information Systems), 3D (Modelling, 3D City, 3D Games), Simulations (eg. 3D Railway Simulations) etc.



Data Analytics, Dashboard and Digital Walls



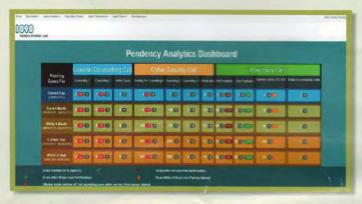




The Centre came into formal existence in September, 2015. However, it had been functioning at limited level since November, 2012. Over the last two years, the technological platforms have been upgraded and multiple functionalities and capacities have been added to upgrade the services and efficiency of the Centre.

A comprehensive Data Analytics Software has been integrated with the platform as well as new key data points have been added to the mother software to collect, collate and analyse data on a regular basis. The data analytics has provided the centre with many new tools for monitoring, supervision, course correction, policy interventions and further upgradation of the platforms and allied services.

The technological platforms backed by close and round the clock supervision ensures that each complaint is processed and redressed completely to the full satisfaction of the victim. In view of sheer enormity of data being handled by the Centre and the complexities involved in the final resolution of complaints, a Dashboard has been developed in 2013 to make the monitoring and specific plants.





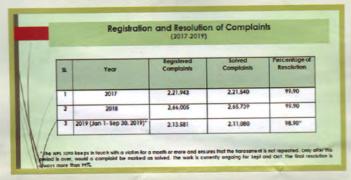




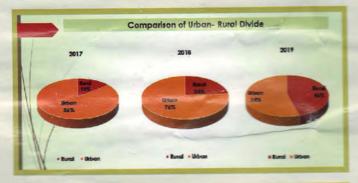
The Dashboard has been developed to use technology to track complaints, quantum of each activity, operator performances, gap analysis, tactical deployment, success of resolution etc. on real time basis. for monitoring, enhancing and building accuracy, efficiency and policy interventions for 1090 and field police. The platforms have integrated monitoring tools to provide the middle and senior management substantial inputs on the working of various team members and activities which provide them opportunity for targeted interventions in improving individual as well as activity performances.

In addition, Digital Walls have been deployed in various sections of the CC to allow operators and shift supervisors to view key indices of activities and performance on a real time basis. The supervisors are able to monitor performances of individuals as well as of key activities through the Digital Walls on a real time basis and take on the spot decision to address the shortfalls or dips in the response.

Data Analysis and Trends

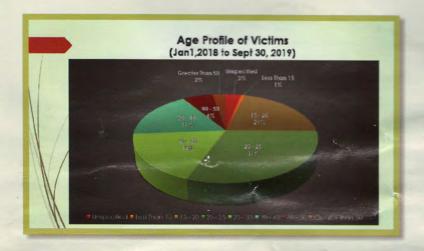




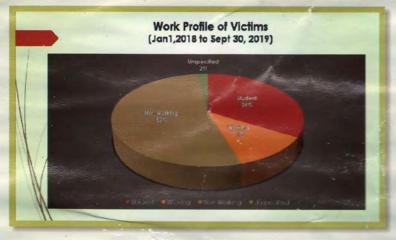




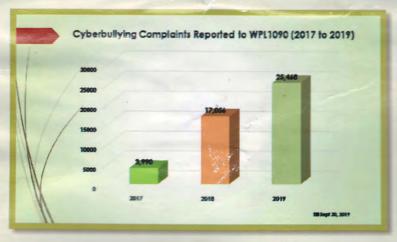
The data analysis has created significant insights WPL 1090 and field for the Police with regard to complaints being reported, resolution status, workload status, resources used, typology and trends at macro and micro levels. These insights are being used to further strengthen the work flow, SOPs, quidelines for supervision and assessment about women security as reflected in complaints reported to WPL 1090. The WPL 1090 assesses its success in terms of not only timely and complete resolution of complaints but also greater trust women are reposing in the Centre.



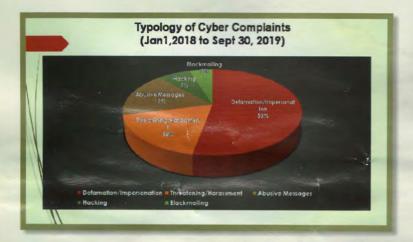
Age Profile of Victims



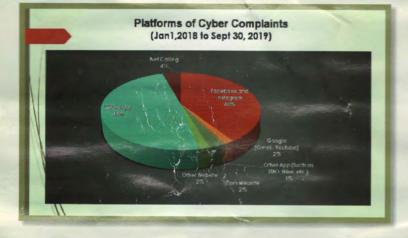
Work Profile Of Victims



Cyberbulling Complaints Reported to WPL1090



Typology of Cyber Complaints



Platforms of Cyber Complaints

			complaints Regis	stered: To	p 10 Districts	
	SLMo	District	2017	SLNo	District	2018
	1	LUCKNOW	33,586	1	MCKNOM	34,145
	2	KANFUE NAGAR	1,713	2	KAMPUE NAGAE	11,254
	3	PRAYAGRAJ	9,010	3	PEATAGEAU	1,580
	4	VARANASI	8,258	4	YABARASI	1,106
	5	GORAKHPUR	7,120	5	GOBACHPUR	8,271
	6	AGEA	4,957		AGEA	6,178
	7	JAUNPUR	5,413	7	JAMPUR	4,151
	8	SITAPUR	5,027	8	STAPIR	6,100
	7	UNNAD	4,543	,	DRIVAC	5,166
	10	HARDOI	4,474	10	AZMIGAZE	5,047
		Total	92,381(41.4%)		200	1,03,042 (18.8%)

Complaints Registered Top 10 District

Awareness Generation Programs

A key aspect of functioning of the CC is generating awareness about the services of WPL 1090 among people of UP, especially women. Towards this aim the following steps have been taken over the last 2 years.



Development of publicity tools and use of the same through various modes like media, police department, NGOs etc.

Website
 (https://www.wpl1090up.in/)
 (Since October 2018, over 4.2
 Lakhs people have visited
 the site)







 Twitter (@WPL 1090) (Since, June 2018 WPL has gained 6,500 followers and 2200 k impressions have been made). 1090 Signature Video
 (https://www.youtube.com/watch?v=5Rkt6q1F0Pc)



 1090 Posters (Over 31,000 Posters have been distributed across UP)

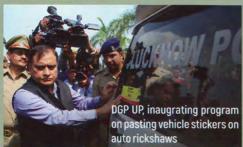




 1090 Jingle https://www.yo utube.com/wat ch?v=Xt5C7cQ_1 nw



Vehicle Sticker



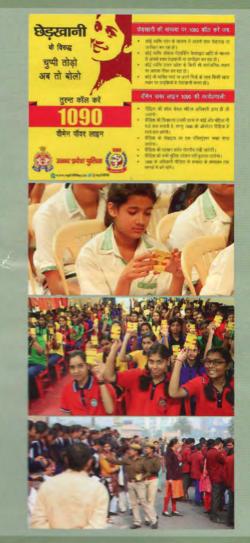






Over 10,000 Vehicle Sticker have been pasted on Lucknow city buses, auto rickshaws and UP 112 P.R.Vs

Yellow Card



Over 2.3 lakhs pocket sized yellow card which tells us in brief when we can call WPL 1090 and what are the key point about its service delivery, have been distributed

WPL 1090 POWER AGENT PROGRAMME (P.A.P)



Objective

The WPL 1090 has instituted a citizen volunteer program called, the Power Agent Program (P.A.P) to further strengthen security of girls and women (henceforth will be referred to as women) across Uttar Pradesh. The program entails appointment of volunteers amongst students and teachers (both male and female) as peer educators to spread awareness about the services of WPL 1090. The power agents are encouraged by WPL 1090 to in turn encourage women in their surrounding environment and larger community, to come forward and report harassment to WPL 1090 and not suffer silently.

Classification and Appointment

In this program, we appoint school/college girls as Power Angels, male students as Power Heroes and principals/deans or their nominees as Power Guardians. The girls and boys studying in schools and colleges in the age group of 16-26 years are eligible to be appointed as Power Angels and Power Heroes respectively. For minors, the consent of parent/guardian is necessary. The Principals/Deans of schools/colleges/universities or their nominees are eligible to be appointed as Power Guardians. It is completely a voluntary service and no contract is signed or allowance is paid to any power agent.

For the appointment of Power Agents, WPL 1090 sends enrolment forms to the Principals of interested schools and colleges. The forms duly filled with all the necessary details required, countersigned by the head of the institution are returned to the WPL 1090 office located at Lucknow, through post or directly.

The WPL 1090 verifies the details provided in the forms and accepts or rejects the requests. Then all accepted forms are scanned and stored in the database. The 1090 team prepares WPL 1090 ID cards for accepted forms and dispatches them to the institution for distribution. The details are also updated in the mass telephonic messaging database of 1090.

So far over 14,950 power agents have been enrolled with WPL 1090, comprising 13,600 power angels, 1,100 power heroes and 250 power guardians across 31 districts of Uttar Pradesh. They are connected to WPL 1090 through whatsapp groups and mass messaging services.

Role of Power Agents

The power agents spread awareness about the services of WPL 1090 in their schools, colleges and communities. They also generate confidence among women to approach 1090 in the time of need. This is how they become voice and support for women in rural and urban areas who feel helpless in approaching police or even discuss harassment with their own families.

Awareness Programs for Power Agents

Various programs have been conducted across UP to empower power agents and instill confidence in them. Such programs included awareness workshops on cyber bullying, walkathon on safer Internet day, street plays and skits by them on relevant subject for raising public awareness and security awareness programs. The DGP UP, Shri O P Singh has himself interacted with power angels many times to get a first hand view of problems about women. Through mass messaging on phones, a number of short awareness generating inputs are sent to power agents. They are encouraged to keep track of developments through WPL 1090 website and twitter account.

Impact of P.A.P

The program has helped instill confidence and a sense of security among women of Uttar Pradesh. The number of calls being made to 1090 is increasing every quarter and the share of complaints from rural areas is particularly increasing. This shows that the community outreach program is also contributing to the objective to strengthen security of women in UP.



Sample Power Agent ID Card





BHU Varanasi



DGP, UP Interacted with Power Agents and sent audio message to 8000 Power Agents.



Cyberbullying Awareness Workshop For Power Agents in Varanasi.



Street Play In Lucknow by Power Agents.

Awareness
Programs
for
Power
Agents



Street Play In Lucknow by Power Agents.



Power Angels, Power Heroes, & Power Guardians at Safer Internet Day Event.



Nukkadnatak by Power Angels on International Women's Day.

Events across UP with UNICEF and other stakeholders

National Conference on Cyberbullying

National Conference on Cyberbullying was inaugurated by Honourable Justice Vikramnath, Senior Judge Allahabad High Court, Lucknow Bench and was chaired by Shri O.P. Singh, DGP UP. Apart from technology companies, experts from legal field, police experts, NGOs, school children participated in the day long event.







Google, Facebook and Instagram Teams Addressing Audience

Safer Internet Day Events

UP Police WPL 1090 with Cyber Peace Foundation celebrated Safer Internet Day in Lucknow on February 5, 2019 for building awareness on Cyber Bullying and Cyber Safety among students and police. About 600 girls and 200 police personnels from Lucknow participated in the event. DGP, UP Inaugurated the event and addressed them, about the need to be aware about the threats in cyberspace so as to navigate it with full responsibility and due care. A walkathon for Cyber Safety Awareness and Cyber awareness training were organized at WPL 1090 Hqs.







 Awareness Campaign against Cyberbullying for 30,000 girls covering more than 100 schools/colleges in Varanasi, Gorakhpur, Lucknow and Gautambudhnagar was organised. The program was launched with the help of UNICEF and Cyber Peace Foundation in the month of April, 2019.





Awards and Recognition

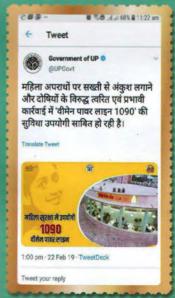
FICCI Smart Policing Awards 2019 has been Awarded to WPL 1090.

PAN-IIM Digital India Excellence Award 2017 has been awarded to WPL 1090.

The Government of UP has commended WPL 1090 for its immense contribution in reducing the crime against women through timely and effective interventions. The sheer scale of service rendered by WPL 1090 has also been applicated by the Government in its achievements.

The WPL 1090 is extensively covered by electronic, print- and social media.







Events by WPL 1090/MSP

Integration with other helplines



UP-112

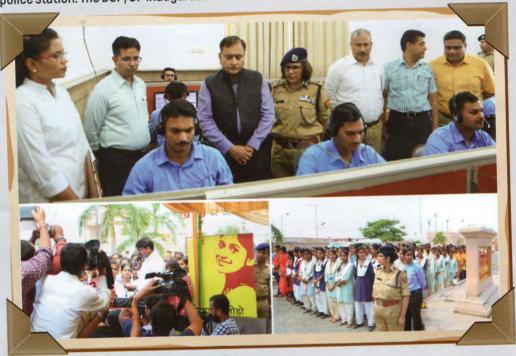


UP- GRP



181

WPL 1090 launched 1090 APP to link WPL 1090 Contact Centre with State Control room, UP 112 and all the police station. The DGP, UP inaugurated 1090 APP.



• Training of 1090 APP to Police



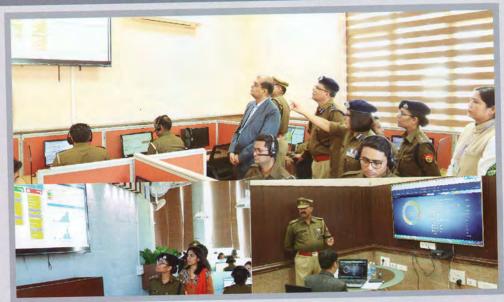
 WPL 1090 launched NEO APP to link 1090 Contact Centre with 181 and other Non-Police Partner.



• Training of NEO APP to 181 Telecallers.



Launch of State of the Art Dashboard and Digital Wall



T.O.T on Dealing with and investigating cyber crimes against children



WPL 1090/MSP Launch of SOP Regarding Missing Children



About 3000 Copies (in hindi)was Distributed to all Police Stations and Police Officers of District. Under Operation Muskaan 2,119 Missing Children Were Recovered

• WPL 1090/MSP Launch of SOP Related to Juvenile Act and Training of Trainers

561 Police personnel of Uttar Pradesh Police had been trained as trainer under this program and copy of SOP has been distributed to all Police station and officers of District.



Strengthening of Parivar Paramarsh Kendra and S.O.P Launch



Self-Defence Training for girls across Lucknow, Gorakhpur, Varanasi and Gautambudh Nagar



Balika Suraksha Abhiyan



1 JULY 2019 TO 31 JULY 2019

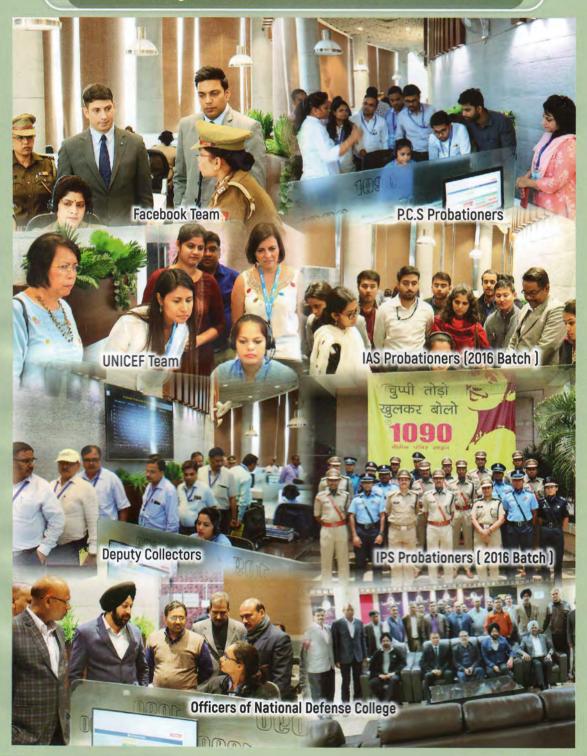
Under the directions of DGP, UP police played key role in reaching out to more than 18,000 schools, especially in rural areas and imparted awareness to more than 37.70 lakh girl students across the State during the month long July Campaign to raise the security awareness among girl students. The WPL 1090 coordinated the police campaign across the State and monitored its progress day to day.

The best performance was shown by Varanasi Zone which covered about 12.50 lakh girl students. Next best was Lucknow Zone which covered 6.50 lakh girl students.

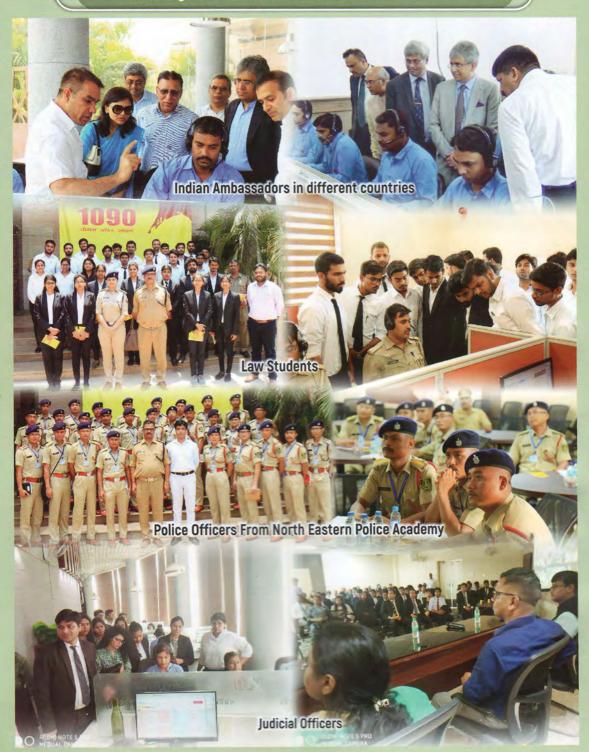
Varanasi district alone covered the highest number of girls under the program, totaling more than 4.50 lakh. Next was Bulandshahar which covered about 2.60 lakh.



Visits By Officials And Guests To WPL 1090



Visits By Officials And Guests To WPL 1090



TEAM 1090











































Team Mahila Samman Prakoshth (M.S.P)





















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