SHE TEAMS' BRAND AWARENESS AND EFFECTIVENESS FOR WOMEN'S SAFETY: AN EMPIRICAL STUDY IN HYDERABAD

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ABSTRACT

Purpose- The objective of the present study is to understand that to what extent: (a) awareness initiatives of SHE TEAMS have reached the public in Hyderabad city, (b) to what extent the public in Hyderabad city are using the help of SHE TEAMS, and (c) to what extent initiatives of SHE TEAMS are effective in assuring safety and security of women in Hyderabad city.

Design/methodology/approach- A conceptual model based on expectancy value theory was developed and was tested on a sample of randomly selected 1046 respondents in Hyderabad.Descriptive, Factor and regression analysis has been used to examine the relationship between She team Brand awareness,Public attitude towards She teams and She teams effective using SPSS 24.0

Findings- The results suggest that it is necessary to use technology which proves to be quite effective in generating awareness and has a positive impact on attitudes and effectiveness of SHE Teams.

Practical implications- The findings of the present study will not only help the Telangana Government to rework on the drawbacks, but for further strengthening women safety and security and improve the image of Hyderabad as an attractive city.

Originality/value- The present study is one of the unique empirical investigations that examines the antecedents of She team Brand awareness dimensions and their effectiveness towards the women safety venture.

Keywords: Gender Safety and Security, She Teams, Awareness , Public Attitude Towards She Teams, Effectiveness of She Teams.

INTRODUCTION

Gender based discrimination and violence against women have been reinforced through prejudices, biases and attitudes that prevent them from reaching their full potential as individuals. Times are changing and with it there is a significant rise in the percentage of single women in urban India, living alone, working late and long hours. A recent survey shows that 94 per cent of Indian women feel unsafe living or travelling alone, or staying alone in hotels in India Dhawan (2013). Of those who've travelled outside India, most say they feel safe travelling or living alone in hotels in western countries. Street sexual harassment, molestation, and stalking are seen as a normal part of day-to-day existence that all women are expected to put up with. And even though most rapes are never reported in India, or of those reported, most are not filed by the police, rape still is the fastest growing crime in India today Aneesh (2012). While there is more social

acceptance for the single woman and plenty of professional opportunities, there are safety hazards of being on your own in a big city. But there are ways to ensure safe-stay. For the abovesaid situation,SHE TEAMS give assurance to women, which is an initiative of safety assurance from Telangana government in Hyderabad.

SHE TEAM members generally disguise themselves and move in areas where atrocities like eve-teasing, stalking, harassing against women are rampant, for e.g. hostels, bus stops, railway stations, schools, colleges, etc. The teams try to red-handedly catch the offenders, even as they record the crime through secret cameras as a form of evidence. The perpetrators are then charge sheeted based on the degree of crime committed, and remanded in the police custody. Offenders charged for petty crimes after getting released, are given counselling on women empowerment, protecting women, and giving women due respect. They are often involved in creating awareness on SHE TEAMS and the need to protect women in the society.

SHE TEAMS have tied-up with several schools, hostels, and NGOs to create awareness. Other forms of awareness are made in the form of distributing pamphlets, affixing banners, organizing campaigns, promoting via digital boards, displaying promotional videos in theatres, among other things. Even though studies were done on women violence (Agnes, 1998) sexual violence Carrington & Watson (1996), SHE TEAMS' policy response Raman & Komarraju (2018), but not much study is available on what attitude the public carries about SHE TEAMS initiatives and how effective are those existing awareness initiatives. The present study tries to bridge the gap by conducting a field survey across different zones of Hyderabad. The objective of the present study is to explore the dimensions of brand awareness for SHE TEAM organizations followed by the impact of these brand awareness dimensionson public attitude across Hyderabad. The study also extends into studying the impact of public attitude on SHE TEAMS effectiveness.

The findings of the study will help the SHE TEAM department in proper designing of their campaign and effectively communicate about SHE TEAMS to all the citizens, especially the women. Unless the capabilities of SHE TEAMS are conveyed properly to the women all over Hyderabad, the purpose of their existence will remain futile.

THEORETICAL BACKGROUND AND HYPOTHESIS FORMULATION

She Teams and Women Safety

The widely discussed gang rape in December 2012 in New Delhi (The capital of India) marked a significant moment in the public discourse around women's safety and sexual violence in India. A number of studies were done on violence on women (Agnes, 1998), sexual violence Carrington & Watson (1996), and policy response on SHE TEAMS' Raman & Komarraju (2018). A number of testimonials and media reports show that SHE TEAMs have positively changed the behaviour of eve-teasers apart from curbing down the crime against women on the streets. However, not much empirical research isconducted on public awareness and experience with the SHE TEAMS' initiatives. The above said argument leads us to the following two objectives:

  a. Awareness and attitude of SHE TEAMS in Hyderabad, TelanganaState:To what extentthe reach and awareness of the initiatives taken by the Telangana police towards curbing the crime has reached out to women.
  b. Effectiveness of SHE TEAMS: To understand the effectiveness of the awareness programme and the initiatives of SHE TEAMS.

The present study will help the government for better planning of such initiatives in the

future to curtail the menace faced by women, including techniques of self-defence.

She Teams an Overview

Telangana state has approached the issue of women's safety steadily, systematically, and strategically. Two initiatives, SHE TEAMS (established in 2014) and BHAROSA (established in 2016), have succeeded in achieving that rarely attainable goal – building people's trust in its police and especially the trust of women. Even the name – 'SHE' stands for 'Security for Her Ensured' – gives out a sense of calm and collected confidence, and generates faith.

There were a total of 100 SHE TEAMS in 2017-18. Each SHE TEAM consisted of a Sub Inspector, one lady constable, and two or three male constables. SHE TEAMS of the Hyderabad police registered 3,516 cases of harassment against women in the state, since its inception in 2014. The police teams said that they caught 1,400 persons red-handed so far. In an official press release, police informed that the teams have imprisoned 20 per cent of the accused, levied penalty against 80 per cent, while 950 others were let off after being counselled (The NewsMinutes, 2017). SHE TEAM member, Assistant Commissioner of Police, D Kavitha, said that the harassment against women at public places has gradually reduced after entry of SHE TEAMS in 2014.

SHE team's wing had stopped as many as 24 child marriages and booked 629 suspects, who were caught red-handed for harassing women. Fear of repercussions and lack of confidence about timely intervention prevent many women from lodging complaints against offenders. With the advent of SHE TEAMS the confidence of help on hand, timely action and punishment of offenders has gone up and women can step out with confidence. The effectiveness of SHE TEAMS thus needs to be communicated far and wide so as to safeguard the women in our society and to enable them to have a better life.

Awareness Initiatives of She Teams

Brand awareness refers to whether consumers know about a specific brand or they can recall or recognize a brand Keller (1993). Brand awareness leads to brand equity through the memory nodes in consumers' minds Aaker et al. (1991), and consumers link the brand knowledge to the brand name, that concludes in brand equity Aaker et al. (1991); Keller (1993). Hence, brand awareness provides learning advantage for the brand Keller (1993) and influences consumer decision making. Brands that consumers know are more likely to be included in their consideration set Hoyer & Brown (1990). Consumers may use brand awareness as a purchase decision heuristic Hoyer & Brown (1990). Thus, brand awareness is likely to increase brand market performance.

SHE TEAMS as a brand focused on the issue of women's safety steadily, systematically, and strategically. This Initiative has succeeded in achieving that rarely attainable goal of building people's trust in police, and especially the trust of women. The proof of the SHE TEAMS brand awareness initiative can be discerned from the facts such as: perpetrators of harassment caught, fined, jailed, counselled,faith-inspiring perception among the public.

Details of few types of cases handledby the SHE TEAMS are given in Tables 1-3.

Table 1
SHE TEAMS- ENFORCEMENT

Year	No. of Persons brought and counselled			No of petty cases booked			No. of persons warned and let off		
	Majors	Minors	Total	Petty Cases	Fined	Jail	Major	Minor	Total
2014	58	16	74	39	39	0	7	12	19
2015	158	126	284	115	89	26	19	53	72
2016	439	111	550	141	126	15	278	111	389
Up to 30th Nov 2017	506	119	625	83	48	35	392	123	515
TOTAL	1161	372	1533	378	302	76	696	299	995

Sources: Compiled from public sources of Newspapers and Magazines and website

Table 2
ISSUES RAISED BY THE CITIZENS SO-FAR

Year	Petitions received up to date								Details of Crime		
	Direct	email	Facebook	WhatsApp	HawkEye	Twitter	Dial 100	Total	IPC & IT Acts	Nirbhaya Act	POCSO Act
2014	19	08	00	00	00	00	71	98	00	00	00
2015	90	72	250	32	06	00	634	1084	15	14	00
2016	386	143	80	157	51	03	590	1410	22	36	01
Up to 30thNov 2017	538	203	06	46	44	00	188	1025	21	35	04
TOTAL	1033	426	336	235	101	03	1483	3617	58	85	05

Source: Compiled from public sources of Newspapers, Magazines and website

Table 3
DISTRICT WISE WOMEN ISSUES ADDRESSED BY SHE TEAMS SO FAR

District	Year	Performance
Nalgonda district	2016	38 casesagainst eve teasers and attackers, and 41 accused were arrested. A total of 293 misbehaved youth were counselled and as many as 93 awareness programmes
Nalgonda district	2015	24 cases were registered against eve teasers and attackers and 32 accused were arrested. While 491 misbehaved youth were counselled, as many as 249 awareness programmes were conducted on safety precautions
Khammam	2015	Audio CDsdistributed among students, working women and others to spread awareness on SHE team services.
Hyderabad	2014	1296 cases of teasing and harassment among others, were booked as compared to 1521 in September 2015

Source: Compiled from public sources of Newspapers, Magazines and website

The SHE TEAMS also took up awareness programmes to make people aware about safety aspects and moral rights. They also conducted programmes in schools and colleges with the focus of making students distinguish between 'good touch' and 'bad touch'. Some more initiatives of the SHE TEAMS of Telangana government are as follows:

1. The Team moves to Hotspots like bus stand, railway station,college,school,ladies hostels, parks, hospitals, and observes the behaviour of the eve teasers using cameras discreetly. Culprits are then booked under different sections of law depending on the nature of crime.
2. Counselling:The offenders are counselled and their parents also informed.
3. Tie up with NGOs to reform the eve teasers
4. Awareness campaign:
6. SHE TEAMS in bus stand and colleges and other hotspots
7. Distribution of posters, pamphlets, and stickers in public places

8. Digital displays at traffic junctions
9. Preparation and distribution of Short films and SHE TEAM songs
10. Slides preparedfor display in cinema theatres
11. Runs organized for awareness
12. Technology Adoption (The Hans India, 2019):
13. Customer friendly modeof handling complaints
14. Use of Whatsapp/Facebook/Twitter/email/HawkEye applications for receiving complaints
15. Dial 100 or walk into any police station facility

Public Attitude on SHE TEAMS Initiatives

An attitude has been defined as "*a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour*" Eagly & Chaiken (1993).Customer attitude explains their global evaluation of a product or service offering Bolton & Drew (1991). The application of attitudinal theory in understanding the behavioural (usage) intentions of individuals is supported by previous literature. Favourable attitude towards a specific product or service through different social media platforms is a dominant predictor that can lead to consumers' purchase/usage intention Chen et al. (2007).The consumer can develop a positive or negative attitude towards an object based on the credibility of the source of information Chan et al. (2013). Hence, the hypothesis proposed:

H_1: *SHE TEAMS Brand Awareness campaignon women safety measures has a positive impacton public attitude towards SHE TEAMS in Hyderabad city.*

Public Attitude and She Teams Effectiveness

The effectiveness of the SHE TEAMS programme on women safety measures could be judged if maximum number of people are aware about this government scheme and can take benefit from this. The impact of attitude on effectiveness has been studied in past literature in the context of the advertisement Mehta (2000); Mao & Zhang (2013). Once people develop a strong belief onproper functioning of SHE TEAMS in curbing violence against women, they may start believing the SHE TEAMS effectiveness. As per the details given in Tables 1 to 3, among all the women related issues, counselling seems to be most effective over the years. The public attitude formation is completely based on the initiatives taken by the SHE TEAMS.

Hence, the following hypothesis proposed Figure 1:

H_2: *Public attitudepositively impact SHE TEAMS effectiveness on women safety measures in Hyderabad city.*

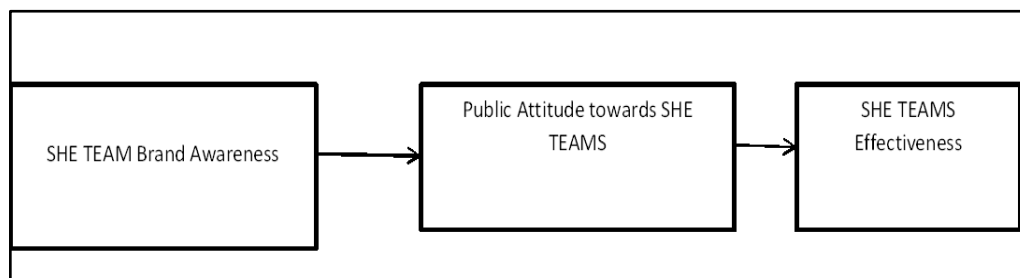Based on the above mentioned hypothesis the following conceptual model is suggested:

FIGURE 1
CONCEPTUAL MODEL

METHODOLOGY

The Brand Awareness of She Teams

Brand awareness is defined by Keller (2003) as a "*personal meaning about a brand stored in consumer memory, that is, all descriptive and evaluative brands-related information*" (p. 596), which relates to the cognitive illustration of a brand Via Agnes (1998). The higher degree of awareness can improve consumers' possibility to purchase a product or service. It can provide the company with long-standing sustainable competitive advantage. Social marketers highlight on generating awareness among the public to affect attitudes, association, and beliefs towards a particular organization or brand Foroudi (2019). In the present context, awareness of SHE TEAMS has been adopted from Foroudi (2019) and from focus group. The items of SHE TEAM awareness were again modified as per the Indian context. The details of those items are mentioned in Table 2.

Public Attitude Towards She Teams

The customer attitude toward SHE TEAMS initiatives was measured with a scale adapted from Dabholkar (1996); Harrison et al. (2006), Curran & Meuter (2005), which comprised three items.A few more items were added based on the focus group discussions (FGDs) with five to eight memberseach. The FGDs were conducted according to the guidelines suggested by Ho (2006) for which through a discussion guide among the public of all age groups. TwoFGDs were conducted in each geographical area of Hyderabad (east,west, north, and south). After the FGDs were done, transcript was created and the data in the transcript was coded. Following which 12 items were selected to measure public attitude on She TEAMS in a seven- point scale which was an addition of nine items to the existing three items.

Effectiveness of She Teams

Similar procedure was followed to measure the effectiveness of SHE TEAMS using a single -item scale "*how effective is the SHE TEAMS programme at Hyderabad city?*" On a scale from one (not effective at all) to seven (very effective) adopted from Sahinidis & Bouris (2008). The public would be asked to describe their feelings about the effectiveness of the women safety measures introduced by the SHE TEAMS from Telangana police. The effectiveness of SHE TEAMS measured through 11 items scale after including focus group information. According to the expectancy-value theory Ajzen (2001); Ajzen & Fishbein (2008), attitudes result from the multiplication of beliefs with their evaluations and influence behavioural intention. Trust and effectiveness of the initiatives taken by the SHE TEAMS could be empirically verified.

Questionnaire Construction

A questionnaire was constructed with the above three scales. Items on demographic detailsof the sample respondents were included in the questionnaire. The demographic details included age, income, marital status, education background, job profile, job timings, and distance from home to work place.

Sample

Stratified sampling method followed with a sample size of 1200 women to know about their awareness and opinion on SHE TEAMS around Hyderabad. Stratified sampling is the proper representation of the population. The questionnaires were distributed at colleges, metro stations, bus stops in different zones across Hyderabad. The data collected from four clusters covering east, west, north, and south zone of Hyderabad had an average 300 samples from each territory. The respondents were approached in public places such as bus stand, metro station, ladies hostel, college campus, etc. The respondents were divided into strata (smaller group) based on their age, profession (such as:women, parents, college students, employees). The objective of the study was explained to the respondents before the questionnaire was given. The respondents were given Amazon gift vouchers of Rs100/- as an appreciation for their response that they could redeem on their shopping from Amazon.The collected data of 1046 were analyzed by using factor analysis to determine the factors that are most significantly responsible for creating awarenessby usingSPSS 22 followed by regression analysis Table 4.

RESULTS

Demographic Details of Respondents

Table 4 DEMOGRAPHIC DETAILS				
Items	Category	Frequency	Percent	Cumulative Percent
Background	East Hyderabad	266	25.43	25.43
	West Hyderabad	269	25.79	51.22
	North Hyderabad	259	24.76	75.98
	South Hyderabad	252	24.09	100
Age	Below 18	112	10.70	10.70
	19-24	626	59.84	70.54
	25-45	235	22.49	93
	Above 45	73	6.97	100
Education	Illiterate	213	20.36	20.36
	<10th class	124	11.85	32.21
	10th class	77	7.36	39.57
	Intermediate	228	21.8	61.37
	Graduation	199	19.02	80.39
	Post graduation	205	19.6	100.0
Monthly family Income	Less than 25,000	283	27.05	27.05
	25,001 to 50,000	305	29.16	56.21
	50,001 to 1,00,000	239	22.85	79.06
	Above 1 lakh	219	20.94	100
Occupation	Student	357	34.1	34.1
	Self employed	103	9.8	44.0
	Service/Job	278	26.6	70.6
	Housewife	149	14.2	84.8
	Others	159	15.2	100.0
Marital Status	Unmarried	241	23.0	23.0
	Married	226	21.6	44.6
	Widow	238	22.8	67.4
	Single parent	181	17.3	84.7
	Divorce	160	15.3	100.0

Sample size 1046 used for analysis

The demographic analysis revealed that 60.8 per cent of the respondents were from 19-24 age groups and were driven towards the cities to meet their needs of education and better job. There was an equal distribution of the respondents, majorly (24 to 25 percent) across different geographical regions of Hyderabad city. Followed by 34 percent which were student group. Education-wise, further, 21.8 percent of the respondents had intermediate qualification, whereas 20.4 per cent were illiterate Table 5.

She Teams Brand Awareness

Sl.No	Particulars	Factor Name	Loading	CR	Cronbach alpha
	Table 5 **EXPLORATORY FACTOR ANALYSIS PREDICTOR VARIABLES**				
1	Are you aware that SHE Team using Hotspots at location like bus stand, railway station, college, school, ladies hostels, parks, hospitals for women safety awareness.	Digital Media Awareness	0.81	0.89	0.83
2	Are you aware that SHE TEAMS have Short films and songs for women safety awareness		0.78		
3	Are you aware that SHE TEAMS have the Digital displays at traffic junctions		0.90		
4	Are you aware that SHE TEAMS have slides prepared for display in cinema on women safety?		0.86		
5	Are you aware that SHE TEAMS encourage public for voluntarily reporting women safety issues on social media (Facebook, whatsapp, Twitter).		0.76		
6	Are you aware that SHE TEAMS have short films and songs for women safety awareness.		0.74		
7	Are you aware that SHE TEAMS can be reached through toll free number 100 or walking into any police station		0.71		
8	Are you aware thatSHE Teams do counsellingfor the offenders	Psychological Awareness	0.81	0.86	0.79
9	Are you aware that offenders' parentscan get counselled by SHE TEAMS		0.79		
10	Are you aware that SHE TEAMS encourage citizens to report/witness harassment cases in their surroundings?		0.75		
11	Are you aware that SHE TEAMS assure Public that their information will be confidential?		0.72		
12	Are you aware that SHE TEAMShave Tie-up with NGOs to reformthe eve teasers	Event Awareness	0.73	0.73	0.86
13	Are you aware that SHE TEAMS organize Runs for women safety Awareness measures?		0.67		
14	Are you aware that SHE TEAMS distribute Posters in public places	Print media Awareness	0.66	0.78	0.72
15	Are you aware that SHE TEAMSdistributepamphletsin public place		0.62		
16	Are you aware that SHE TEAMSdistributestickersin public place		0.65		

The SHE TEAMS brand awareness comprised of 17 items used for an exploratory factor analysis (EFA) with varimax rotation. The study followed the general practice of retaining the factors with eigenvalues more than 1 and eventually retained four factors which explained

approximately 73 percent of the variance observed.

The attitude(12 items) and effectiveness of SHE TEAMS (11 items) also went through factor analysis for checking their unidimentionality Table 6 and 7.

	Table 6 FACTOR ANALYSIS FOR ATTITUDES				
1	How good or bad do you feel about SHE TEAMS work?		0.87		
2	How pleasant or unpleasant isthe SHE TEAMS work?		0.88		
3	How much would you say that you like or dislike theSHE TEAMS work?		0.76		
4	How much Reliableare SHE TEAMS?		0.86		
5	How much confidentyou are about SHE TEAMS?		0.82		
6	Howimpressed you are inthat Presence of SHE TEAMS makes the environment safer for women?	Attitude towards SHE TEAMS	0.77	0.91	0.79
7	To what extentwomen areeducated about SHE TEAMS work?		0.68		
8	Howsureyou are to contact SHE TEAMS ifyousee a woman getting abused?		0.71		
9	How responsive areSHE TEAMSto complaints from public?		0.69		
10	After counsellingto what extent peoplearewilling to changetheir behaviour towards women?		0.65		
11	How much trustworthy are SHE TEAMS?		0.63		
12	Are SHE TEAMS approachable by24X7		0.61		

	Table 7 FACTOR ANALYSIS FOR EFFECTIVENESS				
1	Stalking got reduced	Effectiveness	0.93	0.81	0.81
2	Harassment over phone got reduced		0.92		
3	Passing Lewd commentsgot reduced		0.89		
4	Harassment through social Media reduced		0.88		
5	Touching inappropriately reduced		0.85		
6	Taking pictures without consent reduced		0.79		
7	Women related crimes reduced		0.76		
8	Womensafety in societyimproved		0.71		
9	Sexual harassment of women in public places reduced		0.69		
10	How much effective are SHE TEAMSin spreadingawareness?		0.68		
11	Overall how effective is the SHE TEAMSprogramme at Hyderabad city on women safety measures?		0.63		

The reliability of those factors was also calculated and it was more than 0.70 in case of all the constructs. After adjustment of cross loading, only 16 items out of 17 were loaded on four factors. Based on the characteristics of these factors, it was named as the Digital Media Awareness, Psychological Awareness, Event Awareness, and Print media Awareness Ho (2006).

'Digital Media Awareness' is considered as the first factor and it has seven items loaded on it with a factor load varying from 0.71 to 0.81. In support of previous literature, the study supports that digital media plays an active role in creating brand awareness among consumers Ahmed et al. (2017). People are quite tech-savvy and frequently use internet, social media such as facebook, twitter etc. This helped them in their awareness about the happenings in their surroundings.

'Psychological Awareness' has four items with factor loading ranging from 0.72 to 0.81. This includes the activity taken by SHE TEAMS for creating awareness through counseling the offenders and their parents.

'Event Awareness' was loaded with two items having a factor load of 0.67 and 0.73. SHE TEAMS did tie up with NGOs and different event organizationsto create awareness on women

safety.

"*Print Media Awareness*" named as the fourth factor having three items with factor loading from 0.62 to 0.66. This factor includes the print media such as posters, pamphlets and stickers used by SHE TEAMS in public areas to create awareness among them Tables 8 and 9.

Table 8 EFFECT OF AWARENESS CAMPAIGNS ON ATTITUDE FOR SHE TEAMS (H1)				
Independent Variable	Dependent variable	β Coefficients and t-values	Sig.	Hypothesis Test Results
	Digital Media Awareness	Attitude	0.530(12.651)	0.000	Supported
	Psychological Awareness'	Attitude	0.652(6.763)	0.000	Supported
	Event Awareness	Attitude	0.742(13.519)	0.000	Supported
	Print media awareness	Attitude	0.543(0.064)	0.078	Not Supported

Table 9 EFFECT OF ATTITUDE ON EFFECTIVENESS FOR SHE TEAMS (H2)				
Independent Variable	Dependent variable	β Coefficients and t-values	Sig.	Hypothesis Test Results
Attitude	Effectiveness	0.728(9.612)	0.000	Supported

F= 12644.021, Adjusted R^2=0.963, significant at: p<0.001

Public Attitude was taken as the dependent variable with four factors – Digital Media Awareness, Psychological Awareness, Event Awareness, and Print media Awareness. Three factors were significant at p<0.001except Print media awareness(β=0.543,t=0.064, p>0.001). The reason could have been that print media takes time and patience to read and understand the real goal and people would be too busy in their daily routine to read and understand the concept through posters, pamphlets. In other words, the other way of awareness such as Digital Media Awareness (β=0.530, t=12.651, p<0.001) Psychological Awareness (β=0.652, t=6.763, p<0.001), Event Awareness (β=0.742, t=13.519, p<0.001) would have more appeal and welcoming to public to have positive beliefs and attitude on SHE TEAMS. Hence, the hypothesis 1(H1) was accepted.

Similarly the second Hypothesis (H2), Public Attitude positively impacts SHE TEAMS effectiveness on women safety measures empirically tested by regression analysis using effectiveness as dependent variable and attitude as the independent variable. The result shows a positive relationship exists and attitude is positively (β=0.728, t=9.612, p<0.001) impacting the SHE TEAMS effective performance in Hyderabad city. Hypothesis (H2) was accepted.

SHE Teams organized several awareness programmes over the years to educate women on self-defence techniques, cyber crimes, etc. and also conducted programmes in schools and colleges with the focus of making students distinguish between 'good touch' and 'bad touch'.In order to empower women, SHE Teams started several campaigns from moving to hotspots, counselling, tie-up with NGOs, awareness campaigns, distribution of posters, pamphlets, and stickers in public places, digital displays at traffic junctions, preparation and distribution of Short films and SHE TEAM songs, slides prepared for display in cinema theatres, runs organized for awareness. They also adopted technology for the customer friendly mode of handling complaints,

use of WhatsApp/Facebook/Twitter/email/Hawk Eye applications for receiving complaints as well as dial 100 or walk into any police station facility.

These efforts were effective as it was found that there was a massive reduction in offenses against women as per media reports. The findings confirmed that SHE TEAMS are actively involved in different types of awareness programmes in digital media, print media, events and direct contacts. The research findings supported the awareness programme were more successful through digital given that people were tech-savvy and used internet and social media extensively. Psychological awareness also worked as they counselled the offenders and their parents and event awareness worked as they tied up with NGOs and other organizations. Only the print media wasn't found as useful given the decline in print media and the shift to online media these days.

In otherwords, except print media all other sources of awareness had a positive impact on public attitude towards SHE TEAMS. The study findings support Chan et al. (2013) that proper information on a particular subject would lead to attitude formation. In the present situation the activities designed by SHE TEAMS were strong enough to influence the public in general.

Furthermore, the expectancy-value theory Ajzen (2001); Ajzen & Fishbein (2008) holds good at the present situation. The beliefs and attitudesof the public got improved towards SHE TEAMS as a result of awareness initiatives. This positive attitude influences public perception, not only on the efficiency of SHE TEAMs, but also their behavioral intention. This positive attitude from awareness helps influence the effectiveness of the SHE teams. The public, especially women feel safer and secure in public places. This enables them to travel around in the city for studies or work that ultimately increases their productivity and helps them grow in their careers as well which would not only help them support their families and improve their quality of life but also boost the economy in a way. Ultimately, this would also help for building the image of Hyderabad as a safe and healthy city which would attract more skilled people in the future.

THEORITICAL AND SOCIAL IMPLICATIONS

SHE TEAMS, women-oriented measures by the Telangana Government will act as role model for other states to emulate and take similar initiatives. The social media platforms such as Twitter, Facebook, and Whatsapp were a convenient way for the victims to reach out to the 'SHE' teams, as the identity of the victims remained anonymous. Advantage of social media is that the complaints are received and acted upon very quickly by the 'SHE' teams which results in the victim's satisfaction. 'SHE' team also went into collaboration with the 'HAWK EYE' mobile app of Hyderabad City police for ensuring women safety.

DISCUSSION AND CONCLUSION

The main aim of the SHE TEAMS is to provide safety and security to women who are at home and working in different professions. It encourages women to go out with confidence, dignity and with their self respect intact. No college going student or woman should suffer disrespect through vulgar comments made by offenders or feel humiliated, belittled or scared by obscene gestures, language or misbehaviour. SHE TEAMS seeks to instil confidence in women to stand up and speak out against offenders so that their safety is not compromised upon. SHE TEAMS also aim to correct misguided youth and make them aware of the consequences of teasing women which may seem heroic to them. Apart from booking cases against offenders SHE teams should take up counselling of first time offenders and minor boys so that they realize their mistakes and turn a new leaf. Counselling should be arranged for the family members of juveniles.

Once there is a change among these youth, they help the SHE TEAMS by spreading awareness about the need to respect women as fellow members of the society and not look at them as objects of pleasure or ridicule. Since the SHE TEAMS associate with a cause that requires both responsiveness and sensitivity towards the victims. The findings of the present study will help SHE TEAMS how to further improve on its awarenessand experience making this initiative more successful. Future research can be extended to only women centric views across different age groups on SHE TEAMS working pattern.

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