

Airtel emergency alert service will help protect women in distress

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This is a good initiative and people are praising telecom giant for it. Airtel emergency alert service will help protect women in distress, the experts believe

By Aaqib Raza Khan

India's largest telecom service provider, Bharti Airtel, recently launched a new service to help female customers in case of emergency. The new emergency alert service was launched in New Delhi two months ago and the company is expanding its reach in the eastern region.

Bharti Airtel COO (Kolkata and West Bengal), Vir Inder Nath told the press that from around 19 million customers they have, of which one-third would be females, they expect about 10 percent of the females to subscribe to the service.

During an emergency an Airtel mobile customer can send an alert thrice in 30 minutes, which will have their geographic location to a preset list of 10 numbers with just a call. The service is an Airtel initiative to help people in critical situations taking example from the recent social mishaps in the society. The service was being planned for some time, but the Delhi gangrape incident prompted the company for a quick launch of the service. The subscription to the service would cost a user Rs. 30 per month.



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Though the service is able to grasp the location of a user, but it takes its data from cellular network towers which work in the range of about 500 metres. The exact location of the user, as of now, may not be established until a sort of communication is made with the user. The service also doesn't connect with police helpline which is an important feature, and is reportedly stuck due to the lack of infrastructure at the police department. The telecom operator is in talks with the police department to hasten the connectivity to a police control number to help them receive the emergency update and act swiftly.

There are also mobile manufacturers and applications which serve this purpose of emergency dialing, sending SOS messages to some preset numbers, all at just the press of a button.

With the telecom operator's latest service, a subscriber can send a 'SAFE' message, informing the preset group of people about them being safe and sound in cases ranging from travelling alone to any natural calamity or disaster. "The service will facilitate an access to easy and quick help", the company said in a statement. The service doesn't

require a user to have any minimum balance in their account.

For sending an emergency alert, a subscriber has to call 55100 and register the numbers who may receive the voice and SMS alerts with details such as location of the user, when in emergency. Ten numbers can be registered for the service.

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