



SEXUAL HARASSMENT ISN'T JUST AN ISOLATED ISSUE—IT'S A PERVASIVE CHALLENGE THAT AFFECTS WOMEN IN EVERY CORNER OF PAKISTAN, FROM BUSTLING URBAN CENTERS TO REMOTE RURAL AREAS.

## PROBLEM STATEMENT THE UNDENIABLE CHALLENGE

- VICTIMS OFTEN FACE LEGAL HURDLES
- LACK THE SUPPORT NEEDED TO SEEK JUSTICE.
- UNDERREPORTING DUE TO FEAR
- LACK OF RESOURCES
- 24.5% OF WOMEN IN PAKISTAN HAVE
  EXPERIENCED PHYSICAL AND/OR SEXUAL
  INTIMATE PARTNER VIOLENCE IN THEIR LIFETIME



## ADDRESSING THE CHALLENGE HEAD-ON.

- DIGITAL EMPOWERMENT
- IMMEDIATE ASSISTANCE
- TRANSLATING LEGALESE INTO UNDERSTANDABLE ADVICE
- COMPANION, AN ADVOCATE, AND A GUIDE, REINFORCING THE IDEA THAT EVERY WOMAN DESERVES RESPECT, SAFETY, AND JUSTICE.





- INSTANT ANSWERS: "QUERIES ADDRESSED IN REAL-TIME."
- COMPREHENSIVE: "BASED ON PAKISTAN'S DETAILED HARASSMENT LAWS."
- USER-FRIENDLY: "DESIGNED FOR SIMPLICITY AND EASE OF USE."
- EMPOWERING: "KNOWLEDGE TO NAVIGATE DIFFICULT SITUATIONS."

