



city of women

Delhi 2022

Sponsorship Proposal



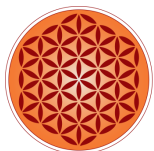
@cityofwomendelhi



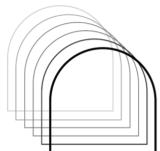
www.cityofwomendelhi.com



contact@cityofwomendelhi.com



The
Vedica
Scholars
Programme
for Women



nori

Celebrating, Encouraging and Amplifying
women's freedom in the City
to #go anywhere anytime.

City
of Women





Mast Mauli | मस्त मौलि
Free spirited and Fearless Voice for
City of Women

Her tribe?
YOU, champion of women's right to
the city.

Building Mast Mauli's tribe

Team

Presented by Vedica Foundation



**The
Vedica
Scholars
Programme
for Women**

Vedica is a Delhi-based not-for-profit organisation aimed at building a more equal world for women. Focused on financial independence, Vedica empowers women to live lives of distinction and dignity.

Their flagship programme, the Vedica Scholars Programme for Women, is India's first MBA alternative for women that enables them to build successful, break-free careers.

Vedica's vision is to become the go-to institution for all matters related to 'women and work' and catalyse change to create a more equal social, economic, and political reality.

Web: www.vedicascholars.com

Instagram: [@vedicascholars](https://www.instagram.com/vedicascholars)

Email: rahul.lalchandani@vedicascholars.com

Designed by nori narrative



nori narrative is a young, women led design and architecture studio. We believe in innovation at intersections – intersection of people, processes and disciplines.

With our multidisciplinary approach and research as the backbone, we solve problems across different realms of design.

Our work ranges from digital to physical and everything in between- spaces, products, experiences, technology and processes.

Web: www.norinarrative.com

Instagram: [@nori.narrative](https://www.instagram.com/nori.narrative)

Email: team@norinarrative.com

Crime Capital: Delhi remains most unsafe for women

According to the data released by the National Crime Records Bureau (NCRB), the number of cases registered under the Indian Penal Code (IPC) in Delhi plummeted by 18 per cent between 2019 and 2020.

UN Women supported survey in Delhi shows 95 per cent of women and girls feel unsafe in public spaces

Women are surrounded by narratives of danger, nudging them to self censor their movement around the city.

78% women experienced violence in public places, reports survey

47% OF WOMEN FIND DELHI
COMMUTE UNSAFE

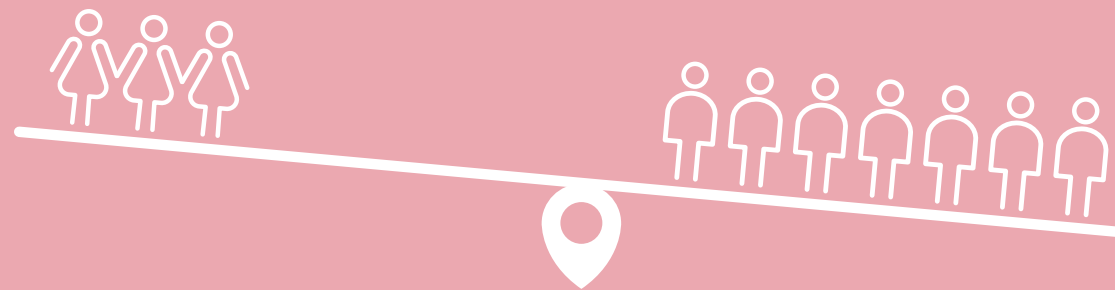
Delhi remains most unsafe for women irrespective of drop in crime rate

Delhi has reported the highest number of crimes against women among all the metropolitan cities of the country

Topics
Delhi | Crime against women | women safety in India

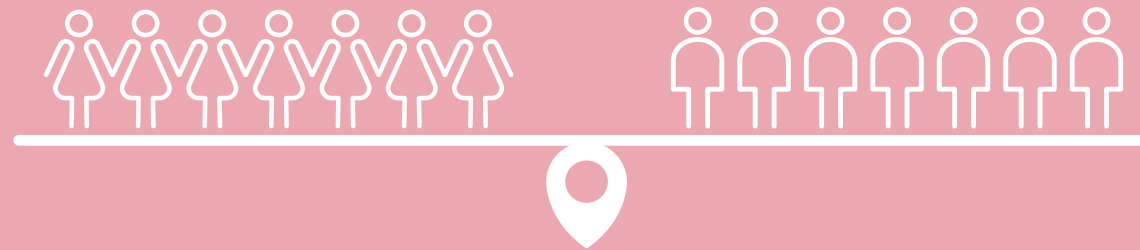
Women's representation in the city is skewed.

The scale is **off balance.**



Let's Tip the scale.

Change the Narrative with **City of Women.**



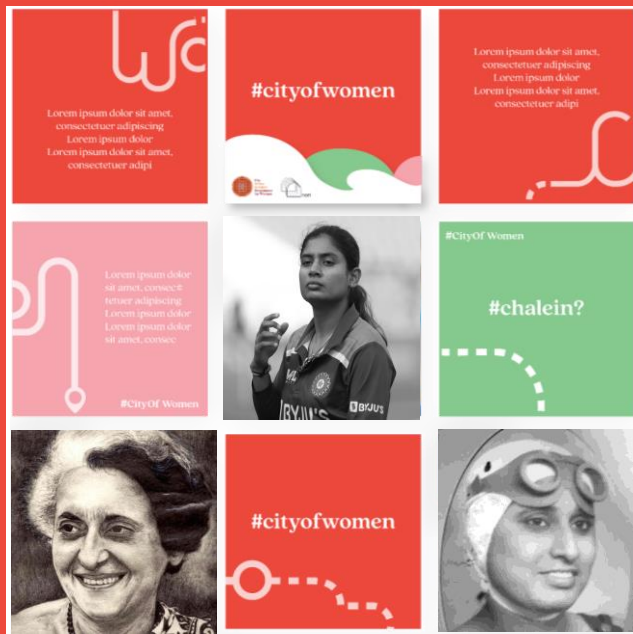
City of Women is a multimedia knowledge initiative with a physical and digital presence that intends to:

Celebrate | Encourage | Amplify

Women's freedom in the City to go anywhere anytime.

City of Women Celebrates...

women



Repository of 20 Iconic Women

Recognizing & Remembering the many contributions by women that have made this city what it is today.

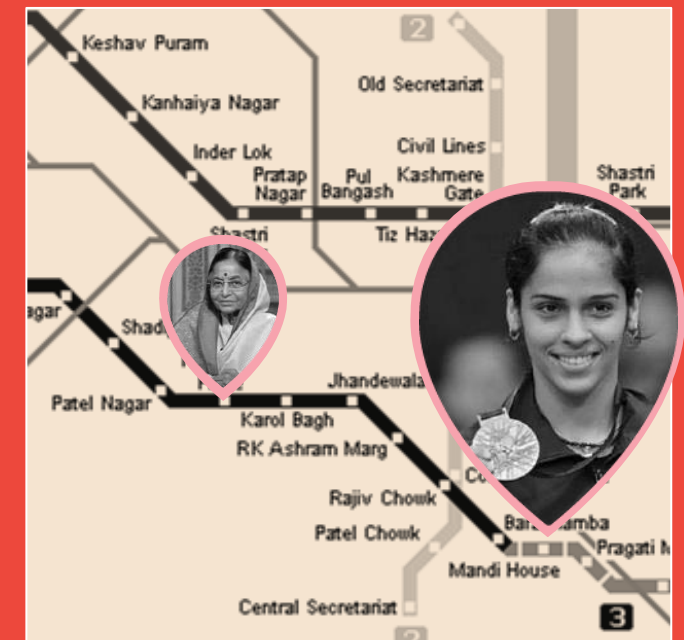
women's public lives



Stories of Everyday Commuters of Delhi Metro

Recognizing the contribution of Delhi Metro in empowering women to move through the city, go out, have success and lead complex fulfilling lives.

the Delhi metro



Reimagining the Map of Delhi Metro

Reimagining the Map of Delhi Metro, honouring Iconic Women and their contributions.

City of Women Encourages Women to...

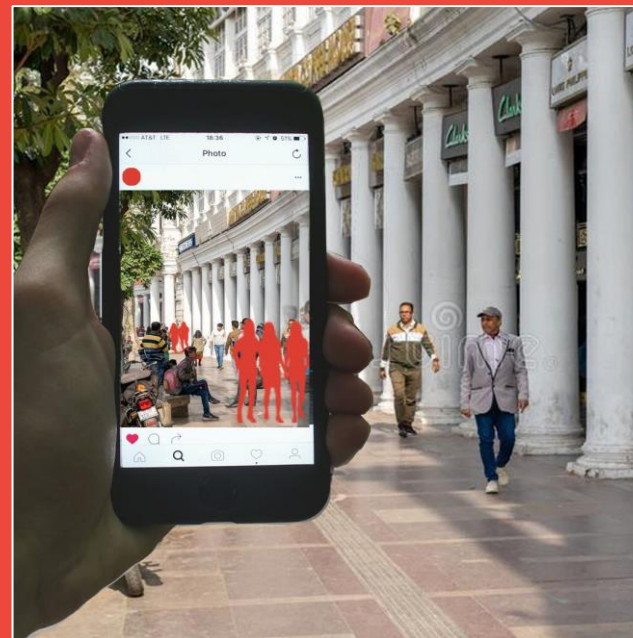
initiate conversations



Multi-media Events and Exhibits

Initiating Dialogue around women's right to the city through multi-media initiatives such as performance art, movie screening, talks and debates.

envision inclusive cities



Interactive Filters and Challenges

"What would the city look like if there were more women?" Social Media Campaign using AR filters to help people of Delhi to envision an inclusive city.

claim the city



#chalein? & #GoAnywhereAnytime

Challenges and events to nudge women to step out for leisure and become active participant's of the city's bustle.

City of Women Amplifies mobility for women to...

Go anywhere



Claim the City Interventions
(Metro Murals and Art Street)

Infrastructure improvements & art interventions on selected metro stations and streets using tactical urbanism to extend safe mobility and access for all.

anytime



Claim the City Events

#GoAnywhereAnytime | City Wide Exhibit and 'Rhaagiri' like event with performance art, screenings, talks and interactive activities encouraging women to claim the city 24x7.

till the last mile



Travelling Exhibits

Autos as Traveling Art Exhibit ply from Major Metro Station to Key Destinations in Delhi-celebrating women leaders and extending safe mobility till the last mile.

Audience and Impact

We intend to reach Women of Delhi and the users & facilitators of the shared transport systems of Delhi. The Metro records an average of 33 Lakh passenger trips in a day. **Women** account for around **25 to 30 percent** of passengers on the metro.

The Campaign at a Glance...

City of women is	A multimedia knowledge initiative that Celebrates, Encourages and Amplifies women's freedom in the City to go anywhere anytime.
Our Impact	Enable more women to access the city fearlessly.
Our Audience	Women of Delhi Users & Facilitators of city's shared transport system
Our Presence	Physical & Digital campaign
Timelines	August 2022 – March 2023 Coincides with 20 Years of Delhi Metro Women's Day 2023
Structure	<p>A. Digital Campaign</p> <ul style="list-style-type: none"> - Iconic Women Repository - Social Media Campaigns #WomenOfDelhiMetro, #Chalein? , AR filters and more - Reimagine Map of Delhi Metro other Challenges/Competitions. - NFT Art Collection <p>B: Physical Campaign</p> <ul style="list-style-type: none"> - Claim the City Interventions - Claim the City Events #GoAnytimeAnywhere

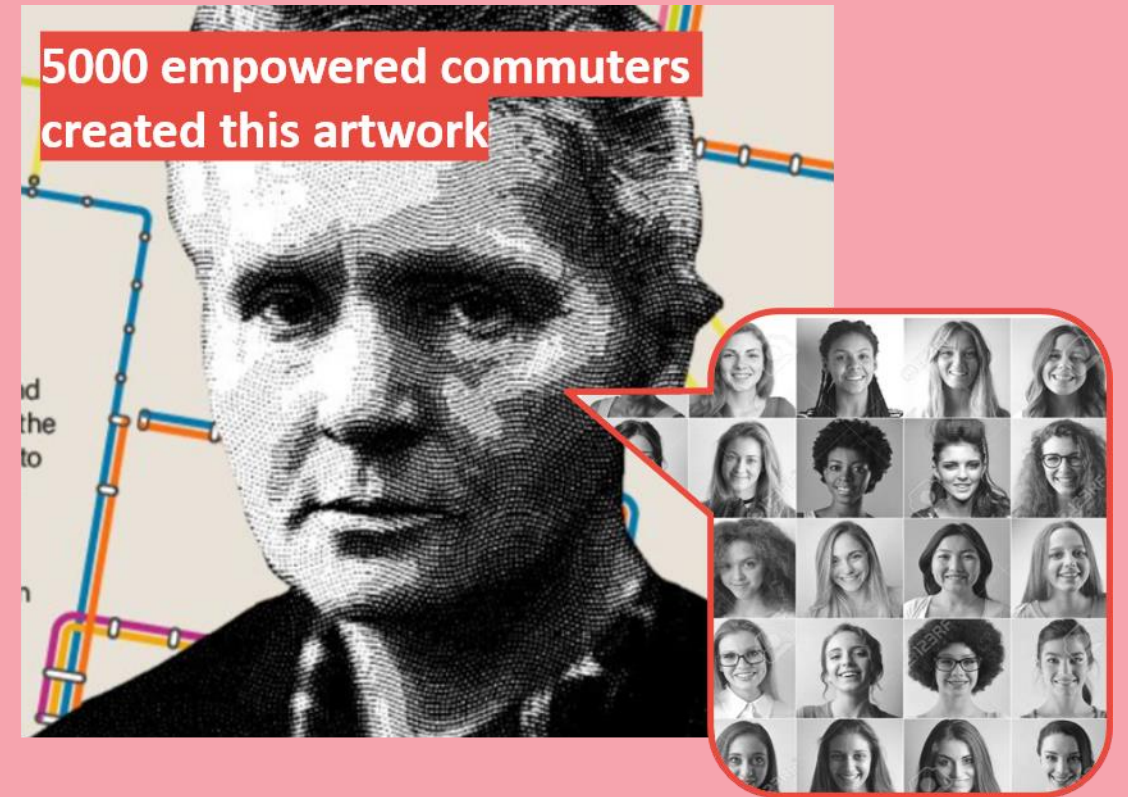
AR multimedia Project Partner



AR Filter multimedia Project

'What would the city look like if there were more women?' Social Media Campaign using AR filters to help people of Delhi to envision an inclusive city.

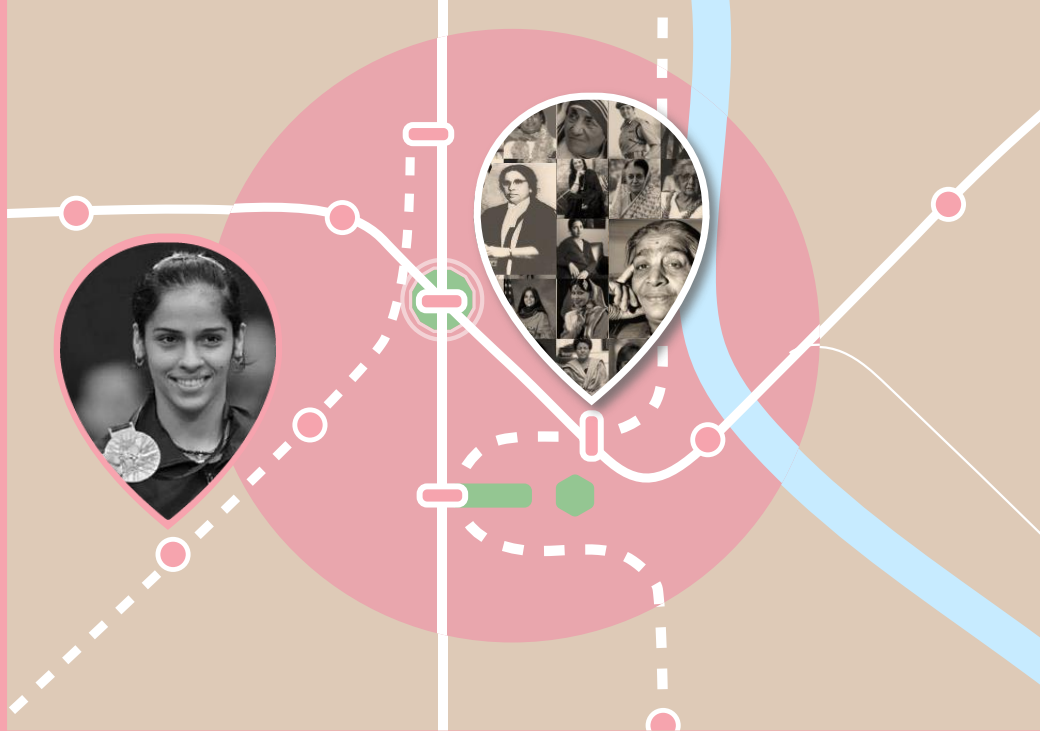
Digital Photo collage Partner



Interactive Public Art Installation

Portraits of women leaders co-created by everyday commuters of the Delhi Metro as a photocollage.

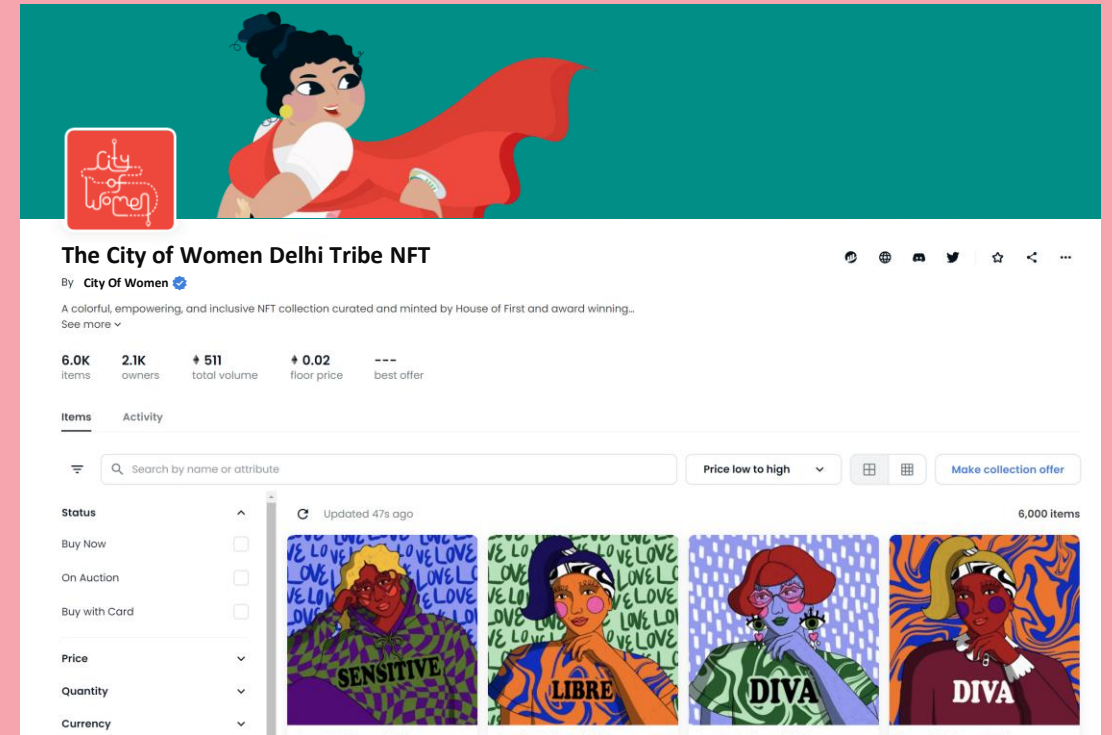
Art Challenge Patron



Reimagine Delhi Metro Map and Other Challenges

Multi-Media Art Challenges based on the campaign theme. Art work exhibited during the festival, minted as NFTs for the City of Women Collection and Published as a Coffee Table Book.

NFT Collection Patron



Campaign Art NFT Collection

Graphics and art works created during the course of the art project minted as utility based NFTs.

Art Street Patron



Art Street | Claim the City Interventions

Infrastructure improvements and additions using art and tactical urbanism on selected routes (from metro stations to key destinations/commercial centers in Delhi-NCR to extend safe mobility and access for all.

Claim the City Event Partner



Image Source: <https://lbb.in/delhi/a-day-spent-at-raahgiri/> | <https://www.ifindia.in/bonjour-india/>

Claim the City Event

#GoAnywhereAnytime | City Wide Exhibit and 'Rhaagiri' like event with performance art, screenings, talks and interactive activities encouraging women to claim the city 24x7.

Murals Patron



Mural | Claim the City Interventions

Graffiti art at selected areas by women graffiti artists on the stories of women leaders. Women lay claim to Public Space using graffiti as medium of expression.

Travelling Art Exhibit Patron



Travelling Art Exhibition | Claim the City Interventions

Painted Autos as Traveling Art Exhibit celebrating women leaders and extending safe mobility till the last mile. Autos ply from Major Metro Station to Key Destinations in Delhi

Become a Patron

To become a patron or discuss personalized sponsorship opportunities with the team, contact us:



contact@cityofwomendelhi.com



+91-9871227306



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