



8 March 2018

Press Release

WOMEN'S DAY - AUSTRALIA HELPS LAUNCH ANDROID APP TO COMBAT VIOLENCE AGAINST WOMEN

Australian Deputy High Commissioner to Pakistan Brek Batley and Chairperson of the Khyber Pakhtunkhwa Commission for the Status of Women (KPCSW) Neelum Toru, in collaboration with Blue Veins and Trocaire Pakistan, launched a Google App today to improve the services offered to women survivors of gender-based violence.

The App 'KPCSW', that also works offline, will help women report cases of violence to KPCSW with features like text, voice and video messages, and MMS. The user-friendly App is free to download on Google Play Store and will provide useful information on pro women laws and approaching KPCSW for help.

Mr Brek Batley said, "Eliminating violence against women everywhere is a priority of the Australian Government and a core part of our foreign policy and aid program. We anticipate that this app will play a pivotal role in providing support services for survivors of gender-based violence, with information to access shelters, medical services or legal aid services. In doing so it will help improve the safety and welfare of women and girls across Khyber-Pakhtunkhwa."

Ms. Neelum Toru- Chairperson KPCSW said, "On International Women's Day, we reflect on the critical contributions women make in every sector of society and we recommit ourselves to addressing the discrimination and barriers that women face around the world"

John O'Brien, Trocaire's Country Director in Pakistan, commended the innovative use of technology by the Commission to support women and girls across Khyber Pakhtunkhwa.'

Mr Qamar Naseem- Program Coordinator Blue Veins said, "Use of technology can be vital towards ending gender-based violence. We are grateful to Trocaire for supporting this KPCSW android application which will improve KPCSW presence in the cyber space and also institution support to KPCSW under this project will increase its ability to respond to the needs of women."

Mrs. Meraj Hamayun Khan, Member of Provincial Assembly and Chairperson Women Parliamentary Caucus (WPC) said, "Women have come a long way when it comes to empowerment but a lot needs to be done. Awareness campaigns and events like these have started sensitizing the people on rights of women throughout the province. Adding that, "Women empowerment is an essential component of human development and a key to poverty eradication, building resilient societies, economies and promoting sustainable development."

Marking International Women's Day, Australia's Deputy High Commissioner Brek Batley also acknowledged the contributions of 14 prominent women of Khyber-Pakhtunkhwa from civil society, media, medicine and science, with achievement awards.

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