

# BOUNCERS ON CALL TO HELP YOU

An app for the common man helps the middle class get their own personalised bouncers, making safety accessible

Rhema Mukti Baxter  
rhema.baxter@hindustantimes.com

Ever had one of those moments when you fretted over how your elderly parents, in another city, were going to get to a hospital during a medical emergency? Ever left a young son home alone because both your spouse and you had to be out at work during your kid's summer holidays? Security has always been a worrisome issue for the growing middle class of the Capital. So we were quite happy to come across an app which democratises safety services, making them affordable and putting them within the reach of the common man.

Called One Touch Response (OTR), the app provides instantaneous support on the phone to their subscribers who are in trouble for a nominal price. "We provide them counsel and undertake all the coordination required, be it with their loved ones, the police, fire, repair, medical services or even something as simple as getting a taxi or a duplicate key made," explained Arvind Khanna, 48, founder, OTR.



One of the trained on-call assistance providers, Amit Kumar Sharma, at his desk

Response Team members. The strapping young men in red tees have a bouncer-like feel to them, automatically making you feel safe. "Our first priority is to keep the clients safe," said Deepak, 22, one of the responders. We asked why, out of a team of 180 responders, there were no female members? "It's not yet safe for women to roam around at night," pat came the response from Sanjay Negi, 36, head of operations, voicing the opinion of all the men present in the room.

OTR received an SOS from Rashmi Gupta when her

husband turned unwell late one night. "They arranged for an ambulance and guided it to the house, which saved us from a lot of hassle," said Gupta, a housewife. "Humein train kiya jaate hai ki chhote se chhota raasta yaad ho. Jaldi pahuchna hota hai," said Annu Kumar, 23, responder.

We asked Khanna if he had any tips on how to keep calm during emergencies like earthquakes. "Take a deep breath and use our app! Basic safety precautions while going out and not getting into a fight are advised," he added.



L-R: Responders Annu Kumar, Deepak, Umesh and Umakant Mishra strike a pose

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A talk by Shashi Bhushan and Amitava Sarkar on the empowerment of LGBT members. Aiming to change the mindset of people, the talk would be about common myths and gender discrimination that need to be fought. At the Oxford Bookstore, N-81, Connaught Place on May 5. Timing: 5pm onwards



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