



Gupshup Launches Chatbot 'Shakti' to Empower Women

KOLKATA: In light of the recent #MeToo India movement, smart messaging platform Gupshup has launched a chatbot called 'Shakti' to help women find a voice against sexual harassment. This virtual assistant will assist women in reporting instances of sexual harassment. Chatbot Shakti can be used by people to understand what constitutes sexual harassment, details that a survivor should keep ready to report a harassment incident, who in the organisation should the incident be reported to and the contact details of the authorities concerned, such as the Central Social Welfare, Shakti Shalini and All India Women's Conference, to whom a formal complaint can be made. The bot is available round-the-clock and can be accessed by logging into one's Facebook account and sending a message to the page 'MeToo India'. "We feel technology can play a role in offering information that many survivors seek, when something like this happens. With Shakti, our aim is to offer a confidential resource to those who want to raise their voice against such harassment but do not know how to go about it," said Anindita Guha, head of product and product marketing, Gupshup.—Our Bureau