



MY CHOICES
FOUNDATION



USING ARTIFICIAL INTELLIGENCE TO SUPPORT **OUR WOMEN AND GIRLS**

It is official, India is the most dangerous place to be born if you are a girl in terms of the severity and frequency of the abuse and exploitation they face. Nearly **40% of Indian women experience violence in their own homes** - watch My Choices Foundation Founder's TEDx talk.

Operation PeaceMaker (a program of My Choices Foundation) aims to reduce domestic violence in India through hundreds of PeaceMakers who are trained in family and marriage counseling and all aspects of the Domestic Violence Act. PeaceMakers are the heart and soul of Operation PeaceMaker's work. A PeaceMaker is a local woman trained and hired to work within her own community providing in-field support to survivors of abuse and bringing the abused (*women & girls*) to our Counselling centres and our Safe Home.

We partnered up with a South African based company called Merlynn (www.merlynn.co.za) where the Merlynn technology allowed us to replicate and capture the unique skill sets of our Counsellors and Peace Makers. This in effect has enabled us to embed the expertise and knowledge of our Counsellors and PeaceMaker into decision support applications for our women and girls we serve in our communities.

We are specifically targeting college girls through our College program and with a simple QR code that they scan - they then gain access to the platform and complete a survey that helps them analyse the level of abuse in their relationship. And if they then require help - that will be captured on the platform. This in turn gives us access to hundreds of college girls we would not previously have had access to. We can then support these clients through counseling and support at our Counseling centres.

Our challenge at My Choices Foundation

(www.mychoicesfoundation.org) is that we have limited resources in the form of our **232 trained PeaceMakers**. Our PeaceMakers are the frontline changemakers in their communities to support our programs and are key to a positive outcome for our clients.

Using Artificial Intelligence provided by Merlynn we are now able to expand our reach, increase our impact exponentially as well as offer support technologies on a 24/7 basis.

SEE FOR
YOURSELF