

UTTARAKHAND STATE LEGAL SERVICES AUTHORITY



“REPORT OF 15 DAYS AWARENESS CAMPAIGN ON THE ISSUES OF CYBER CRIMES, ONLINE FRAUD AND SOCIAL MEDIA SCAMS”

ORGANIZED IN THE STATE OF UTTARAKHAND

FROM 15th FEBRUARY, 2024 TO 29TH FEBRUARY, 2024

It is kindly submitted that as we know that today is the era of technology wherein computers, mobiles and other electronic gadgets are crucial resources for any kind of business as well as for money transactions, etc.

It is also kindly submitted that now-a-days, the Cyber Crimes, Online Fraud and Social Media Scams incidents are reported frequently and the same are being increased day-by-day.

It is reported that these Crimes have been attempted very cleverly and technically by using very high techniques and high-end applications and software.

Owing to this, the common masses are unable to understand the fraud done by the hackers and consequently, they are simply trapped and lose their hard earning money.

Further, it is kindly submitted that Cyber Crimes, Online Fraud and Social Media Scams often commit crimes by targeting computer, networks, mobiles, electronic gadgets and devices. Sometimes, these crimes also include things like; revenge porn, cyber-stalking, harassment, bullying and child sexual exploitation. Even, sometimes these instances and crimes lead to suicide committed by the victims.

It is kindly submitted that Cyber Crimes, Online Fraud and Social Media Scams continue to evolve, with new threats surfacing every year. It is very important to know how to recognize these crimes, which can be the first step to protect the public and their important personal datas.

Furthermore, it is kindly submitted that there are urgent and utmost need to make the public aware about Cyber Crimes, Online Fraud and Social Media Scams.

Therefore, Hon'ble the Executive Chairman, Uttarakhand State Legal Services Authority was of the view that appropriate awareness campaign would be required to make aware the masses in the State of Uttarakhand about Cyber Crimes, Online Fraud and Social Media Scams.

In this context, it is kindly submitted that having considered the aforesaid proposal, Hon'ble the Executive Chairman, Uttarakhand State Legal Services Authority was pleased to approve to conduct **"15 Days**

Awareness Campaign on the issues of Cyber Crimes, Online Fraud and Social Media Scams” in the State of Uttarakhand from 15th February, 2024 to 29th February, 2024.

In order to make the aforesaid campaign a success, following necessary directions were issued to all the District Legal Services Authorities:-

- (i)** Awareness Programmes and Camps shall be organized in Schools and Colleges of the District for the students and youth generation.
- (ii)** Awareness Programmes and Camps shall be organized for the senior citizens, women and common masses.
- (iii)** Awareness Programmes and Camps shall be organized at the prominent places of the Urban and Rural areas of the District.
- (iv)** Awareness Rally of School’s Children shall be organized.
- (v)** Radio Talk Show, Television Interviews and Nukkad Natak shall be organized.
- (vi)** Awareness Poster/Debate/Essay Competition shall be conducted in Schools and top three winners of each category shall be felicitated by the DLSA.
- (vii)** Awareness Informative material like; Pamphlets, etc. shall also be got printed for distribution to the public during the campaign.
- (viii)** Wider and adequate publicity of this campaign shall be ensured through Local T.V. Channel, Print & Electronic Media and Digital Platform.

- (ix)** Regular uploading and updation of the news with photographs shall be made on the Facebook Page of DLSA to spread out the awareness.
- (x)** All the DLSAs shall ensure the valuable coordination and active participation of the following stakeholders to make this Drive a grand success:-
- District Administration;
 - Police Administration;
 - Education Department;
 - Cyber Police Cell;
 - IT/Cyber Experts;
 - Experts from Banking Services; and
 - NGOs including concerning stakeholders.

In order to make the aforesaid awareness campaign a grand success and in order to ensure the compliance of the directions issued by the Hon'ble Executive Chairman, Uttarakhand State Legal Services Authority, the aforesaid Awareness Campaign was successfully organized by the District Legal Services Authorities in their districts in association with all the concerning stakeholders.

On the basis of the statistical information furnished by the District Legal Services Authorities relating to the said campaign, a consolidated report has been prepared and the same is hereunder:-

Name of the District	No. of awareness programmes /camps organized in schools & Colleges	No. of Students attended these programmes /camps	No. of awareness programmes/ Camps organized for Senior Citizens, Women and Common Masses.	No. of Senior Citizens, Women and Common Masses attended these programmes/ camps	No. awareness programmes/camps organized at the prominent places of the Urban and Rural Areas of the District	No. of persons attended these programmes/ camps
Almora	28	5,499	03	101	38	1,921
Bageshwar	21	1,445	01	55	77	1,473
Chamoli	177	9,033	252	5227	251	6,600
Champawat	20	1,988	04	115	32	908
Dehradun	53	6,565	89	3560	28	1,260
Haridwar	19	1,313	02	2,681	23	2,681
Nainital	58	7,012	194	19,013	252	26,025
Pauri Garhwal	17	1,799	13	442	30	2241
Pithoragarh	03	150 (Approx.)	05	200 (Approx.)	04	170 (Approx.)
Rudraprayag	14	6,320	03	85	12	322
Tehri Garhwal	14	1,015	77	1,624	77	1,624
U.S. Nagar	104	8,622	92	2,535	100	4,317
Uttarkashi	05	500	04	270	05	315
TOTAL	533	51,261 (Approx.)	739	35,908 (Approx.)	929	49,857 (Approx.)

Name of the District	No. of Rallies organized	No. of Radio Show & Television Interviews organized	No. of Nukkad Natak organized	No. of Essay/Poster/ Debate competition organized	How many programmes/ camps personally attended by the Secretary, DLSA	Total No. of persons benefitted by this Campaign.
Almora	03	02	03	07	03	11,067
Bageshwar	01	-	01	04	03	2,973
Chamoli	69	16	46	135	11	5850
Champawat	-	-	-	-	04	3,011
Dehradun	03	-	04	10	10	11,385
Haridwar	02	-	01	03	04	1,939
Nainital	16	01	-	14	10	26,025
Pauri Garhwal	01	01	01	01	10	1,178
Pithoragarh	-	-	-	25	01	10,000 (Approx.)
Rudraprayag	-	-	-	-	04	435
Tehri Garhwal	04	-	-	04	05	2,639
U.S. Nagar	39	01	24	27	19	7,788
Uttarkashi	02	-	-	03	10	4,585
TOTAL	140	21	80	233	94	88,875 (Approx.)

It is kindly submitted that as per the District-wise reports mentioned in the above table, it is found that during the aforesaid Awareness Campaign, **total 2,201 awareness programmes including camps were organized** (533 in Schools & Colleges, 739 for Senior Citizens, Women and Common Masses and 929 in Urban and Rural Areas) **and around 1,37,026 persons attended these awareness programmes/camps** (51,261 in Schools & Colleges, 35,908 Senior Citizens, Women and Common Masses and 49,857 in Urban and Rural Areas). Also, 94 programmes including camps were personally attended by the Secretaries of DLSAs.

Furthermore, it is kindly submitted that total 140 Awareness Rallies, 21 Radio show including Television Interviews, 80 Nukkad Nataks, 233 Essay/Poster/Debate Competitions were organized. Around 88,875 persons were benefitted by this awareness campaign.

During the aforesaid Awareness Campaign, Door-to-Door Campaign was also organized. During the course of awareness campaign, public including students, youth generation, senior citizens and women were made aware and sensitized about safe digital and banking payments different websites and mobiles Apps, fraud through AI Crimes, awareness of toll free number of 1930, computer and mobile virus application, fraud bank calls, secrecy of OTP and ATM Pin number, Fraud KYC calls, scanning of fraud QR Codes, security and frequently changing of passwords generated for the social media platforms, maintain the security of the confidential numbers of credit cards and debit cards, avoiding chat on unknown numbers and e-mail, avoiding participation in online lotteries and games.

Apart from this, public including students, youth generation, senior citizens and women were made aware about the proper and careful use of the social sites like; Instagram, Facebook, Twitter, Whatsapp, YouTube, etc. Further, it was enlightened the public that before posting any information or news on the social sites, the same must be read carefully and it must be ensured that it may not hurt to anyone. It was also informed to the public that the information about Google Account's ID and Password should not be shared to anyone and unknown internet and other links should not be opened and downloaded in mobile and computer.

It is kindly submitted that during the aforesaid 15 days of Campaign, valuable coordination and active participation were provided by the District Administration, Police Administration, School and College Administration, Cyber Police Cell, IT/Cyber Experts, Experts from banking services and all other concerned stakeholders.

In order to make this campaign a grand success, all the District Legal Services Authorities made wider publicity of the aforesaid 15 days of campaign through Local T.V., Channel, Print & Electronic Media and Digital Platform. Information and news were also being uploaded on the Facebook Page of the DLSAs.

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