

No.31/11/2018-CW-I
Government of India
Ministry of Women and Child Development
(CW-I Section)

Room No. 628, A-Wing,
Dr. Rajendra Prasad Road,
Shastri Bhawan, New Delhi-110001
Date: 10.09.2018

To
Principal Secretaries/Secretaries/Commissioner WCD/Social Welfare of all States /UTs

Subject: Advisory on online dangerous game (Momo Challenge)
- reg.

Madam/Sir,

I would like to invite your attention to the media reports about new online challenge game called "the Momo Challenge" which started on Facebook where members are "challenged" to Communicate with unknown numbers . It went viral on social media platforms, especially WhatsApp. The Momo Challenge consists of a variety of self harming dares which becomes increasingly risky as the game progresses and it finally ends with suicide challenge.

2. The game involves challenges that encourage teenagers/ children/ any other user to engage in series of violent acts as challenges of the game. The game inspires teenagers/ children / any other user (the player),to add unknown contacts on WhatsApp by the name of 'Momo'. Once the contact is added, the image of the terrifying Japanese 'Momo' doll with bulging eyes appears in contact. The game controller then entices children to perform a series of challenges and they are threatened with violent images, audio or video, if they do not follow the instructions. It is therefore, necessary to take appropriate action, including providing comprehensive best practices for parents and schools. A sample of an Advisory is enclosed for perusal.

3. You are therefore, requested to kindly give wide publicity to the enclosed Advisory on Momo Challenge and also upload the same on website of your Ministry/Departments .

Yours faithfully,

(Handwritten signature)

समेकित बाल सं.यो,दमण.
ICPS, DAMAN.
पत्र आयक सं.
Letter Inward No...112...
दिनांक
Date...21/09/18...

(Handwritten signature)
(Aastha Saxena Khatwani)
Joint Secretary to the Government of India
Tel: 011-23381857

Encls.: As above

(Handwritten signature)

समाहर्ता का कार्यालय,दमण
Office of the Commissioner, Daman.
आयक सं. 8030 17/9/18
जायक पत्र/Outward Letter
क्रमांक/No. 46.5997/DT.20/09/18

(Handwritten signature)
17/9/18
PM (ICPS)

**Ministry of Women and Child Development
(Child Welfare-I Section)**

Subject : ADVISORY ON " MOMO CHALLENGE GAME"

It is reported in the media that there is new online challenge game called "the Momo Challenge" which started on Facebook where members are "challenged" to Communicate with unknown numbers . It went viral on social media platforms, especially WhatsApp. The Momo Challenge consists of a variety of self harming dares which becomes increasingly risky as the game progresses and it finally ends with suicide challenge. The game involves challenges that encourage teenagers/ children/ any other user to engage in series of violent acts as challenges of the game. The game inspires teenagers/ children / any other user (the player),to add unknown contacts on WhatsApp by the name of 'Momo'. Once the contact is added, the image of the terrifying Japanese 'Momo'doll with bulging eyes appears in contact. The game controller then entices player to perform a series of challenges and playing the game are threatened with violent images, audios or videos, if player do not follow instructions.

Look out for following Signs and Symptoms:

- 1.) Becoming withdrawn from friends and family
- 2.) Persistent low mood and unhappiness
- 3.) Looking worried that stops him/her from carrying out day to day tasks
- 4.) Sudden outbursts of anger directed at themselves or others
- 5.) Loss of interest in activities that they used to enjoy
- 6.) Visible marks like deep cuts or wounds on any part of the body of the child.

How to protect your child from this game:

- 1.) Check in with your child, ask how things are going. Ask if there have been things stressing them,or anything that has them worried. If your child is talking about any level of distress, do not hesitate to ask them about changes in mental health.
- 2.) Unless there is reason to believe your child already knows of or has played the game, don't discuss about the Momo challenge. By doing so, you increase the chance that your child will search for it on their own.
- 3.) Monitor your children's online & social media activity to ensure they are not engaging with this challenge.

4.) Keep your eyes open for:

- a) Unusually secretive behaviour, mostly related to their online activity
- b) A sudden increase in the time they spend online, especially social media
- c) They seem to change screens on their device when approached
- d) They become withdrawn or angry, after using the internet or sending text messages
- e) Their device suddenly has many new phone numbers and email contacts

5.) Install a good cyber/mobile parenting software which helps them in monitoring your children.

6.) Parents should take reports from child counsellor present in the school at regular intervals.

7.) If you fear your child may be at risk, get professional help right away.

8.) Remind your child that you are there and will support them as they face life challenges



सत्यमेव जयते

भारत सरकार
GOVERNMENT OF INDIA
राष्ट्रीय बाल अधिकार संरक्षण आयोग
NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS

नई दिल्ली-110 001
New Delhi - 110 001



No.2601/08/2018-POCSO/NCPCR/79060
Dated: 6th September 2018

1. Chief Secretary, All States/Union Territories
2. DGP, All States/Union Territories
3. Secretary, Education Department, all States/UTs

Subject: Advisory on Online dangerous game (Momo Challenge)- Child Online Safety-reg

Sir/Madam,

The NCPCR has noticed that there are media reports that children have been becoming victims of Momo Challenge Game. It is reported to be a game played by invitation only. The children are attempting to commit suicide. Copies of extracts of website regarding Ajmer's victim of Momo Challenge Game and news published in the Times of India dated 26th August 2018 regarding incidents in West Bengal, are enclosed.

2. It is reported in the media that the Momo Challenge Game was initially started on Facebook but is now spreading via Whatsapp. Momo is a social media account on WhatsApp, Facebook and YouTube. The image used for the Momo game has been adopted from the work of Japanese artist Midori Hayashi, who has no connection with the game. As per reports published, sometimes the account challenges users to communicate with an unknown number, and complete a series of violent acts that ultimately end in death. If one refuses to follow the game's orders, he or she is sent threatening and disturbing images. Sometime, the threat given is that of corrupting social media accounts of the victims and to label fake allegations against him/her. This account seems to be connected to three numbers in Japan, Mexico and Columbia and a number of smaller islands on both sides of Latin America.

3. The NCPCR had requested concerned departments/ministries in Government of India to take immediate preventive steps to stop its spread in India. The Ministry of Electronics and Information Technology has issued advisory on "MOMO CHALLENGE GAME" (copy enclosed).

4. It is requested that all concerned may please be directed to take appropriate preventive steps for child online safety.

Thanking you,

Encl: As above.

Copy to:

1. Chairperson, all States/UTs - with a request to ensure awareness on the subject in your State.
2. MWCD (DS-W.I) - wrt their OM No.31/11/2018-CW.I (e-59702) dated 30th August 2018.

समेकित बाल संशोधन

Yashwant JAIN.

Letter Inward No. 107

Date. 17/9/18

Yours faithfully,

(Yashwant Jain)
Member

5वां तल, चन्द्रलोक बिल्डिंग, 36, जन्मपथ, नई दिल्ली-110 001
5th Floor, Chandrilok Building, 36, Janpath, New Delhi-110 001

दूरभाष / Ph : 011-23478200 फैक्स / Fax : 011-23724026

वेबसाइट / Website : www.ncpcr.gov.in, www.mwcd.gov.in, www.ochaalindia.org

Ministry of Electronics & IT (MeitY)
(Cyber Laws & e-Security Group)

Dated : 27 Aug 2018

Subject : ADVISORY ON "MOMO CHALLENGE GAME"

It is reported in the media that there is new online challenge game called "the Momo Challenge" which started on Facebook where members are "challenged" to Communicate with unknown numbers . It went viral on social media platforms, especially WhatsApp.

The Momo Challenge consists of a variety of self harming dares which becomes increasingly risky as the game progresses and it finally ends with suicide challenge. The game involves challenges that encourage teenagers/ children / any other user to engage in series of violent acts as challenges of the game.

The game inspires teenagers/ children / any other user (the player), to add unknown contacts on WhatsApp by the name of 'Momo'. Once the contact is added, the image of the terrifying Japanese 'Momo' doll with bulging eyes appears in contact. The game controller than entices player to perform a series of challenges and playing the game are threatened with violent images, audios or videos, if player do not follow instructions.

Look out for following Signs and Symptoms :

1. Becoming withdrawn from friends and family
2. Persistent low mood and unhappiness
3. Looking worried that stops him/her from carrying out day to day tasks
4. Sudden outbursts of anger directed at themselves or others
5. Loss of interest in activities that they used to enjoy
6. Visible marks like deep cuts or wounds on any part of the body of the child.

How to protect your child from this game:

1. Check in with your child, ask how things are going. Ask if there have been things stressing them, or anything that has them worried. If your child is talking about any level of distress, do not hesitate to ask them about changes in mental health.
2. Unless there is reason to believe your child already knows of or has played the game, don't discuss about the Blue Whale game. By doing so, you increase the chance that your child will search for it on their own.
3. Monitor your children's online & social media activity to ensure they are not engaging with this game.
4. Keep your eyes open for:
 - a) Unusually secretive behaviour, mostly related to their online activity
 - b) A sudden increase in the time they spend online, especially social media
 - c) They seem to change screens on their device when approached
 - d) They become withdrawn or angry, after using the internet or sending text messages
 - e) Their device suddenly has many new phone numbers and email contacts
5. Install a good cyber/mobile parenting software which helps them in monitoring your children.
6. Parents should take reports from child counsellor present in the school at regular intervals.
7. If you fear your child may be at risk, get professional help right away.
8. Remind your child that you are there and will support them as they face life challenges.

References :

- (1) <http://infosecawareness.in/family/>
- (2) <https://indianexpress.com/article/what-is/what-is-momo-challenge-5302916/>
- (3) <https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/parental-controls/>
- (4) <https://support.google.com/googleplay/answer/1075738?hl=en-GB>
- (5) <https://support.apple.com/en-gb/HT201304>
- (6) <https://timesofindia.indiatimes.com/lifestyle/health/fitness/health-news/after-blue-whale-it-is-a-whatsapp-suicide-game-thats-risking-your-kids/articleshow/65335782.cms>
- (7) <http://www.newspaper.com/technology/online-social/what-is-the-creepy-image-for-the-blue-whale-game-from-7/news-story/5785590c4b32e7075815d52693d6a29>

<https://www.pinkcitypost.com/>



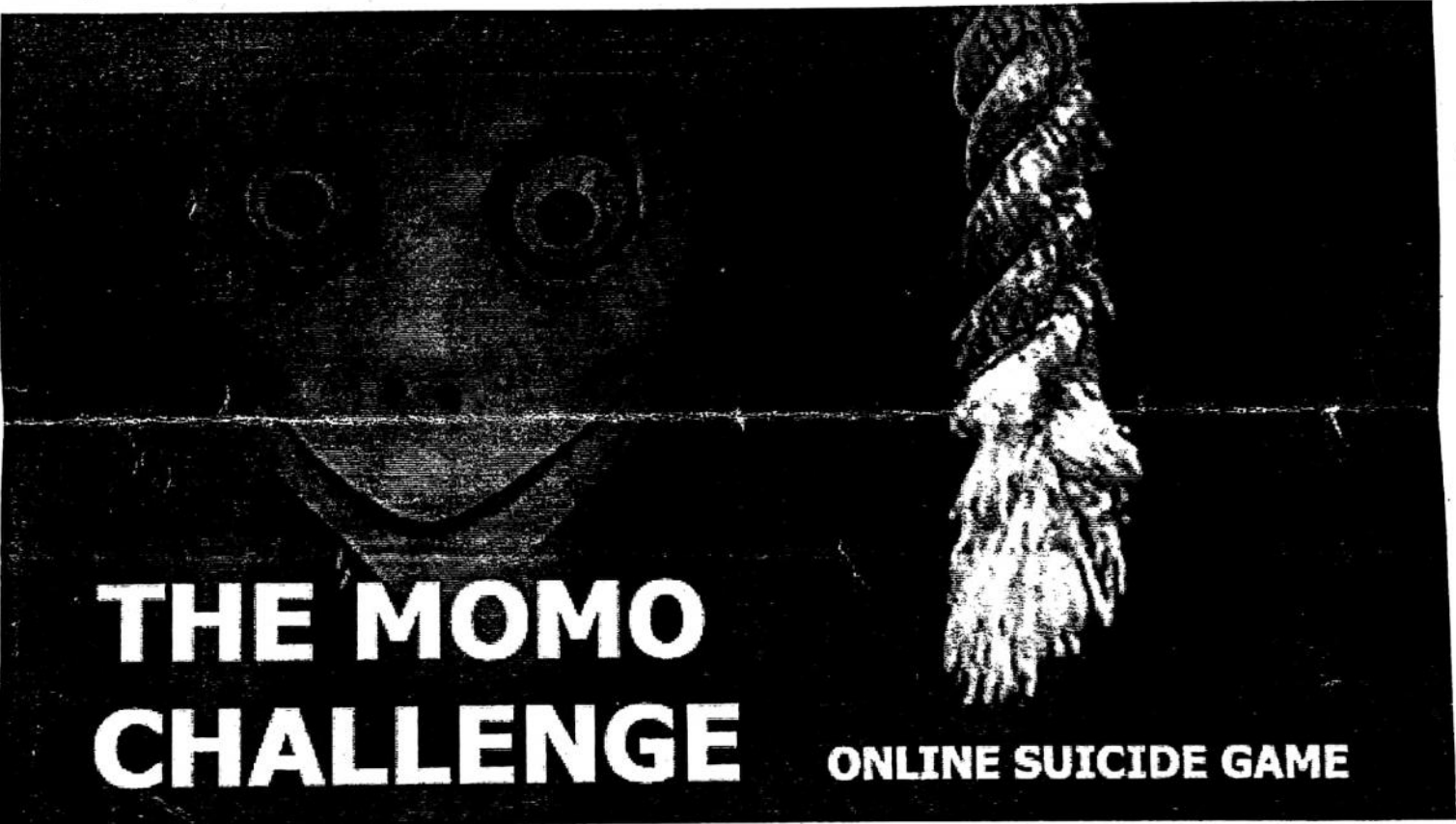
<https://www.pinkcitypost.com/category/state/> (https://www.youtube.com/channel/UCiJ2xCmZdsRgkmxKKbN3C4A?view_as=subscriber)

Ajmer teen first victim of Momo Challenge in India, 'commits suicide'

According to the reports, a class 10th girl student slit her wrists. After that, she hung herself to death. Police have found that the girl was playing an online game 'The Momo Challenge'. This came to the light after the cops checked the Internet browsing history in the girl's mobile phone.

Rimjhim Jethani (<https://www.pinkcitypost.com/author/rimjhim/>) | August 22, 2018 | Last Updated: August 22, 2018 4:54 pm

Home (<https://www.pinkcitypost.com/>) » State (<https://www.pinkcitypost.com/category/state/>) » Ajmer teen first victim of Momo Challenge in India, 'commits suicide'



Repetitive Image: An Ajmer girl commits suicide while playing Momo Challenge

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Jaipur: The WhatsApp virtual suicide game 'The Momo Challenge' has claimed its first life in India. A 15-year-old girl committed suicide in Ajmer district of Rajasthan after accepting 'The Momo Challenge' online. This game is similar to the 'Blue Whale Challenge', which went viral earlier in the

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provokes them to end their life (<https://www.pinkcitypost.com/man-who-duped-people-of-rs-8-crore-through-mlm-company-arrested-from-gurugram/>)
(<https://twitter.com/intent/tweet?text=Ajmer%20teen%20first%20victim%20of%20Momo%20Challenge%20in%20India,%20commits%20suicide>)

(<https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fwww.pinkcitypost.com/man-who-duped-people-of-rs-8-crore-through-mlm-company-arrested-from-gurugram/>)

([whatsapp://send?text=Ajmer%20teen%20first%20victim%20of%20Momo%20Challenge%20in%20India,%20commits%20suicide](https://www.pinkcitypost.com/man-who-duped-people-of-rs-8-crore-through-mlm-company-arrested-from-gurugram/))

<https://www.pinkcitypost.com/ajmer-teen-first-victim-of-momo-challenge-in-india-commits-suicide/>

Kolkata techie receives Momo Challenge invite

Dwaipayan Ghosh | TNN | Updated: Aug 26, 2018, 09:06 IST

KOLKATA: At least two persons from different parts of the state — one of them from Kolkata and the other from Siliguri — received the invite for Momo Challenge on Whatsapp around 11pm on Thursday. Rajorshi Upadhyay, the IT employee from Kolkata, has sought help from Kolkata

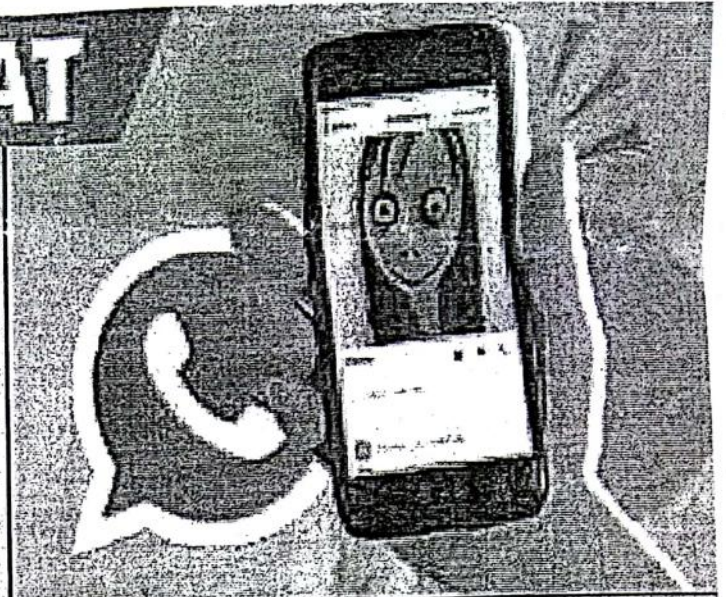
Police.

VIRTUAL THREAT

Other recipients

➤ A girl in Jalpaiguri. She received the message along with a college student from the same district from a California number

➤ A South Dinajpur college student. He was asked to speak to Momo for at least six successive days. When



he decided not to play the game, he was asked to keep the invitation a secret

➤ Contact police once your son/daughter informs you of receiving such an invite. Usually, posts about death or suicide on social media attract the invitation

➤ Have regular and informal conversations so that kids talk without fear of being reprimanded. Encourage questions, address their curiosity and

guide them in a friendly way

➤ Warn about talking to strangers, not only outdoors, but even on social media

➤ Keep parental control features on. This makes it easy to help keep your children safe online

➤ Read up and stay informed on new dangers in the internet world

WHAT PARENTS CAN DO

Upadhyay received the Whatsapp message when the mobile phone was being charged. Upadhyay, who has a eight-year old kid, said they were



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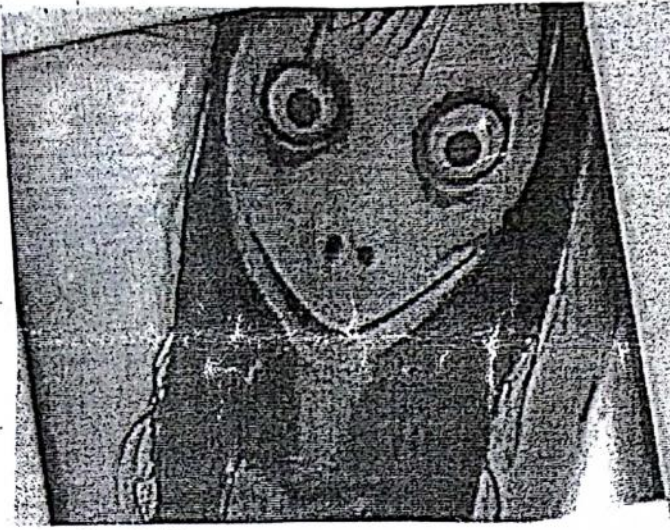
Kolkata techie receives Momo Challenge invite

Dwaipayan Ghosh | TNN | Updated: Aug 26, 2018, 09:06 IST

TimesPoints



6 Comments



The Momo challenge was initially started on Facebook but is now spreading via Whatsapp.

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VIRTUAL THREAT

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- A girl in Jalpaiguri. She received the message along with a college student from the same district from a California number
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- Contact police once your son/daughter informs you of receiving such an invite. Usually, posts about death or suicide on social media attract the invitation
- Have regular and informal conversations so that kids talk without fear of being reprimanded. Encourage questions, address their curiosity and

WHAT PARENTS CAN DO

- guide them in a friendly way
- Warn about talking to strangers, not only outdoors, but even on social media
- Keep parental control features on. This makes it easy to help keep your children safe online
- Read up and stay informed on new dangers in the internet world

According to psychiatrists, sending messages at night shows there are sinister plans as the mind is at the weakest at night and especially dangerous for those who are suffering from depression. So when should you raise the alarm as a parent? Psychologists say any abrupt change in behaviour should be enough to trigger an alarm. Sudden willingness to be left alone — shutting doors, speaking to someone over phone or social media and ignoring family members — are some common examples. Cuts and bruises too need to be looked into. “Some of these are absolutely normal behaviour for teens, so you need to be careful how you raise the issue,” pointed out one of them. The Momo challenge was initially started on Facebook but is now spreading via Whatsapp. ‘Momo’ is a social media account on WhatsApp, Facebook and YouTube. The image used for the Momo game is a haunting image of a woman with exaggerated features taken from the work of Japanese artist Midori Hayashi, who has no connection with the game. Several web security blogs describe the Momo game as a social engineering attack, which may not necessarily be real, but can still cause harm through online harassment and cyber bullying.

TOP COMMENT

I get and win momo challenge everyday. Especially if its cheese momo from wow momo

Dingleberry Handpump

SEE ALL COMMENTS

ADD COMMENT

The account challenges users to communicate with an unknown number, and complete a series of violent acts that ultimately end in death. If one refuses to follow the game's orders, he or she is sent threatening and disturbing images. Sometimes the threat given is that of corrupting the social media accounts of the victim and to label fake allegations against him/her. This account seems to be connected to three numbers in

Japan, Mexico and Columbia and a number of smaller islands on both sides of Latin America.

“We have asked our cyber cell to put all the numbers from which the invites are being sent on surveillance,” said a senior state official.

इलेक्ट्रॉनिक्स एवं सूचना प्रौद्योगिक के मंत्रालय

साइबर कानून एवं ई-सुरक्षा समूह

विषय :- “ मोमो चुनौती गेम ” पर परामर्शिका

मीडिया में यह रिपोर्ट किया गया है कि “द मोमो चुनौती” नामक एक नया ऑनलाइन चुनौती गेम आया है जो फेसबुक पर शुरू हुआ, जिसमें सदस्यों को अज्ञात नंबरों से संवाद करने हेतु चुनौती ” दी जाती है। यह सोशल मीडिया, विशेषकर व्हाट्सप्प पर वायरल (फैल) हो गया।

मोमो चुनौती के अंतर्गत अनेक स्व-घातक चुनौतियाँ शामिल होती हैं जो खेल के आगे बढ़ने के साथ-साथ अधिकाधिक जोखिमपूर्ण हो जाता है। इस गेम में ऐसी चुनौतियाँ शामिल रहती हैं जो किशोरों/बच्चों/अन्य प्रयोगकर्ताओं को गेम की चुनौतियोंके रूप में हिंसक कृत्यों की श्रृंखलाओं में जाने के लिए प्रोत्साहित करता है।

यह गेम किशोरों/बच्चों/अन्य प्रयोगकर्ताओं (खिलाडियों) को वाट्स-अप पर ‘मोमो’के नाम से अज्ञान लोगों के नंबर जोड़ने के लिए प्रेरित करता है। जैसे ही नंबर जोड़ दिया जाता है, तो उस नंबर पर घूरती आखों वाली डरावनी जापानी गुडिया ‘मोमो’ का चित्र आ जाता है तब यह गेम नियंत्रण खिलाडी को कई चुनौतियों को निभाने के लिए लुभाता है और यदि खिलाडी उन निर्देशों का पालन नहीं करता है तो उसे हिंसक चित्रों, ऑडियो या विडियो से धमकी दी जाती है।

निम्नलिखित संकेतों और लक्षणों पर ध्यान दें :

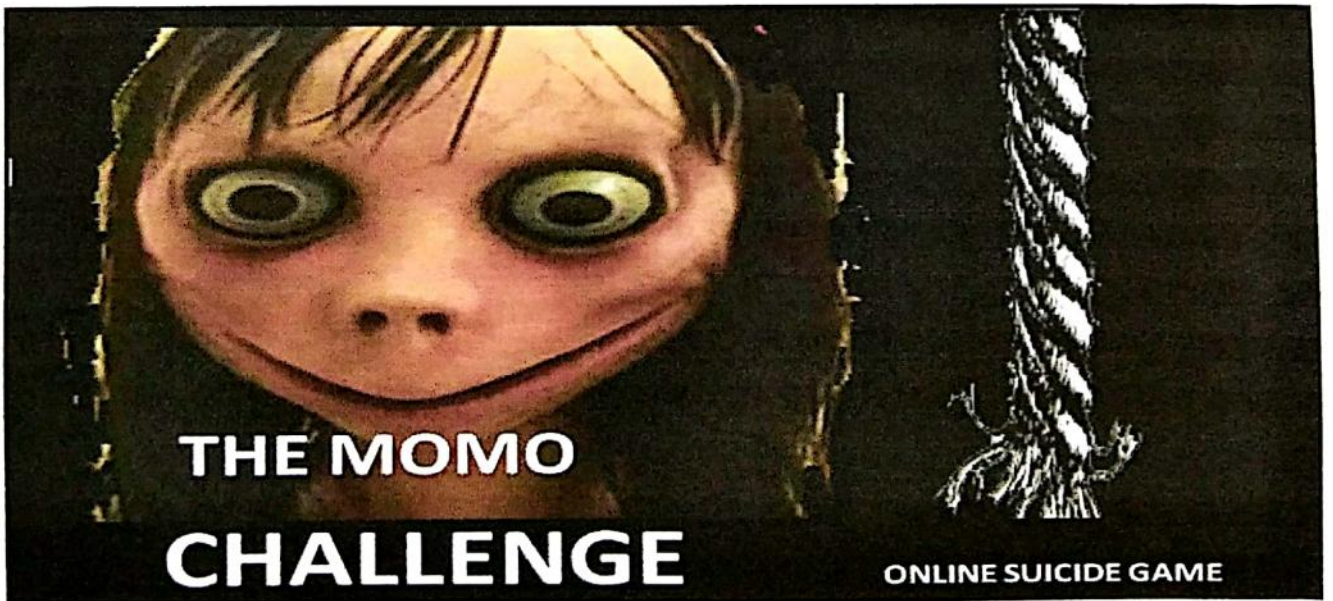
1. दोस्तों और परिवारसे दूर हो जाना
2. लगातार मूंड अच्छा नहीं रहना और गमगीन रहना
3. चिंतित दिखना जिससे वो दैनंदिन कार्यों को पूरा न करें।
4. खुद पर या दूसरों पर गुस्से में फट पड़ना
5. ऐसी गतिविधियों में रूचि समाप्त हो जाना जिससे उन्हें आनंद आता था।
6. बच्चे के शरीर के किसे हिस्से पर दृश्य चिन्ह जैसा गहरा घाव या जखम

इस खेल से अपने बच्चे की रक्षा कैसे करें :

1. अपने बच्चों से बातचीत करें, पूछें कि कैसा चल रहा है। उनसे पूछें कि क्या उन्हें किसी चीज से तनाव हो रहा है, या किसी कारण से उन्हें चिंता हो रही है। यदि आपका बच्चा किसी भी तनाव स्तर के बारे में बात कर रहा है, उनके मानसिक स्वास्थ्य में परिवर्तन के बारे में पूछने में संकोच नहीं करें।
2. जब तक आपके पास यह मानने का कारण नहीं है कि आपका बच्चा इस गेम के बारे में जानता है या उसने यह गेम खेला है, तब तक ब्लू वेल गेम के बारे में चर्चा न करें। ऐसा करने पर आप इस बात की संभावना बढ़ा देते हैं कि आपका बच्चा इसके बारे में स्वयं खोज-बीन करेगा।
3. अपने बच्चे की ऑनलाइन एवं सोशल मीडिया गतिविधियों पर नजर रखें ताकि आप यह सुनिश्चित कर सकें कि वह यह खेल नहीं खेल रहे हैं।
4. निम्नलिखित हेतु चौकन्ने रहें :
 - क. अस्वाभाविक रहस्यमयी व्यवहार, विशेषकर उनकी ऑनलाइन गतिविधि के संबंध में
 - ख. ऑनलाइन, विशेषकर सोशल मीडिया पर उनके अचानक बड़े समय पर

- ग. देखने पर वे अपने मोबाईल पर स्क्रीन बदलते हों ।
- घ. इन्टरनेट या टेक्स्ट संदेश भेजने के बाद अकेले या क्रोधित हो जाते हों ।
- ड. उनके मोबाइल पर अचानक कई नए फोन नंबर और ई-मेल संपर्क आ गए हों ।
5. एक अच्छा साइबर/मोबाईल पैरेन्टिंग सॉफ्टवेयर इन्स्टॉल करें जो बच्चों पर निगरानी रखने में सहायक हो ।
6. माता-पिता को समय-समय के अंतराल पर स्कूल में मौजूद बच्चों के सलाहकार से रिपोर्ट लेनी चाहिए ।
7. यदि आपको डर है कि आपका बच्चा खतरे में है तो तत्काल सही तरीके से प्रोफेशनल सहायता लें ।
8. अपने बच्चों को भरोसा दिलायें कि आप उनके साथ हैं और उनके जीवन में आने वाली चुनौतियों में आप सहयोग देंगे ।

रिपोर्ट के अनुसार 10वीं कक्षा की एक छात्रा ने अपनी हाथ की नाड़ी काट ली और उसके बाद फॉसी लगाकर आत्महत्या कर ली । पुलिस ने यह पाया है कि वह लड़की ऑनलाईन गेम 'द मोमो चैलेन्ज' खेल रही थी । इसका पता पुलिस द्वारा लड़की के मोबाईल फोन में इंटरनेट ब्राऊजिंग हिस्ट्री देखने के बाद चला ।



जयपुर : व्हाट्सएप्प वर्चुअल गेम "द मोमो चैलेन्ज " ने भारत में पहली जान ली है । राजस्थान के जयपुर जिले की 15 वर्षीय लड़की ने "द मोमो चैलेन्ज "स्वीकारने के बाद आत्महत्या की । यह गेम 'ब्लू व्हेल चैलेंज' की तरह है जो पहले वायरल हुआ था और कई जाने लीं थी । यह गेम यूजर्स को कई जोखिमपूर्ण चुनौतियाँ लेने को बाध्य करता है और अंत में उन्हें अपना जीवन समाप्त करने हेतु उकसाता है ।

कोलकाता तकनीकी विशेषज्ञ को मोमो चैलेंज का आमंत्रण मिला ।

अगस्त 26, 2018

कोलकाता : इस राज्य के दो पृथक क्षेत्रों से कम से कम दो लोगों पहला कोलकाता से और दूसरा सिलीगुडी से- को गुरुवार को लगभग अपराह्न 11 बजे व्हाट्सएप्प पर मोमो चैलेंज का आमंत्रण मिला । राजोर्वी उपाध्याय, कोलकाता के सूचना प्रौद्योगिकी से जुड़े कर्मचारी ने कलकाता से सहायता मांगी है ।

<h2 style="background-color: red; color: white; padding: 5px;">वर्चुअल खतरा</h2>	
<ul style="list-style-type: none"> ➤ जलपाईगुडी में एक लड़की उसने और उसके साथ उसी जिले के एक कॉलेज विद्यार्थी को केलिफोर्निया के नंबर से यह संदेश मिला । ➤ दक्षिण दिनाजपुर कॉलेज छात्र को । उसे मोमो के बारे में लगातार छः दिनों तक वोलने के लिए कहा गया । जब उसने यह गेम नहीं खेलने का निर्णय लिया तो उसे इस आमंत्रण को गुप्त रखने के लिए कहा गया । 	<ul style="list-style-type: none"> ➤ न केवल वाहर वल्कि सोशल मीडिया पर भी अज्ञान लोगों से बात करने न करने की चेतावनी दें ;
<ul style="list-style-type: none"> ➤ यदि आपके वेटा/वेटी को ऐसे आमंत्रण मिलने की आपको जानकारी दें तो तुरंत पुलिस से संपर्क करें । सामान्यतः सोशल मीडिया पर मौत या आत्महत्या के पोस्ट आमंत्रण को आकर्षित करते हैं । ➤ वच्चों के साथ नियमित और अनौपचारिक बात-चीत करते रहें ताकि वच्चें डॉट जाने के डर के बिना बात करें । उन्हें प्रश्न पूछने के लिए प्रोत्साहित करें ; उनकी उत्सुकता को दूर करें और मित्रवत् उनका मार्गदर्शन करें । 	<ul style="list-style-type: none"> ➤ पैरेंटल नियंत्रण व्यवस्था को चालू रखें । इससे वच्चों को ऑनलाईन सुरक्षित रखने में सहायता मिलती है । ➤ इंटरनेट की दुनिया के नए खतरों के बारे में पढ़ते रहें और जानकारी रखें ।

माता पिता क्या कर सकते हैं!

अन्य प्राप्तकर्ता :

मनोवैज्ञानिकों के अनुसार रात को संदेश भेजना यह दर्शाता है कि कोई खतरनाक योजना है चूँकि रात को मस्तिष्क (दिमाग) कमजोर अवस्था में रहता है, विशेषकर उन लोगों के लिए जो असावधान हैं। इसलिए माता-पिता के तौर पर कब सावधान हो जाना चाहिए? मनोवैज्ञानिक कहते हैं कि व्यवहार में कोई अचानक परिवर्तन आपको सावधान हो जाने के लिए काफी है। अचानक तन्हाई में रहने की इच्छा होना दरवाजे बंद करना, परिवार के सदस्यों की अनदेखी कर अपने फोन या सोशल मीडिया पर किसी से बातें करना कुछ सामान्य उदाहरण हैं। चोट या घाव के चिन्हों पर भी ध्यान देने की आवश्यकता है। "इसमें से कुछ किशोरों के लिए सामान्य व्यवहार है, इसलिए आप इस बात पर ध्यान दें की आप यह मुद्दा कैसे उठाते हैं" उनमें से एक ने कहा शुरूआत में "द मोमो चैलेन्ज" फेसबुक पर शुरू हुआ था लेकिन अब यह व्हाट्सएप्प के जरिए फैल रहा है। "मोमो" व्हाट्सएप्प, फेसबुक और यू-ट्यूब पर एक सोशल मीडिया एकाउन्ट है, मोमो गेम के लिए प्रयोग किया जाने वाला चित्र जापानी कलाकार मिदोरी हयाशी की कृति से लिया हुआ अतिरंजीत विशेषताओं के साथ एक डरावनी महिला का चित्र है जिसका गेम से कोई संबंध नहीं है। कई वेब सेक्युरिटी ब्लोग "मोमो" गेम को सोशल इंजीनियरिंग पर एक हमला मानते हैं, जो अनिवार्यतः सही नहीं हो सकता है। लेकिन फिर भी ऑनलाईन उत्पीड़न साइबर धमकी के जरिये नुकसान पहुँचा सकता है।

यह खिलाड़ियों से अंजान नंबरों से बातचित करने हेतु चुनौति देता है और हिंसक कृत्यों की पूरी श्रृंखला को पूरा करता है जो अंत में मौत से समाप्त होता है। यदि कोई गेम के आदेशों का पालन करने से इंकार करता है तो उसे धमकी भरे और विचलित करने वाले चित्र भेजे जाते हैं। कभी-कभी पीडित को उसके सोशल मीडिया अकाउन्ट को ब्लोक या रद्द करने की या उस लड़के या लड़की के खिलाफ गलत इल्जाम लगाने की धमकी दी जाती है। यह एकाउन्ट जापान, मैक्सिको और कोलम्बीया तथा लैटिन अमेरिका के कई छोटे द्वीपों के तीन नंबरों से कनेक्टेड प्रतीत होता है।

एक वरिष्ठ सरकारी कर्मचारी ने कहा कि "हमने साइबर प्रकोष्ठ को उन सभी नंबरों को निगरानी पर रखने हेतु कहा है जिनसे गेम हेतु आमंत्रण भेजे जा रहे हैं।"