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Hithawathi 2023 Q4
Project Report
Submitted to Global Giving

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Introduction

LK Domain Registry

Since pioneering domain name registration in Sri Lanka over three decades ago, the LK Domain Registry is hailed today as a pivotal entity in the country's progressive and dynamic IT landscape.

The Registry is particularly instrumental in administering the country code top-level domain (ccTLD) ".lk". Established in 1990 as an independent national entity providing professional domain registration services, LK Domain Registry is the sole administrator of the top-level ".lk" domain.

Engaged in developing progressive domain policies and at the forefront of implementing rapidly evolving technologies, the ".lk" domain ensures a credible national identity for a plethora of Sri Lankan organizations aiming to establish their presence across the globe.

In pursuit of this objective, the Registry places considerable emphasis on enhancing and expanding training and educational opportunities. It drives several high-impact social empowerment initiatives through its Partnership Division and e-Learning Division, aiming to fulfil the mandate of enhancing Internet usage and fostering a better digital landscape within Sri Lanka.

Hithawathi, fully funded and operated by the LK Domain Registry is one such initiative.

Hithawathi Initiative

Hithawathi (meaning 'female confidante' in Sinhala) is a social empowerment initiative that is essentially a response to the needs of victims of cyber violence, in particular women and girls.

Its role is to calm the victim; give hope; stop extreme actions such as suicide; and provide necessary technical assistance and guidance to resolve the issue. Hithawathi also seeks to pre-empt abuse in cyber space by building awareness among the most vulnerable and promotes cybersafety in Sri Lanka, with a particular focus on females and children.

Hithawathi Overview

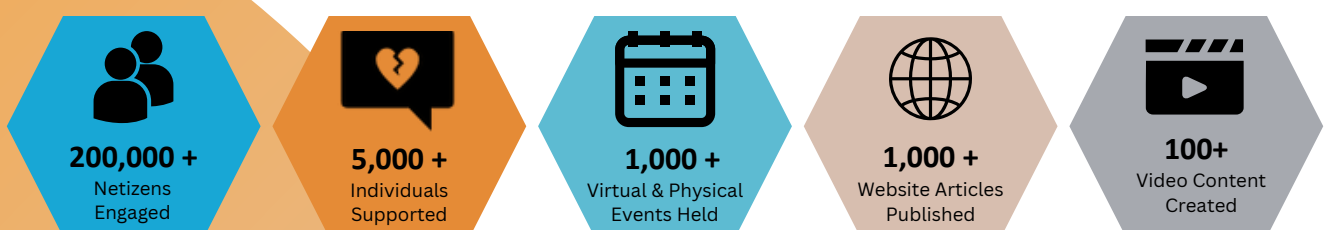"Hithawathi" comprises three integral components:

1. A free help desk for individuals who do not feel secure on the Internet.

2. Creation and dispersion of comprehensive cybersafety awareness content.

3. Conducting awareness sessions on cybersafety.

Help Desk

Content Development

Awareness Sessions

Help Desk support is extended through multiple channels - a call centre, email service, web chat, Facebook Messenger, WhatsApp, and Viber. All of which are supported on all three languages spoken in Sri Lanka –Sinhala, Tamil, and English. While there is no gender restriction on Hithawathi services, the hotline is handled by female officers who are better equipped to handle a distressed female or child callers. The project also emphasises compassionate and empathetic support, recognising the mental state of victims who often feel helpless and desperate. The project and hotline name, Hithawathi (a female confidante), also signifies a close, friendly, and trustworthy relationship.

Cybersafety content to create awareness includes physical materials such as leaflets and booklets, as well as appealing, high-quality digital resources like posters, clips, reels, and videos. These digital resources are often created by skilled content creators, aiming to raise awareness about cybersafety and to promote Hithawathi services. All digital content is easily accessible on the Hithawathi website and across various social media platforms.

Cybersafety awareness sessions involve physical gatherings primarily held at venues carefully chosen based on their ability to reach the target audience.

| 200,000 + Netizens Engaged | 5,000 + Individuals Supported | 1,000 + Virtual & Physical Events Held | 1,000 + Website Articles Published | 100+ Video Content Created |

Help Desk Statistics

1221 complaints were received over the phone, Whatsapp, Viber, email, Facebook, through website live chat. The complainants were duly guided and instructed by the support team.

	October	November	December	2023 Q4
Fake	93	50	50	193
Hacked	32	40	38	110
Misuse of Information	13	7	3	23
Not Relevant	41	37	25	103
Phishing/Scam	22	15	26	63
Photo/Video Abuse	102	54	43	199
Reactions	19	16	39	74
Child/Women Abuse	15	1	1	17
Technical	26	22	15	63
Request Information	26	22	25	73
Threat/Blackmail Only	14	22	15	51
Other	4	9	14	27
Hate Speech/Racism	5	5	9	19
False News	1	1	-	2
Not Specific	59	51	94	204
	472	**352**	**397**	**1,221**

Awareness Sessions

October

- "Sith Pahan Weta" on Lakviru Radio station (FM 105.2 L 105.4) - 19th October 2023

- Hithawathi Teens Hub' – Session for parents on 'Parental Controls' at Makulugaswewa Maha Vidyalaya - 23rd October 2023

- DigiGo.lk event at Hall De Galle - 20th October 2023.

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Awareness Sessions

November

- Awareness session for Higher Educational Institutes at NSBM Green University Town (Homagama) - 2nd November 2023

- At INFOTEL 2023 event held at BMICH, COLOMBO - 3rd to 5th November 2023.

- 'Introduction to ICT industry & awareness on Cybersafety' session at Medamulla De Mel Maha Vidyalaya school - 14th November 2023

- At Dehiwala Holy Family Convent - 20th November 2023

- At Hela Clothing (Pvt) Ltd - Matale (Garment Factory) - 21st of November 2023
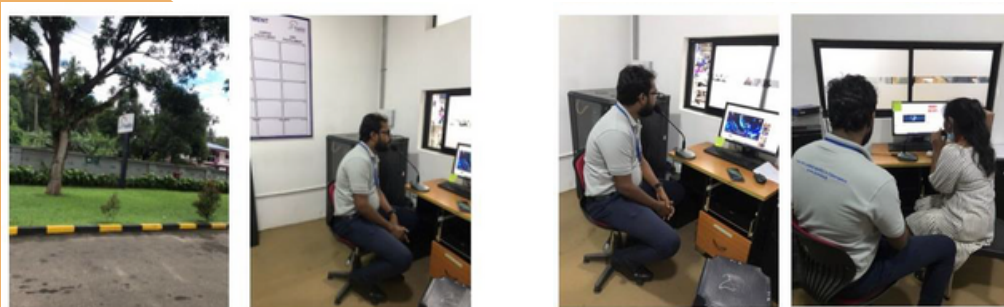
Activities

October

1 website article and 1 success story completed in all three languages and published.
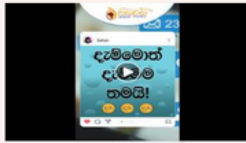
- Article : See how you acted in cyberspace! (Digital Footprint)
- Story: Affair that went wrong

- Video and article of the week updates (2 X 4 weeks)

More than 255 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

Hithawathi Monthly Bulletin – The 42nd News Bulletin was issued on 20th October 2023. This was emailed to 700+ email addresses via Mail-Chimp from 2 accounts Sinhala medium with links to English and Tamil.

Sinhala edition of our October Newsletter (Volume 04 Issue 10) was read by over 885 visitors via the web and the article of "WhatsApp Hacking" was read by over 1,778 and the article "සයිබර් අවකාශයේ ඔබ ආ ගිය තැන් (ඩිජිටල් පාසටහන)" was read by over 1,105.

Activities

November

1 website article and 1 success story completed in all three languages and published.
- Article : The feature of 'Lock Profile' on FB
- Story: A compromise made to secure her degree
- Video and article of the week updates (2 X 4 weeks)

More than 261 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages

Hithawathi Monthly Bulletin – The 43rd News Bulletin was issued on 20th November 2023. This was emailed to 700+ email addresses via Mail-Chimp from 2 accounts Sinhala medium with links to English and Tamil.

Sinhala edition of our November Newsletter (Volume 04 Issue 11) was read by over 1041 visitors, Tamil over 663 and English over 117 via the web and the article on "WhatsApp Hacking" was read by over 1,329.

Activities

December

1 website article and 1 success story completed in all three languages and published.
- Article : Shop… shop… shop. till you drop, this festive season
- Story: Crown Prince
- Video and article of the week updates (2 X 4 weeks)

More than 227 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

Hithawathi Monthly Bulletin – The 44th News Bulletin was issued on 20th December 2023. This was emailed to 700+ email addresses via Mail-Chimp from 2 accounts Sinhala medium with links to English and Tamil.

Sinhala edition of our December Newsletter (Volume 04 Issue 12) was read by over ___ visitors and Tamil over 621 via the web and the article on "WhatsApp Hacking" ___ by over 1,349.

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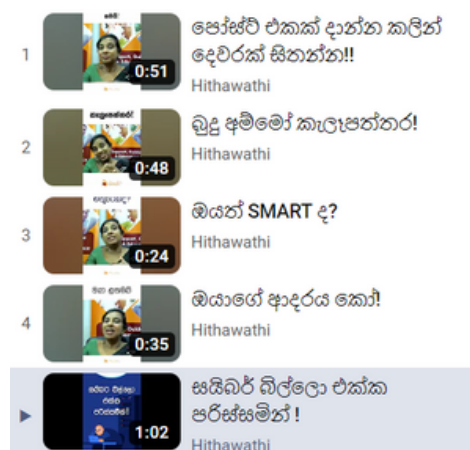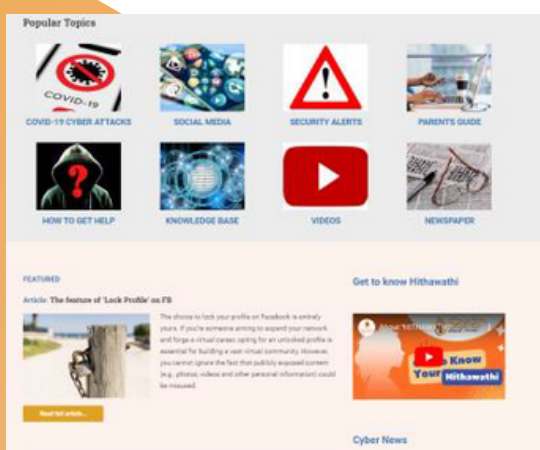
Project Updates

October
- Hithawathi project has been nominated for the World Summit Awards 2023 as the best and most innovative digital solution in Inclusion & Empowerment from Sri Lanka

- Concept Paper on Hithawathi video series was shared with popular television channel Rupavahini

- Cybersecurity Month Competition completed through Facebook. Five 32GB USB Drives sent to the winners

- Held a meeting with the Manager Outreach and Partnership, South Asia to create a direct channel for Hithawathi complaints

November
- Held a meeting on the 11th November 2023 with the popular television channel Rupavahini on promoting Hithawathi on their television channels

- Participated in a meeting with the Additional Secretary of Ministry of Education Dr. Kithsiri Prasanjith Munagama on Friday 17th November 2023 to discuss possible collaborations

- A meeting was held with the higher educational institute, NSBM on setting up a SMART cybersafety Club at the institute for students

- 5 short videos based on the recent informative Webinar was uploaded on the Hithawathi YouTube Channel

- Hithawathi Interactive Video was uploaded on to the Hithawathi website in all three languages


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Project Updates

December

- Hithawathi team participated at the workshop on 'Technology Facilitated Sexual & Gender Based Violence' organized by CENWOR held on 07th December 2023.

- TechCERT conducted a Cyber Safety session at LK Domain Registry premises especially for Hithawathi team on 11th December 2023

- A training on "Fact Checking": misinformation and disinformation was conducted by a Fact Checker from 'Fact-Crescendo Sri Lanka' for the Hithawathi team on 30th November 2023

- A Merit Award was presented to Hithawathi Project of LK Domain Registry at the International Conference on Sustainable and Digital Business (ICSDB) 2023, organized by SLIIT Business School on 14th December 2023 at Waters Edge Hotel.

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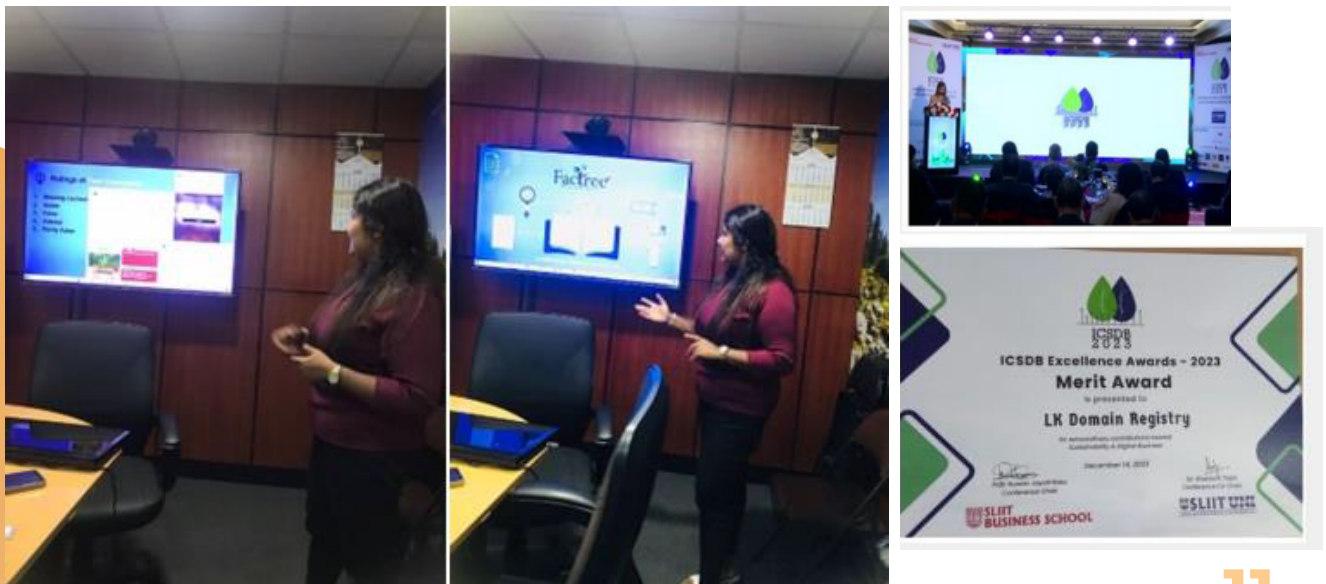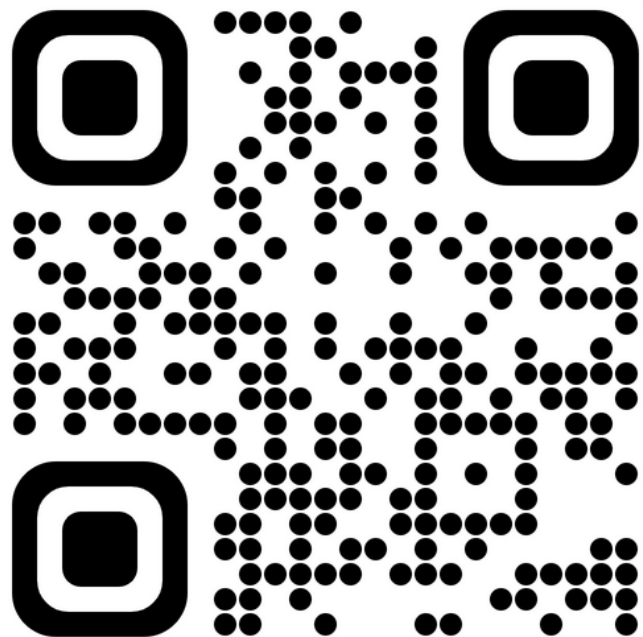
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