Hithawathi

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Hithawathi 2024 Q1
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
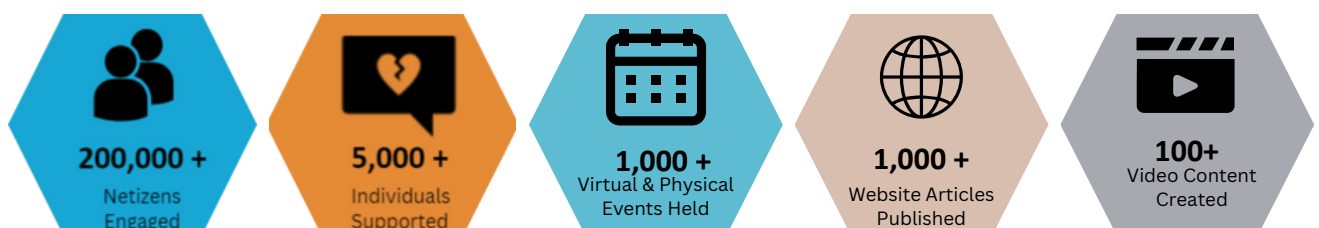
"Hithawathi" comprises three integral components:

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 name, Hithawathi (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

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Help Desk Statistics

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

	January	February	March	2024 Q1
Fake	64	45	44	153
Hacked	42	32	17	91
Misuse of Information	6	9	5	20
Not Relevant	12	18	23	53
Phishing/Scam	3	22	20	45
Photo/Video Abuse	48	53	61	162
Reactions	5	7	7	19
Child/Women Abuse	2	8	5	15
Technical	15	12	12	39
Request Information	14	11	12	37
Threat/Blackmail Only	17	10	9	36
Other	11	7	6	24
Hate Speech/Racism	4	8	8	20
False News	-	3	4	7
Not Specific	31	52	36	119
	274	297	269	840

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Awareness Sessions

February

- Cyber Safety awareness session held on 8th February 2024
  AT WEBCOMMS GLOBAL – VIA ZOOM

- Cyber Safety awareness session held on 9th February 2024
  AT SLIIT BUSINESS SCHOOL – VIA ZOOM

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Awareness Sessions

February

- Awareness on Hithawathi project at DigiGo.lk workshop for SMEs held on 10th February 2024
  AT GALLE CHAMBER OF COMMERCE AUDITORIUM

- Cyber Safety awareness session held on 14th February 2024
  AT SLIIT BUSINESS SCHOOL

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Awareness Sessions

March

- Hithawathi TeensHub – teachers' briefing held on 14th March 2024 ONLINE VIA ZOOM

- Hithawathi's participation in SOUTH & SOUTHEAST ASIA REGIONAL STAKEHOLDERS FORUM held on 21st March 2024 at Courtyard By Marriott Colombo

- Social media briefing for ITN Awurudu Kumara Kumariyo conducted on 28th March 2024 at Kukuleganga Resort in Ratnapura

- Awareness session on online safety conducted at a stall of "Dakshina Jana Mehewara" (Mobile service program) on 30th March at Ananda College, Elpitiya

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Activities

January

* 1 website article and 1 success story completed in all three languages and published.
  - Article: <u>The silent threat of 'Cryptojacking'</u>
  - Story: <u>Loan Clone</u>

* Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)

<u>Hithawathi January Reel</u>
o People Reached - 351.7K
o Impressions - 453.9K
o ThruPlays - 91.4K
o Reactions - 1.7K
o Shares - 225
o Comments - 102

* <u>Tip & Video of the Week</u> updates (2 X 4 weeks)

Videos of the week

What Kinds of Files Can Be Viruses?

2024 Cybersecurity Trends

Biggest Cyber Events of 2023: A Rundown

Video of the 04th Week (2024)   Video of the 03rd Week (2024)   Video of the 02nd Week (2024)   Video of the 01st Week (2024)

Tips of the week

Hotline introduced to report violence against women, children

Police launch the first investigation into 'virtual rape'

6 Predictions About Cybersecurity Challenges In 2024

Security Tip of the 04th Week (2024)   Security Tip of the 03rd Week (2024)   Security Tip of the 02nd Week (2024)   Security Tip of the 01st Week (2024)

* More than 262 visitors have downloaded cybersecurity booklets in both <u>Sinhala</u> and <u>Tamil</u> languages.

* <u>Hithawathi Monthly Bulletin</u> – The 45th News Bulletin was issued on 20th January 2024. This was emailed to 700+ email addresses via Mail-Chimp from 2 accounts <u>Sinhala</u> medium with links to English and <u>Tamil</u>.

* Sinhala edition of our <u>January Newsletter</u> (Volume 05 Issue 01) was read by over 138 visitors, Tamil over 70 via web and the article of "How to delete an IMO account?" was read by over 1,279.

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Activities

February

* 1 website article and 1 success story completed in all three languages and published.

- Article: <u>Spoofers Tricking our Brain</u>
- Story: <u>OTP Mess</u>

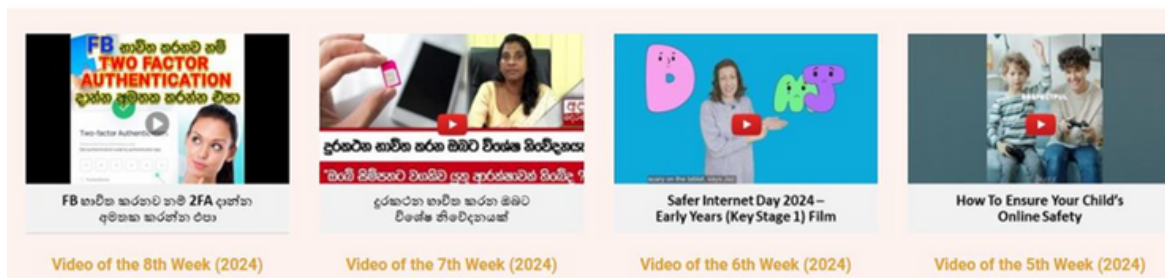* Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)

<u>Hithawathi February Reel</u>
o People Reached - 353K
o Impressions - 493.5K
o Thru Plays - 81.6K
o Reactions - 2.3K
o Shares - 673
o Comments - 151

* <u>Tip & Video of the Week</u> updates (2 X 4 weeks)

Videos of the week

Video of the 8th Week (2024) | Video of the 7th Week (2024) | Video of the 6th Week (2024) | Video of the 5th Week (2024)

Tips of the week

Security Tip of the 08th Week (2024) | Security Tip of the 07th Week (2024) | Security Tip of the 06th Week (2024) | Security Tip of the 05th Week (2024)

* More than 261 visitors have downloaded cybersecurity booklets in both <u>Sinhala</u> and <u>Tamil</u> languages.

* <u>Hithawathi Monthly Bulletin</u> – The 46th News Bulletin was issued on 20th February 2024. This was emailed to 700+ email addresses via Mail-Chimp from 2 accounts <u>Sinhala</u> medium with links to English and <u>Tamil</u>.

* Sinhala edition of our <u>February Newsletter</u> (Volume 05 Issue 02) was read by over 699 visitors via web and the article on "How to delete an IMO account?" was read by over 1,154.

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Activities

March

* 1 website article and 1 success story completed in all three languages and published.

- Article: <u>Worried about your close-ups?</u>
- Story: <u>Cheap Dollar Notes $$$$$$$$</u>

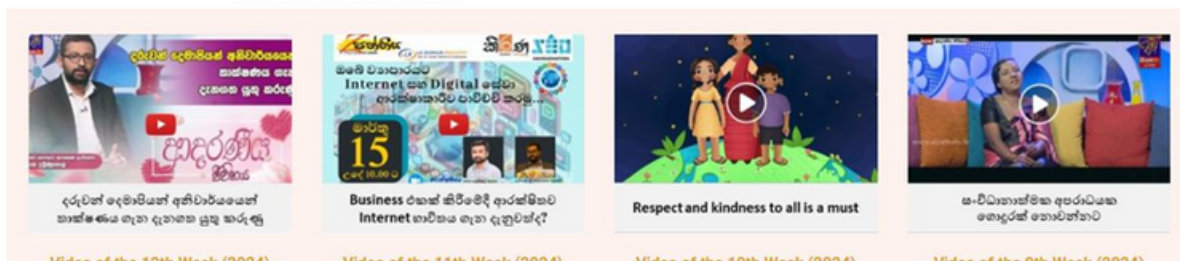* Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)
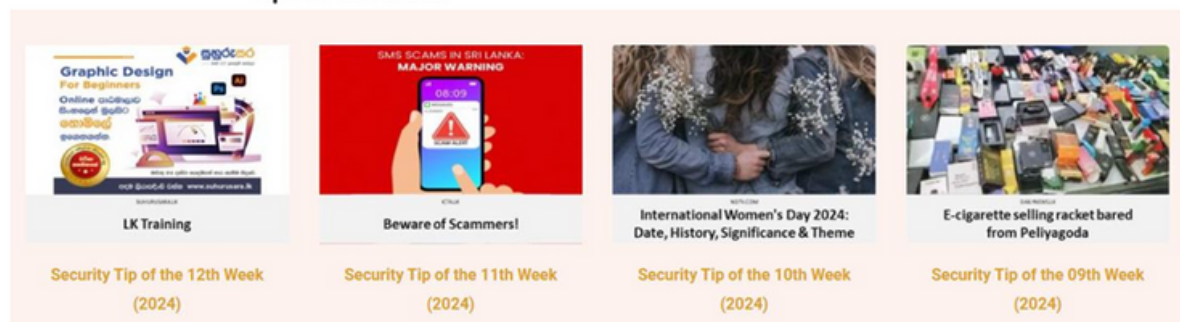

<u>Hithawathi March Reel</u>
o People Reached - 331K
o Impressions - 494K
o Thru Plays - 87K
o Reactions - 3K
o Shares - 377
o Comments - 102

* <u>Tip & Video of the Week</u> updates (2 X 4 weeks)

* More than 290 visitors have downloaded cybersecurity booklets in both <u>Sinhala</u> and <u>Tamil</u> languages.

* <u>Hithawathi Monthly Bulletin</u> – The 47th News Bulletin was issued on 20th March 2024. This was emailed to 700+ email addresses via Mail-Chimp from 2 accounts <u>Sinhala</u> medium with links to English and <u>Tamil</u>.

* Sinhala edition of our <u>March Newsletter</u> (Volume 05 Issue 03) was read by over 543 visitors and Tamil over 621 via web and the article on "How to delete an IMO account?" was read by over 1,423.

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Project Updates

January

- Hithawathi was onboarded as a Community Partner Channel of TikTok creating a direct channel.

- Hithawathi was listed by National Cybersecurity Alliance as a Champion of Data Privacy Week.

- Discussed with Axiata Digital Labs about the renewal of the MoU with LK Domain Registry.

February

- As per the request of Meta, submitted a plan for a cyber safety campaign to conduct in line with International Women's day. Produced five shorts to promote cyber-safety.

- 2nd edition of Cybersecurity booklet was submitted for National Library recommendation.

- Hithawathi did a presentation to showcase the educational materials at the segment "A snapshot of the Educational Landscape", of the 'Social Dialogue on Technology Facilitated Sexual & Gender Based Violence (TFSGBV)' organized by CENWOR at the University of Colombo.

- Trained a new person for Hithawathi team.

March

- Hithawathi became a Global Network Partner of StopNCII to ensure online safety of Sri Lankan women and girls.

- Recording with Independent Television Network was done on 14th March 2024 about trending Scams.

- Ten new schools have been selected from Galewela educational zone to implement Hithawathi Teens Hubs in those.

- Lists of student leaders' names (Hithawathi TeensHub) were collected from the selected schools of Badulla and Passara educational zones.

- Tamil translation of Cybersecurity booklet (2nd edition) was done.

- An initial online Meeting was held between ADL and CENWOR to collaborate.

- APNIC application submitted.

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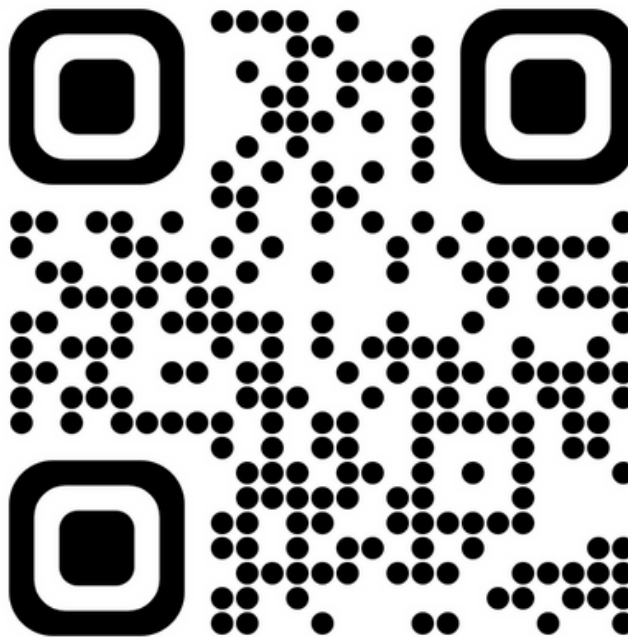
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