



ஹிதவதி

ஹிதவதி | HITHAWATHI



Hithawathi 2024 Q2
Project Report
Submitted to Global Giving

TABLE OF CONTENTS



02 Introduction

03 Hithawathi Overview

04 Help Desk Statistics

05 Awareness Sessions

10 Activities

13 Project Updates

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, mainly 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 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.



Help Desk Statistics



1,092 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.

	April	May	June	2024 Q2
Fake	50	82	100	232
Hacked	10	31	33	74
Misuse of Information	8	4	9	21
Not Relevant	19	23	21	63
Phishing/Scam	26	18	31	75
Photo/Video Abuse	56	55	69	180
Reactions	5	1	10	16
Child/Women Abuse	3	2	3	8
Technical	6	13	12	31
Request Information	11	11	18	40
Threat/Blackmail Only	23	18	22	63
Other	16	19	21	56
Hate Speech/Racism	5	9	15	29
False News	2	2	2	6
Political	1	0	0	
Not Specific	54	70	73	197
	295	358	439	1,092

Awareness Sessions

April

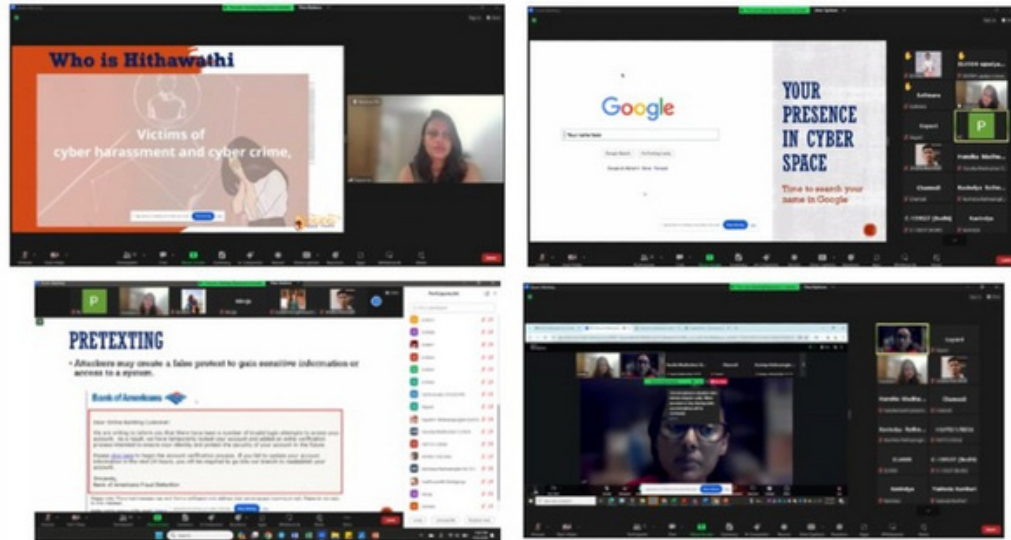
- Cyber Safety awareness session, held on 1st April 2024.
At Savikma Automation & Engineering Services (Pvt) Ltd,
Moonamale, Homagama



Awareness Sessions

May

- Awareness session on cyber safety for a group of female students from University of Jaffna, held on 4th May 2024.
Online via Zoom



- In line with International Mothers' Day, as invited by Hithawathi, Mr. Harsha Saparamadu, Information Security Engineer of LK Domain Registry provided a cyber safety tip to mothers.
At LK Domain Registry



Awareness Sessions

June

- Hithawathi TeensHub – student leaders’ briefing, held on 11th June 2024
At Science College, Badulla.



- Hithawathi TeensHub – student leaders’ briefing, held on 11th June 2024
At Haliela Central College, Badulla



- Hithawathi TeensHub – student leaders’ briefing held on 12th June 2024
At Udawela Navodya College, Badulla



- Hithawathi TeensHub – student leaders’ briefing, held on 12th June 2024
At Maliththa Central College, Bandarawela



- Awareness Session on Hithawathi, held on 14th June 2024.
At Ministry of Education, Battaramulla



- Awareness session on "best practices for internet use", held on 19th June 2024.
At Divisional Secretariat, Madampe



- Hithawathi Clinic at International Industry Expo 2024, held from 19th to 23rd June 2024.
At BMICH, Sri Lanka



- Awareness session on Cyber-safety for O/L and A/L students, held on 24th June 2024.

At Meril Kariyawasam National College, Meegahathenna



- Awareness session on Cyber safety, held on 27th June 2024.

At Shanthi Margam, Rajagiriya



- Hithawathi talks about cyberscams on ITN Digital.

At Independent Television Network Premises



Activities

April

- * 1 website article and 1 success story completed in all three languages and published.
 - **Article:** Would you let the piggybackers in?
 - **Story:** The Link
- * Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)



Hithawathi April Reel

- People Reached - 326.2K
- Impressions - 393.2K
- ThruPlays - 73.7K
- Reactions - 2.5K
- Shares - 651
- Comments - 136

- * Tip & Video of the Week updates (2 X 4 weeks)

Videos of the week



Tips of the week



- * More than 205 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.
- * Hithawathi Monthly Bulletin – The 48th News Bulletin was issued on 20th April 2024. 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 April Newsletter (Volume 05 Issue 04) was read by over 831 visitors via web and the article of “WhatsApp Hacking” was read by over 1,171.

Activities

May

- * 1 website article and 1 success story completed in all three languages and published.
 - **Article:** [Phishing via SMS \(Smishing\)](#).
 - **Story:** [Mess out of the blue](#)
- * Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)



Hithawathi May Reel

- People Reached - 255K
- Impressions - 329.6K
- ThruPlays - 52.4K
- Reactions - 2.2K
- Shares - 712
- Comments - 132

- * [Tip & Video of the Week](#) updates (2 X 4 weeks)

Videos of the week

 <p>අමිමි පරිස්සමින් අමරාසේන අමරාසේන අමරාසේන</p> <p>Video of the 20th Week (2024)</p>	 <p>සමස්ත විකාශන දුරකථන සමාජ මාධ්‍යයන් සමස්ත විකාශන දුරකථන සමාජ මාධ්‍යයන්</p> <p>Video of the 19th Week (2024)</p>	 <p>Cyber gang arrests Police bust cyber gang accused of fraud worldwide</p> <p>Video of the 18th Week (2024)</p>	 <p>රංගි දුරකථන සමාජ මාධ්‍යයන් සිදුකරන වංචා හා දූෂණ</p> <p>Video of the 17th Week (2024)</p>
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Tips of the week

 <p>මෙම අන්තර්ජාලයේ අපරාධයන් අනතුරු සහ අනතුරු අනතුරු</p> <p>Security Tip of the 20th Week (2024)</p>	 <p>'සයිබර් ආරක්ෂාව' පාසල් විෂයයක් මෙය සහතික කර ඇති පිටපත්</p> <p>Security Tip of the 19th Week (2024)</p>	 <p>SCAM ALERT FAKE SITE සමස්ත විකාශන දුරකථන සමාජ මාධ්‍යයන් සිදුකරන වංචා හා දූෂණ</p> <p>Security Tip of the 18th Week (2024)</p>	 <p>Taylor Swift fans lose £1m in scams, Lloyds Bank estimates</p> <p>Security Tip of the 17th Week (2024)</p>
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- * More than 228 visitors have downloaded cybersecurity booklets in both [Sinhala](#) and [Tamil](#) languages.
- * [Hithawathi Monthly Bulletin](#) – The 49th News Bulletin was issued on 20th May 2024. 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 [May Newsletter](#) (Volume 05 Issue 05) was read by over 872 visitors and Tamil over 436 via web and the article on “[WhatsApp Hacking](#)” was read by over 1,398.

Activities

June

- * 1 website article and 1 success story completed in all three languages and published.
 - **Article:** Message from your Big Boss
 - **Story:** For the Sake of Love
- * Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)



Hithawathi June Reel

- People Reached - 1.2M
- Impressions - 1.4M
- ThruPlays - 317.1K
- Reactions - 15.6K
- Shares - 2,554
- Comments - 188

- * Tip & Video of the Week updates (2 X 4 weeks)

Videos of the week



Tips of the week



- * More than 268 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.
- * Hithawathi Monthly Bulletin – The 50th News Bulletin was issued on 20th June 2024. 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 June Newsletter (Volume 05 Issue 06) was read by over 40 visitors and Tamil over 33 via web and the article on “WhatsApp Hacking” was read by over 1,080.

Project Updates



April

- Introduced as 'Your Confidante in Cyberspace', Hithawathi Project, which was initiated in 2014, successfully celebrated its ten-year anniversary on 02nd April 2024 at BMICH.
- Hithawathi participated for the final workshop on Social Dialogue on Technology Facilitated Sexual & Gender Based Violence (TFSGBV) on 25th April 2024 at the University of Colombo.
- Hithawathi was listed by National Cybersecurity Alliance as a Champion of Data Privacy Week.
- Hithawathi had a discussion with Axiata Digital Labs (ADL) about the renewal of the MoU between ADL and LK Domain Registry.

May

- SampathSri, Senior Project Coordinator, met Mr Sisira Dunuwila, Asst. Sec. - Vocational Training Authority on 9th May and they've shown their interest to collaborate.
- SLASSCOM application was submitted.
- Discussed with TikTok Manager - Partnerships on 16th May regarding content creation plan & promotions.
- Outlined some guidelines for awareness sessions.

June

- As invited by Meta, Hithawathi participated in the community trusted partner discussion focused on 'key content policies, online content trends and the upcoming elections in Sri Lanka' on 11th June 2024 at Colombo.
- Submitted 2024 Q1 project report to Global Giving.
- Submitted IEEE initial proposal for Hithawathi.
- Sent request letter to The Director, zonal educational division, Homagama to conduct an awareness session at the staff of zonal educational division, Homagama.
- Recruited a grant writer.
- Printed Hithawathi branded items (1000 keytags, 1000 pens, 200 mugs).
- The team leaders received leadership training on 27th June. (conducted by Mr Mohan Palliyaguru)
- 'Parental Care' was published on Hithawathi website.
- Purchased a stats analytics plugin (Independent Analytics Pro) for hithawathi.lk web site.
- Chatbot English script was uploaded to bugzilla.

Contact Details

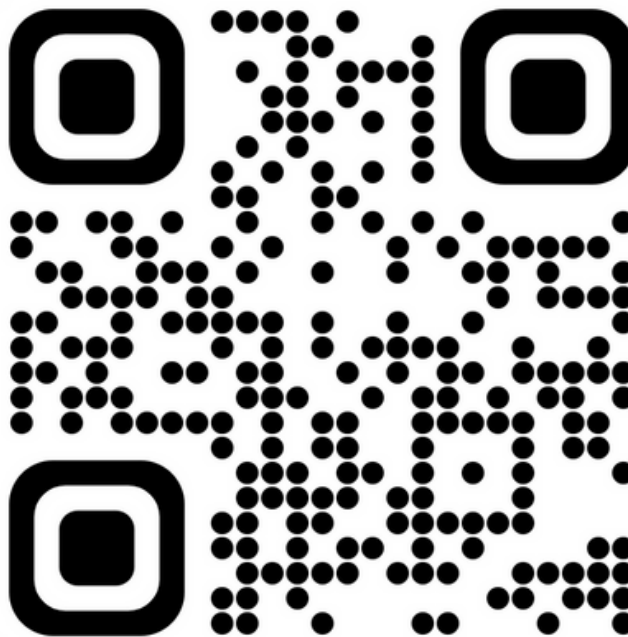


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