හිතවති

හිතවතී | HITHAWATHI

Hithawathi 2024 Q3
Project Report
Submitted to Global Giving
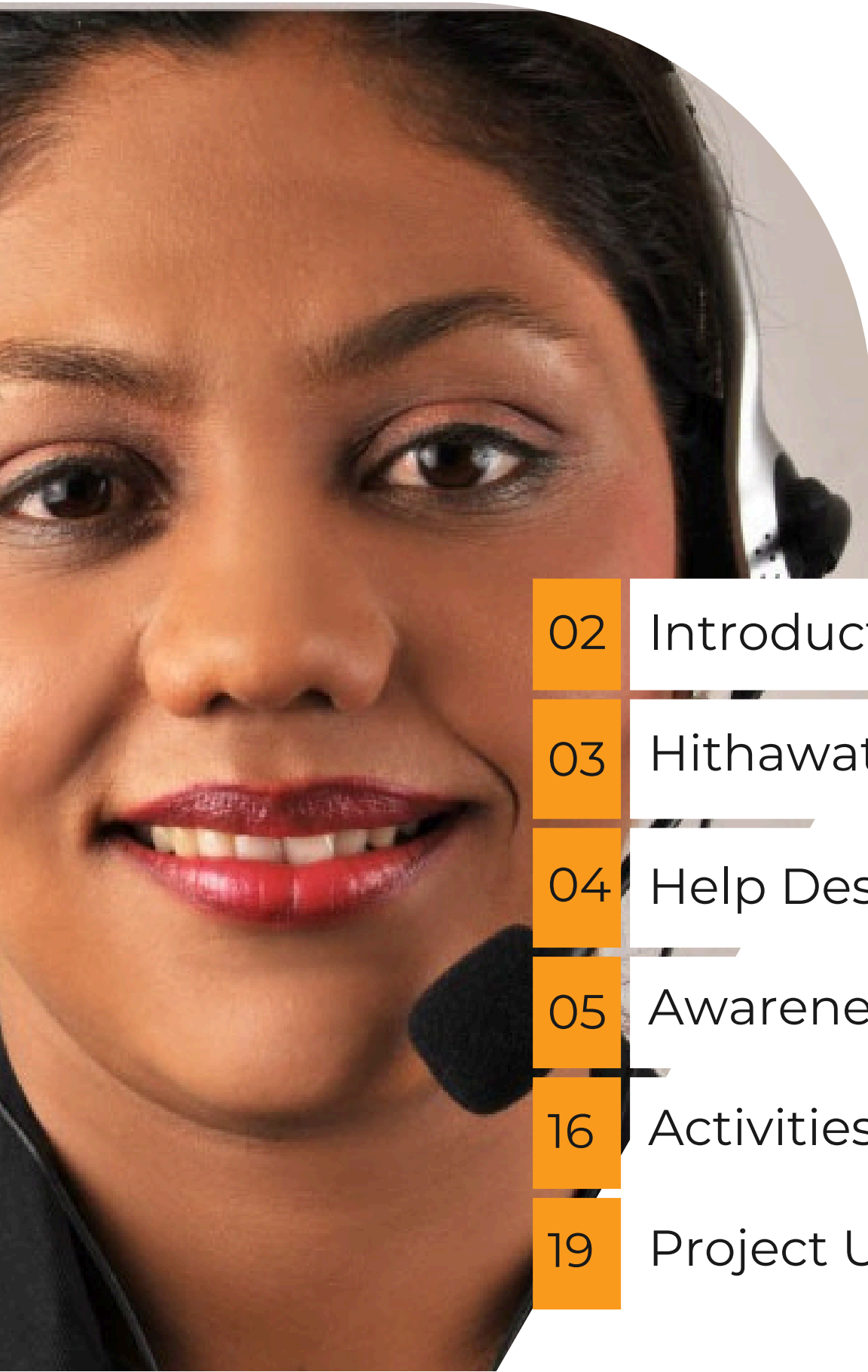
TABLE OF CONTENTS

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.

Information on this report should be used only for the purpose of updating donors

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 |

03

Help Desk Statistics

1,169 complaints were received over the hotline, Whatsapp, Viber, email, Facebook, Instagram, and through website live chat. The complainants were duly guided and instructed by the support team.

| Case category	July	August	September	2024 Q3
Fake	74	55	61	190
Hacked	39	44	30	113
Misuse of Information	11	7	4	22
Non-Relevant (N/R)	25	20	22	67
Phishing /Scam	41	51	31	123
Photo / Video abuse	57	51	47	155
Post Likes/ Reactions	1	10	4	15
Child / Women abuse	0	2	0	2
Technical	11	13	7	31
Request Information	21	16	23	60
Only Threat / Blackmail	20	12	1	43
Other	40	38	43	121
Hate Speech/ Racism	8	7	9	24
False News	1	0	1	2
Not specific	96	29	76	201
Total	**445**	**355**	**369**	**1169**

Awareness Sessions

July

- Awareness session on Hithawathi, held on 11th July 2024.
  At Colombo District Secretariat.

- Hithawathi TeensHub – student leaders' briefing, held on 16th July 2024.
  At Uva College, Badulla.

- Teachers' briefing on Hithawathi project and TeensHub, held on 18th July 2024.
  At Matara Zonal Education office / via Zoom.

Information on this report should be used only for the purpose of updating donors
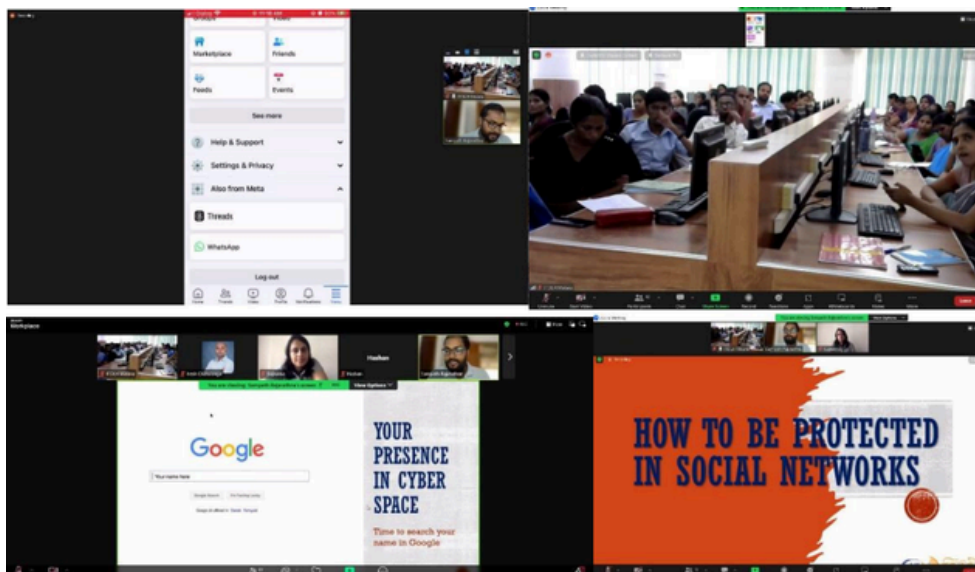
- Hithawathi TeensHub – student leaders' briefing, held on 19th July 2024. At Badulla Central College, Badulla.
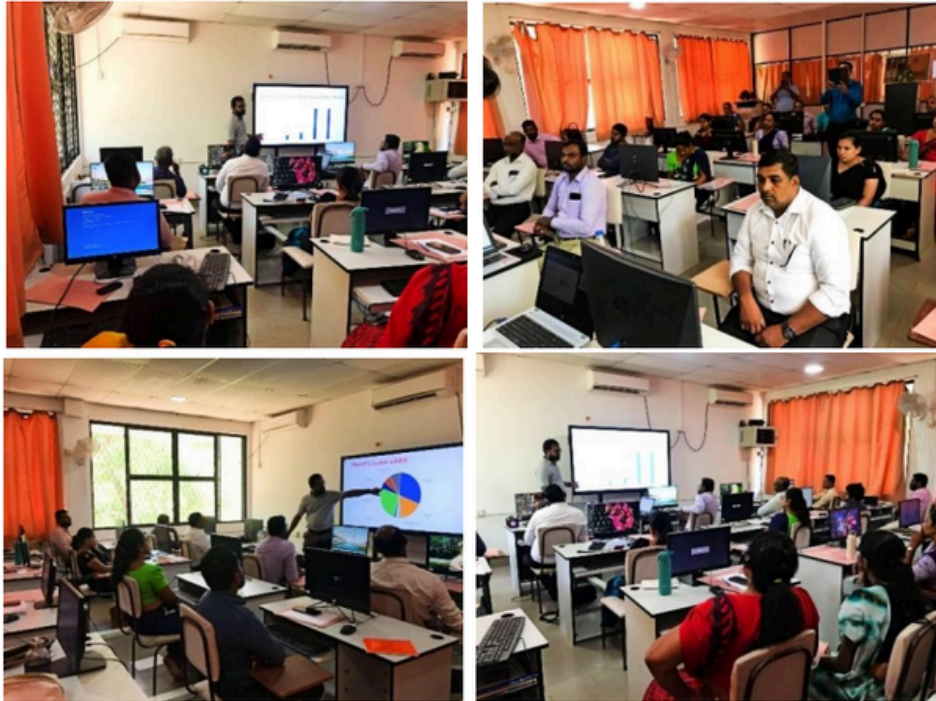

- Hithawathi TeensHub – student leaders' briefing, held on 22nd July 2024. At Vishaka Girls School, Badulla

- Hithawathi TeensHub – student leaders' briefing, held on 23rd July 2024. At Sujatha Maha Vidyalaya, Badulla

Information on this report should be used only for the purpose of updating donors

- Teachers' briefing on Cyber Safety, held on 23rd July 2024.
  At IT and Distance Learning Hub (ITDLH), Kebithigollewa.

- Teachers' briefing on Cyber safety, held on 25th July 2024.
  At ITDLH – Udugampola Senarath Paranavithana National School.

- Hithawathi TeensHub – student leaders' briefing, held on 25th July 2024.
  At - At Dharmadutha College, Badulla.

07

Information on this report should be used only for the purpose of updating donors

- Hithawathi TeensHub – student leaders' briefing, held on 25th July 2024. At Tamil Girls' College, Badulla.

- Briefing the President *(by that time)* about Hithawathi, on 26th July 2024. At Pinnawala – Inauguration Ceremony For Entrepreneurs

Information on this report should be used only for the purpose of updating donors

- Awareness session on How to be protected in social networks, held on 29th July 2024.
  At Zonal Education Office, Homagama

- In line with International Friendship Day (30th July 2024), as invited by Hithawathi, Ms. Madara Nuwarapaksha, Child Protection Officer – Maspotha from National Child Protection Authority provided a cyber safety tip on dealing with friends online.

09

Information on this report should be used only for the purpose of updating donors

Awareness Sessions

August

- Hithawathi TeensHub – student leaders' briefing, held on 6th August 2024. At Lunugala Central College, Badulla.

- In line with International Youth Day (12th August 2024), as invited by Hithawathi, Mr. Dinushika Dissanayaka, Senior Software Engineer of LK Domain Registry provided a cyber safety tip on keeping software up-to-date.

Information on this report should be used only for the purpose of updating donors

- Hithawathi TeensHub – student leaders' briefing, held on 13th August 2024.
  At Pelgahathenna Maha Vidyalaya, Badulla.

- Hithawathi TeensHub – student leaders' briefing, held on 14th August 2024.
  At Bibilegama Maha Vidyalaya, Badulla.

- Hithawathi TeensHub – student leaders' briefing, held on 14th August 2024.
  At Maussagolla Maha Vidyalaya, Passara.

- Hithawathi TeensHub – student leaders' briefing, held on 15th August 2024.
  At Viharamahadevi Girls' College, Badulla.

Information on this report should be used only for the purpose of updating donors

- Hithawathi TeensHub – student leaders' briefing, held on 26th August 2024.
  At Udagama Maha Vidyalaya, Badulla.

- Cyber Safety awareness session, held on 27th August 2024.
  At Uva Provincial Youth Services Council Office, Badulla.

- Cyber Safety awareness session for students, held on 29th August 2024.
  At Alpitiya Maha Vidyalaya, Monaragala.

12

Information on this report should be used only for the purpose of updating donors

Awareness Sessions

September

- Presentation on Hithawathi at CSSL GenZ Chapter – Annual General Meeting 2024, held on 4th September 2024.
  At NSBM Green University, Homagama.

- Cyber Safety awareness session for students, held on 9th September 2024.
  At Piyarathana Maha Vidyalaya, Dambagalla.

Information on this report should be used only for the purpose of updating donors

- An awareness session on Hithawathi services, held on 11th September 2024.
  At Hector Kobbekaduwa Agrarian Research and Training Institute, Colombo 7.

- An awareness session on Hithawathi services, held on 12th September 2024.
  At Gampaha District Secretariat Office.

- Cyber Safety Awareness session for students, held on 18th September 2024.
  At Maduraketiya Maha Vidyalaya, Monaragala.

- Cyber Safety Awareness session for students, held on 18th September 2024.
  At Vidyaloka Maha Vidyalaya, Monaragala.

Information on this report should be used only for the purpose of updating donors

- An awareness session on Cyber Safety, held on 25th September 2024.
  At Technical College, Badulla.

- Hithawathi TeensHub – student leaders' briefing, held on 26th September 2024.
  At Medawelagama Maha Vidyalaya, Passara.

- Hithawathi TeensHub – student leaders' briefing, held on 27th September 2024.
  At Gamunu Maha Vidyalaya, Passara.

Information on this report should be used only for the purpose of updating donors

Activities

July

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

  * **Article:** Don't Get Hooked

  * **Story:** Fighting for their son

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

Hithawathi July Reel
  * People Reached - 467.7K
  * Impressions - 677.9K
  * ThruPlays - 150.2K
  * Reactions - 4.6K
  * Shares – 429
  * Comments - 142

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

Videos of the week

ITN Digital with LK Domain Registry
Video of the 28th Week (2024)

Video of the 27th Week (2024)

Video of the 26th Week (2024)

Video of the 25th Week (2024)

Tips of the week

Security Tip of the 28th Week (2024)

Security Tip of the 27th Week (2024)

Warning About Social Media Scams
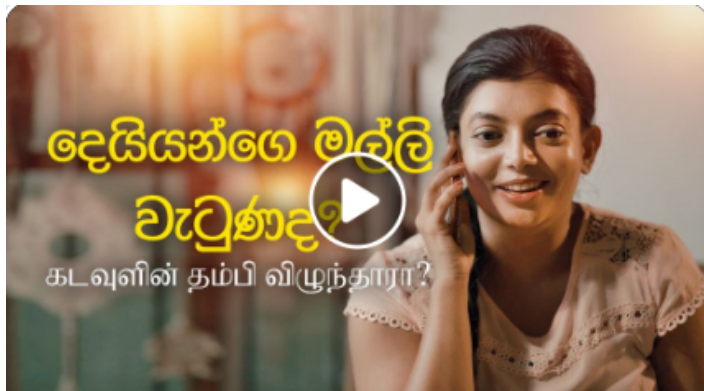Security Tip of the 26th Week (2024)

Security Tip of the 25th Week (2024)

* More than 83 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

* Hithawathi Monthly Bulletin – The 51st News Bulletin was issued on 20th July 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 July Newsletter (Volume 05 Issue 07) was read by over 506 visitors via web and the article of "WhatsApp Hacking" was read by over 1,153.

Information on this report should be used only for the purpose of updating donors

Activities

August

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

  - **Article:** AI in Cybersecurity

  . **Story:** Misused

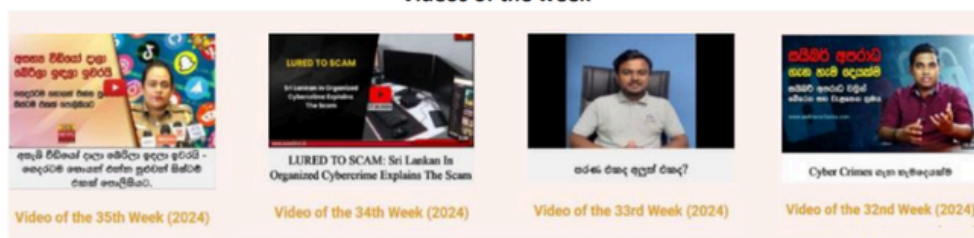* Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)

Hithawathi August Reel
- People Reached - 551.2K
- Impressions - 692.7K
- ThruPlays - 241.6K
- Reactions - 16.5K
- Shares – 1566
- Comments - 230

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

Videos of the week

Video of the 35th Week (2024)

LURED TO SCAM: Sri Lankan In Organized Cybercrime Explains The Scam
Video of the 34th Week (2024)

Video of the 33rd Week (2024)

Cyber Crimes සහ හැඳින්වීම
Video of the 32nd Week (2024)

Tips of the week

Security Tip of the 35th Week (2024)

Tiktok පහසුවෙන් රහස්‍ය තොරතුරු සොයා ගත්තාද.
Security Tip of the 34th Week (2024)

ප්‍රබල සමාජ මාධ්‍ය ජාලයක් අස්සවුද?
Security Tip of the 33rd Week (2024)

CABINET DECISIONS
Security Tip of the 32nd Week (2024)

* More than 91 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

* Hithawathi Monthly Bulletin – The 52nd News Bulletin was issued on 20th Aug. 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 August Newsletter (Volume 05 Issue 08) was read by over 135 visitors via web and the article of "Lost Phone" was read by over 1,652.

Information on this report should be used only for the purpose of updating donors

Activities

September

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

  • **Article:** TRUTH or TRAP

  • **Story:** Vote for Ambassador

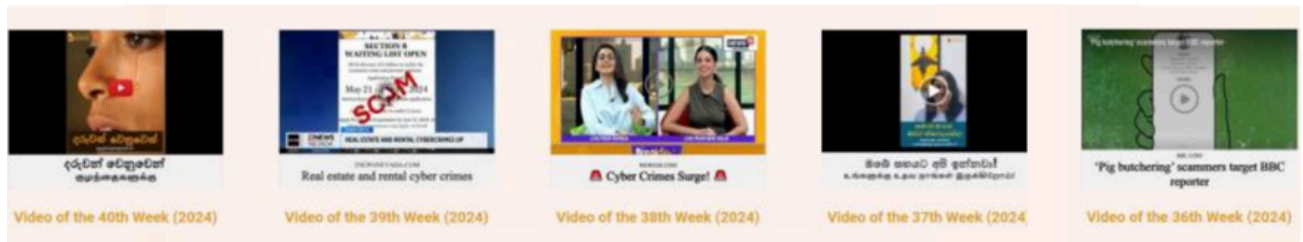* Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)

Hithawathi September Reel
  • People Reached - 533.5K
  • Impressions - 648.9K
  • ThruPlays - 147.3K
  • Reactions - 5.9K
  • Shares – 213
  • Comments - 48

* Tip & Video of the Week updates (2 X 5 weeks)

Videos of the week

| Video of the 40th Week (2024) | Video of the 39th Week (2024) | Video of the 38th Week (2024) | Video of the 37th Week (2024) | Video of the 36th Week (2024) |

Tips of the week

| Security Tip of the 40th Week (2024) | Security Tip of the 39th Week (2024) | Security Tip of the 38th Week (2024) | Security Tip of the 37th Week (2024) | Security Tip of the 36th Week (2024) |

* More than 110 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

* Hithawathi Monthly Bulletin – The 53rd News Bulletin was issued on 20th Sep. 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 September Newsletter (Volume 05 Issue 09) was read by over 360 visitors via web and the article of "Lost Phone" was read by over 1,762.

Information on this report should be used only for the purpose of updating donors

Project Updates

July

- As invited by StopNCII.org, Hithawathi participated for the briefing session in their Bi-Annual Network Meeting with Partners on 10th July 2024 online via Zoom.

- Hithawathi took part in the initial discussion on Stakeholder conversation on the proposal to establish a centralized reporting platform for TFSGBV and other cyber crimes organized by United Nations Development Programme on 12th July 2024 at UNDP compound, Colombo 7.

- As invited by TikTok, Hithawathi attended a closed-door meeting of TikTok partners at Adfactors Public Relations Lanka in Colombo 02 on 23rd July 2024. The session focused on providing a comprehensive overview of the Community Guidelines and gathering input on critical election-related matters.

Information on this report should be used only for the purpose of updating donors

- Hithawathi participated in an online interview conducted by Management Frontiers (Pvt) Ltd, consultants for United Nations Fund for Population Activities (UNFPA) as directed by the Ministry of Women, Child Affairs and Social Empowerment. The interview focused on research regarding the 'intersection of gender and hate speech' and was held on 30th July 2024 via Google Meets.

- Purchased a stats analytics plugin (Independent Analytics Pro).

- Reviewed and shortlisted CVs to recruit an intern from SLIIT for the Cyber-safety course initiative. After conducting interviews and selected Hashan Anjana for the role.

- Meta ad-coupon was granted (to be utilized by 31st August 2024).

- Requested a space at international book fair 2024 (Updated info of leaflets / promo cards and printed the required stock).

- Received an approval letter from MoE to conduct awareness in schools island wide.

- Provided key points to NSBM for drafting the Memorandum of Understanding (MoU).

- Held the second meeting with Mala, the external M&E consultant, to discuss the activity plan, including the monitoring component and the structure for monthly reports.

- Following up with the Deputy CMO of SLT to arrange a collaboration meeting.

- Working on TikTok to get verified badge.

Information on this report should be used only for the purpose of updating donors

Project Updates

August

- As invited by Search for Common Ground, Hithawathi participated for the discussion on insights on possible additions or changes to strengthen the Country Strategy to engage with Big Tech Companies (like Facebook, TikTok and YouTube), Civil Society Organizations and other related stakeholders on 28th August 2024 at Sofia Colombo City Hotel, Colombo 3.

- Participated in the demo on ChatBot organized by Software team (suggest to go ahead with menu-based option internally).

- The revised promotional plan was sent to Meta (due to the extension of ad-credits till 30th November 2024).

- Sent the amended MoU to NSBM. (possibility of signing on 4th Sep.)

- Mala, the external consultant, shared her Monitoring and Evaluation findings on Galewela Teens Hub schools (1st batch) and the reports.

- Project Coordinators (Supunna & Sampathsri) did the recording of an awareness session with the support of Training division on 22nd Aug.

- The resource person, Akila has discussed with NAITA, SLIATE, Badulla Technical College to conduct awareness sessions. Received positive feedback.

- Sent a letter requesting to arrange an awareness session for Nursing Training School, Badulla.

- Had a chat with Amal, LKDR Assistant Manager (Digital Marketing) about enhancing TikTok engagement, and noted to work on some of the ideas discussed.

- Ruwan M., LKDR CTO, helped us connect to SLT through CMO for collaboration.

Information on this report should be used only for the purpose of updating donors

Project Updates

September

- Hithawathi and NSBM Green University teamed up with the aim of creating a safer cyberspace for university students especially through the initiative of Hithawathi Youth Hub on September 4, 2024.

- Sampathsri, the Senior Project Coordinator, had a meeting with Career Guidance Director General at Vocational Training Authority on 3rd Sep. and sent a proposal to go ahead with an MoU on awareness sessions for students and staff.

- An online meeting for Meta Trusted Partners was held on 3rd Sep. regarding the new content reporting system.

- A Short on 'What you should do when you become a victim of a cyber issue' (featuring Supunna, the Project Coordinator) was released.
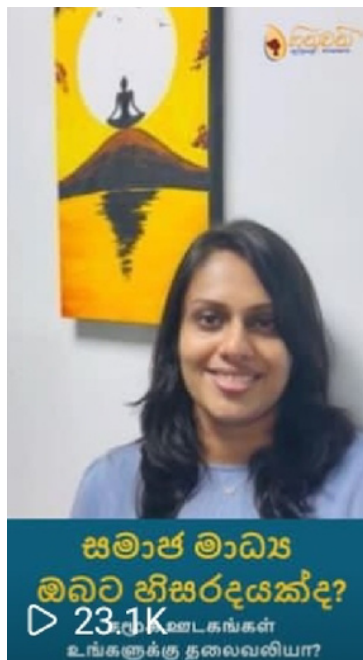
- Prepared the outline for Cyber safety course.

Information on this report should be used only for the purpose of updating donors
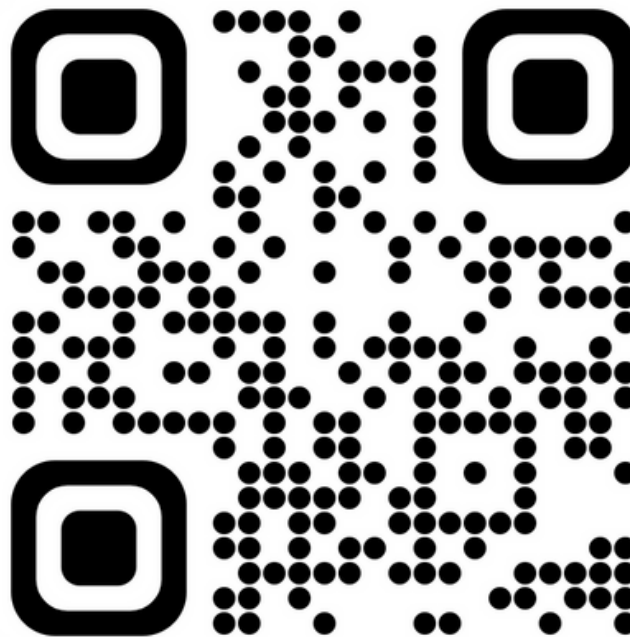
Contact Details

Dilusha De Silva
(Project Manager - Hithawathi)

LK Domain Registry
106, Bernard's Business Park,
Dutugemunu Street, Kohuwala

+94 11 421 6061 - 31

Contact us   011 421 6062   07777 111 99   help@hithawathi.lk

Follow us

www.hithawathi.lk