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Hithawathi 2024 Q4
Project Report
Submitted to Global Giving
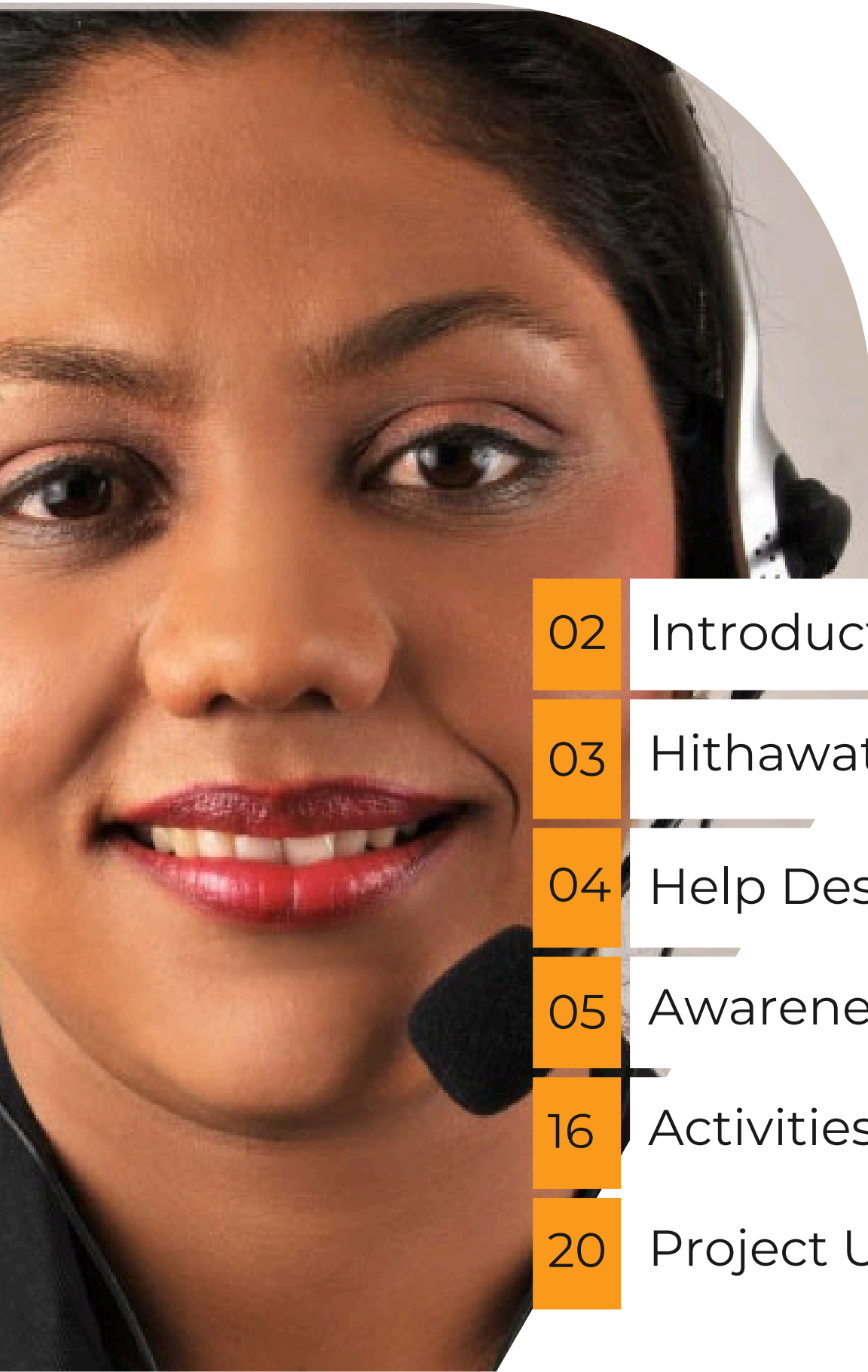
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Introduction

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, 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.

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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.

1,000,000 +	10,000 +	1,100 +	1,600 +	145+
Netizens Engaged	Individuals Supported	Virtual & Physical Events Held	Website Articles Published	Video Content Created

03

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Help Desk Statistics

1,187 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.

	Oct	Nov	Dec	2024 Q4
Fake	67	62	61	190
Hacked	23	20	29	72
Misuse of Information	9	14	10	33
Not Relevant	34	31	57	122
Phishing/Scam	23	26	35	84
Photo/Video Abuse	49	52	79	180
Reactions	5	3	5	13
Child/Women Abuse	2	0	0	2
Technical	11	7	9	27
Request Information	44	21	38	103
Threat/Blackmail Only	22	21	17	60
Other	31	37	35	103
Hate Speech/Racism	8	3	5	16
False News	0	0	0	0
Political	0	0	0	0
Dating	0	0	0	0
Addiction	0	0	0	0
	328	297	380	1,005

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Awareness Sessions

October

- Cyber Safety awareness session, held on 2nd October 2024 during the Puttalam Training of Trainers (TOT) workshop on Empowering Entrepreneurs through Digital Training held at Dimuthu Foundation, Kakkapalliya

- Cyber Safety awareness session, held on 4th October 2024 during the Kalutara Training of Trainers (TOT) workshop on Empowering Entrepreneurs through Digital Training held at SLT-Mobitel NEBULA Institute of Technology, Moratuwa

- Cyber Safety awareness session, held on 8th October 2024 during the Maharagama Training of Trainers (TOT) workshop on Empowering Entrepreneurs through Digital Training held at Divisional Secretariat – Maharagama.

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- Cyber Safety awareness session, held on October 9, 2024 at Divisional Secretariat, Madulla.

- Cyber Safety awareness session, held on October 10th, 2024 at Technical College, Monaragala.

- Cyber Safety awareness session, held on October 14th, 2024 at Technical College, Bandarawela.

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- Cyber Safety awareness session, held on October 15th, 2024 at College of Nursing, Badulla.

- Hithawathi participated for the 2nd stakeholder conversation on the proposal to establish a centralized reporting platform for TFSGBV and other cyber crimes organized by United Nations Development Programme (UNDP) and Sri Lanka CERT on 16th October 2024 at Colombo 03.

- As per the approval of Ministry of Education, an awareness program on Cyber Safety was conducted by Hithawathi on October 21, 2024 at St. Thomas' College, Matara.

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- As per the approval of Ministry of Education, an awareness program on Cyber Safety was conducted by Hithawathi on October 22, 2024 at St. Thomas Girls' High School, Matara.

- Hithawathi participated for the 3rd stakeholder conversation on the proposal to establish a centralized reporting platform for TFSGBV and other cyber crimes organized by United Nations Development Programme (UNDP) and Sri Lanka CERT on 24th October 2024 at Colombo 03.

- An awareness session on Hithawathi services along with an introduction to the TeensHub project was conducted by Hithawathi on October 25th, 2024 for TeensHub Leaders of Sri Ramakrishna College, Lunugala.

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- An awareness session on Hithawathi services and Cyber Safety for the Teachers, organized by Nenasala Katugastota was conducted by Hithawathi on October 25th, 2024 at Sri Rahula College, Katugastota for the Teachers.

- An awareness session on Hithawathi services and Cyber Safety for the children, organized by Nenasala Katugastota was conducted by Hithawathi on October 25th, 2024 at Sri Rahula College, Katugastota for the students.

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Awareness Sessions

November

- An awareness session on Cyber safety and Hithawathi services was held on November 1, 2024 at Medawelagama Maha Vidyalaya, Passara under the initiative of "Hithawathi Teens Hub".

- An awareness session on Hithawathi services along with an introduction to the TeensHub project was conducted by Hithawathi on November 5th, 2024 for TeensHub Leaders of Tamil Maha Vidyalaya, Passara.

- An awareness session on Hithawathi services along with an introduction to the TeensHub project was conducted by Hithawathi on November 5th, 2024 for TeensHub Leaders of Central College, Passara.

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- An awareness session on Cyber safety and Hithawathi services was held on November 8, 2024 at Lunugala Central College under the initiative of "Hithawathi Teens Hub".

- An awareness session on Cyber safety and Hithawathi services was held on November 20, 2024 at Bibilegama Maha Vidyalaya, Passara under the initiative of "Hithawathi Teens Hub".

- An awareness session on Cyber safety and Hithawathi services was held on November 20, 2024 at Maussagolla Maha Vidyalaya, Passara under the initiative of "Hithawathi Teens Hub".

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- An awareness session on Parental Controls, Cybersafety and Hithawathi services was held on 21st November 2024 at Galewela Central College under the initiative of "Hithawathi Teens Hub", sponsored by LK Domain Registry.

- An awareness session on Cyber safety and Hithawathi services was held on November 22, 2024 at Maliththa Central College, Bandarawela under the initiative of "Hithawathi Teens Hub".

- An awareness session on Hithawathi services along with an introduction to the Teens Hub project to the teachers, organized by Zonal Education office – Galewela, was conducted by Hithawathi on November 27th , 2024 at Dambulla.

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- An awareness session on Cyber safety, organized by Small Enterprises Development (SED) Monaragala, was conducted by Hithawathi on 27th November 2024 at District Secretariat – Monaragala.

- An awareness session on Cyber safety, organized by Small Enterprises Development (SED) Polonnaruwa, was conducted by Hithawathi on 29th November 2024 at At District Secretariat – Polonnaruwa.

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Awareness Sessions

December

- An awareness session on Cyber safety, organized by Small Enterprises Development (SED) – Anuradhapura, was conducted by Hithawathi on 4th December 2024 at District Secretariat – Anuradhapura.

- Hithawathi, representing Sri Lanka, participated as a panelist of the World Bank South Asia Region event, Gender in Action! – From Workplaces to Digital Spaces: Standing Up to Harassment and Violence in South Asia that marked the 16 Days of Activism against Gender-Based Violence campaign this year on 10th December 2024 via online.
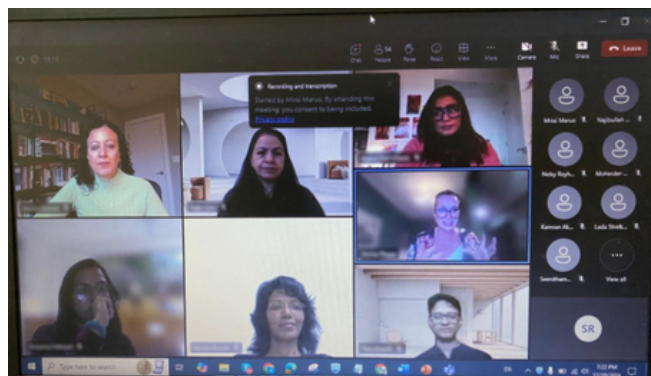
- An awareness session on Cyber safety, organized by Small Enterprises Development (SED) – Nuwara Eliya, was conducted by Hithawathi on 16th December 2024 at Co-op Holiday Bungalow, Nuwara Eliya.

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- An awareness session on Cyber Safety was conducted by Hithawathi on December 17th, 2024 at College of Nursing, Badulla.

Activities

October

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

- **Article:** Is your new bestie safe?

- **Story:** Trust or Lust

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

Hithawathi October Reel
- People Reached - 844.5K
- Impressions - 1.1M
- ThruPlays - 304.2K
- Reactions - 10.6K
- Shares - 949
- Comments - 63

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

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)
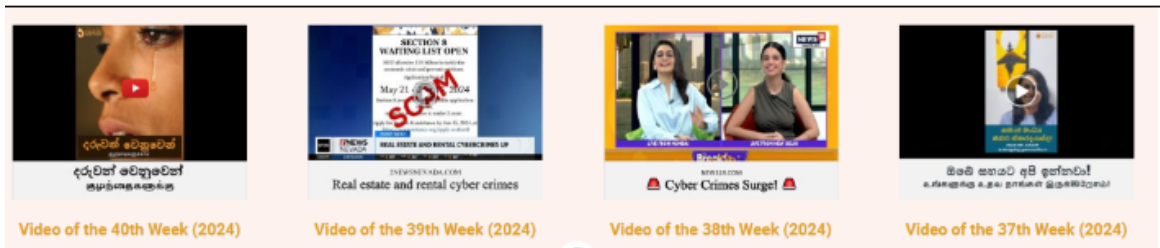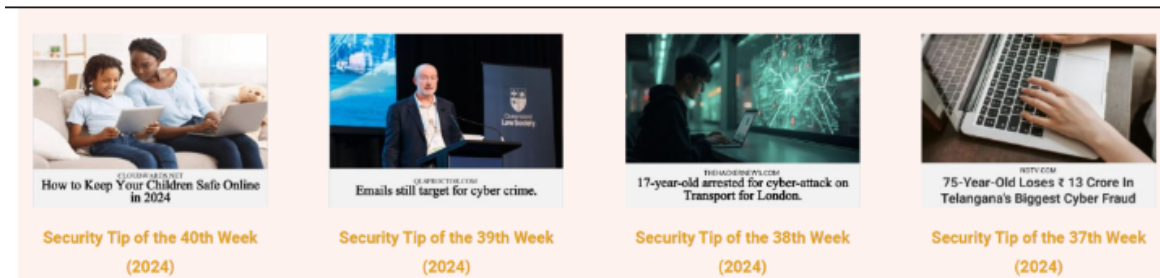
* More than 235 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages

* Hithawathi Monthly Bulletin – The 54th News Bulletin was issued on 20th October 2025. 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 05 Issue 10) was read by over 281 visitorsr via web and the article of "Lost Phone" was read by over 1,236.

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Other Social Media Activities

October

- Posted <u>TakeItDown</u> content for Children's day.

- People Reached -
- Reactions -
- Shares -
- Comments -

- Sampathsri's brief talk on '<u>සයිබර් හොරුන්ගේ පොදු ලක්ෂණ</u>' video with ITN Digital has been released.

- Did a <u>short recording</u> with a resource person of Sumithrayo to post in line with Mental Health Day.
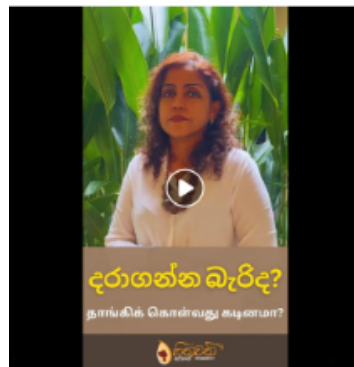
- The Quiz competition on FB is done on (23rd to 30th Oct) in line with Cybersecurity awareness month. (Prizes from thayaga.lk for 10 winners * Rs.2000/-)

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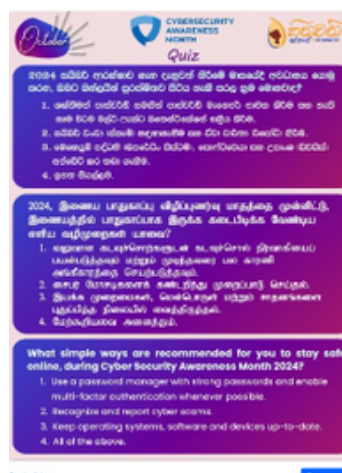
Activities

November

* 1 website article and 1 success story completed in all three languages and published.
  * **Article:** Think Twice Before Connecting
  * **Story:** Sneaky Party meeting

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

Hithawathi November Reel
* People Reached - 662K
* Impressions - 936.1K
* ThruPlays - 186.8K
* Reactions - 6.7K
* Shares - 579
* Comments - 67

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

Videos of the week

Video of the 48th Week (2024) Video of the 47th Week (2024) Video of the 46th Week (2024) Video of the 45th Week (2024)

Tips of the week

Security Tip of the 48th Week (2024) Security Tip of the 47th Week (2024) Security Tip of the 46th Week (2024) Security Tip of the 45th Week (2024)

* More than 303 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

* Hithawathi Monthly Bulletin – The 55th News Bulletin was issued on 20th November 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 November Newsletter (Volume 05 Issue 11) was read by over 457 visitors and Tamil over 412 via web and the article on "Lost Phone" was read by over 2,653 and "WhatsApp Hacking" was read by over 1,166.

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Activities

December

* 1 website article and 1 success story completed in all three languages and published.
  * **Article:** Is Screen Addiction Harmful?
  * **Story:** E-Bank Trap

* Hithawathi Monthly Reel (contest on Facebook awarding e-gift vouchers to 5 winners)
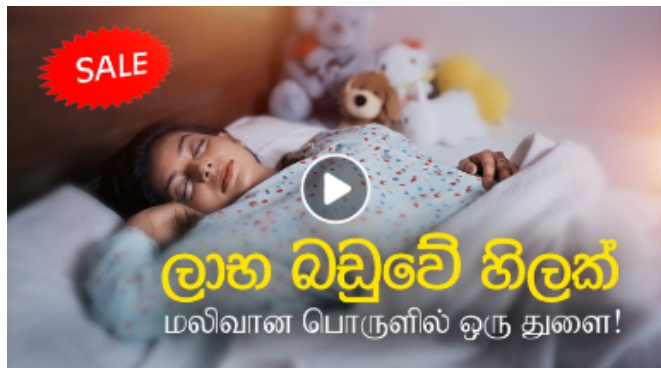
Hithawathi June Reel
- People Reached - 427.4K
- Impressions - 599.7K
- ThruPlays - 133.2K
- Reactions - 6.7K
- Shares - 327
- Comments - 78

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

Videos of the week

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Video of the 52nd Week (2024)	Video of the 51th Week (2024)	Video of the 50th Week (2024)	Video of the 49th Week (2024)

Tips of the week

|			
මිලේ දෙයාවර්මින්ට වෙබ්අඩවියට සයිබර් ආඩම්බර.	Man loses 1.19L to cyber fraudsters on Telegram.	නිරුවත් video යැවූ පෙම්වතාට පහර දීලා.	ලෝකයේ සයිබර් ආරක්ෂක අංශයට ශ්‍රීලංකාව තුළුගේ.
Security Tip of the 52nd Week (2024)	Security Tip of the 51th Week (2024)	Security Tip of the 50th Week (2024)	Security Tip of the 49th Week (2024)

* More than 272 visitors have downloaded cybersecurity booklets in both Sinhala and Tamil languages.

* Hithawathi Monthly Bulletin – The 56th News Bulletin was issued on 20th December 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 12) was read by over 288 visitors and Tamil over 216 via web and the article on Lost Phone was read by over 4,036 and article on "WhatsApp Hacking" was read by over 1,828.

Project Updates

October

- Hithawathi is in the list of NCSA - cybersecurity awareness month champions.
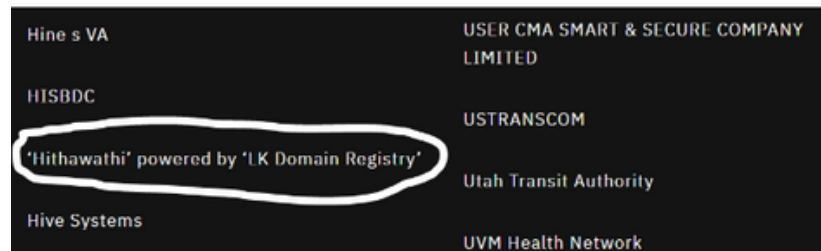
- Had a meeting with UNFPA on 8th Oct. to discuss about how to collaborate.
- Submitted 2024 - Q2 report to Global Giving.
- We had the initial meeting with Mr. Gayan of NextGen for SME of Cyber Safety course.
- Sent a proposal to MAS Hanwella to conduct awareness sessions
- Helpdesk team participated in Meta monthly briefing on new CRS on 16th Oct through Zoom online.
- Research students from Moratuwa University visited here on 22nd Oct. (Requested the website in one doc. & all the chats done with victims)
- Had a meeting with DP education on 18th Oct. to share our content on their platform through online.
- Q3 Report on school awareness sessions was sent to MoE.
- Will be sending feedback to Meta Grants with 23-24 annual report.

November

- Completed Meta Trusted Partner Grant Survey.
- Submitted Q3 Report to Global Giving.
- Made a post on FB to contact us to arrange awareness sessions for school
- Hithawathi team participated in an Awareness session on Information Security (ISO 27001) conducted by resource persons of LK Domain Registry and Mr. Buddhika De Alwis, Managing Director of TrustVault Pvt. Ltd. on 26th Nov. 2024

December

- DP education has sent the amended MoU.
- Supunna completed J-PAL South Asia's course on Evaluating Social Programs 2024.
- Sent a summary of how Meta ad-credits were used and 2024 Hithawathi FB & IG progress
- 2025 calendars sent out to Hithawathi stakeholders.

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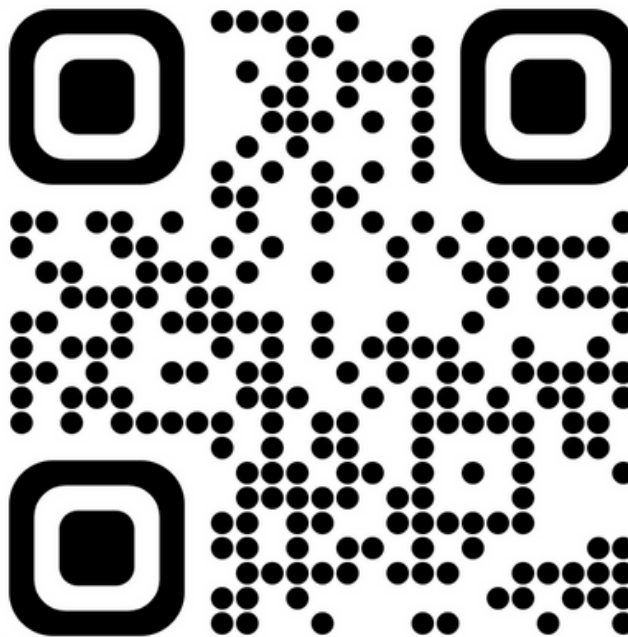
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