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MBA-HM

**CYBERSMART-Changemakers
of Today and Leaders of
Tomorrow**

 **IIHMR UNIVERSITY**



Agenda

Introduction

Primary goal

Objectives

Details of the project

Fellowship journey

Learning Journey

Organizational profile

Challenges

Key learnings

Summary



Introduction

I participated in Fellowship Program with WNS Cares Foundation. WNS is a leading business process management (BPM) services provider offering a wide range of solutions across various industries. WNS Global Services provides a broad range of services across various industries, leveraging its expertise in BPM and technology to help clients achieve their business goals.

The project assigned as part of this Fellowship program is Cyber Smart in which the target to is to certify 600 students, teachers, and parents, during the 3-month period.





Primary goals

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AIM

The overall aim of this study is to educate children studying in schools about cyberbullying modes over the internet as well as in real life.

OBJECTIVES

- To positively impact society and the environment while generating long-term value for the company and its stakeholders.
- The cyber smart project aims to promote online safety and raise awareness about potential online dangers such as cyberbullying, online grooming, and identity theft.
- Another objective of the cyber smart project is to promote digital literacy, which refers to the ability to use digital technologies effectively and responsibly. It aims to equip young people with the skills and knowledge they need to navigate the online world and use digital technologies in a positive way.



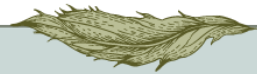


Details of the project

- Target is to certify 600 students, teachers, and parents, during the 3 month period
- Required to contact the learners through Schools, NGOs, or local communities
- Learners -CyberSmart portal - certify online - <https://cybersmart.wnscaresfoundation.org>
- The learners will have to select **Ybrant leaders of tomorrow** in the portal dropdown.
- Required to document the reference id's of the learners



Fellowship Journey



Email template for introduction emails

Dear Principal,

Greetings from WCF! We hope that you are safe and doing well.

WCF has been responsibly working on the issue of Cyber Safety for children and youth since 2017. We are happy to share that WCF has created a holistic Cybersafety learning ecosystem for education & empowerment of students, teachers, volunteers and parents called 'CyberSmart' (cybersmart.wnscaresfoundation.org). **CyberSmart portal's objective is to keep children safe on the internet/digital platforms.** It was launched in India on 22nd June, 2020.

It is a **free online** gamified learning platform that uses thematic quiz-based modules. The portal offers age-appropriate learning journeys that are based on curriculum advisories and challenges that children commonly encounter in cyberspace. The platform offers a host of features that makes learning immersive and engaging for children. The portal is currently available in English & 10 other Indian languages. It also enables parents and teachers to impart cybersecurity education using a unique online and offline methodology. A short video is attached for introduction:

<https://www.youtube.com/watch?v=13SdfE-OVKE>

We strongly believe that CyberSmart will aid our efforts and beneficiaries substantially.

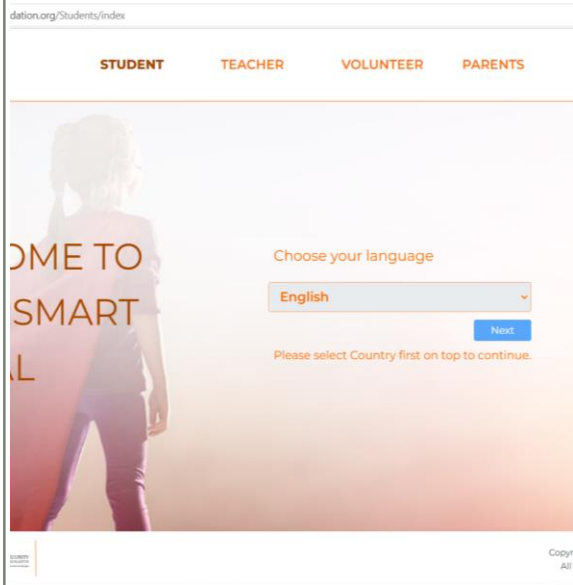
We would be happy to join the zoom call with your school children and teachers. We will give a quick walk through on how to access the portal and go through the content. The children will be able to complete the videos and the quiz in about 10 minutes. They will be awarded a certificate and a badge at the end of the session.

This activity will ensure the children become aware of the potential dangers and protect themselves and their families.

I look forward to your early reply and the session with your school.
Please feel free to call me on -----
Stay Safe!

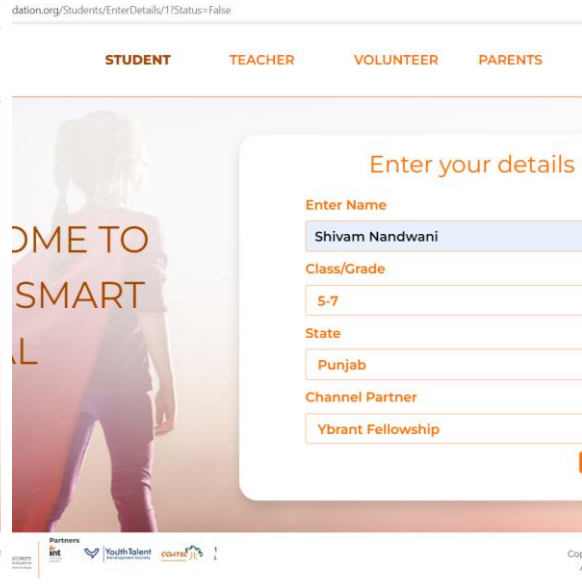
- Contact principals of schools through email
- Arrange a meeting with them on campus
- Make them understand the importance of cyber smart project
- Conduct workshops for students on campus or through online mode
- Make students understand the operation of the cyber smart portal
- Successful completion of all the quizzes of the learning journey
- Collection of reference ids as well as certificates

Learning Journey



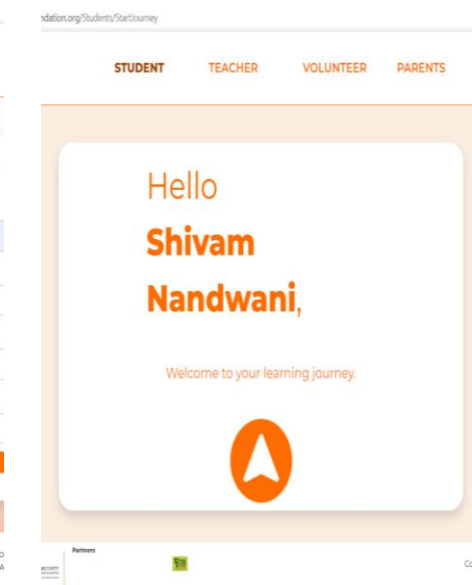
Welcome to cybersmart portal

LINK to website



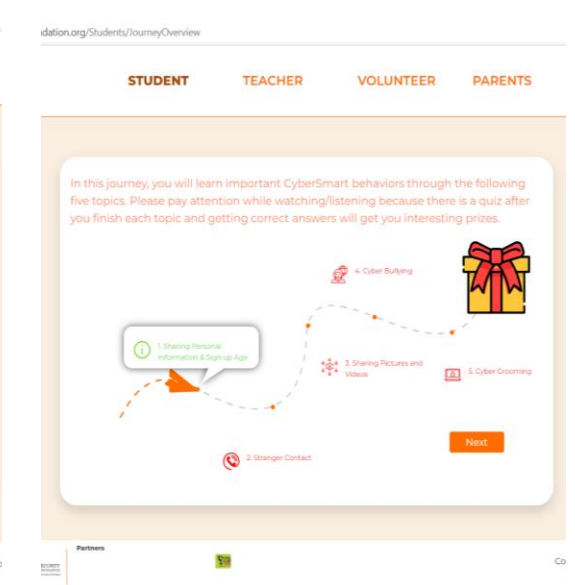
Enter your details

Details of learner



Welcome to learning journey

Welcome window

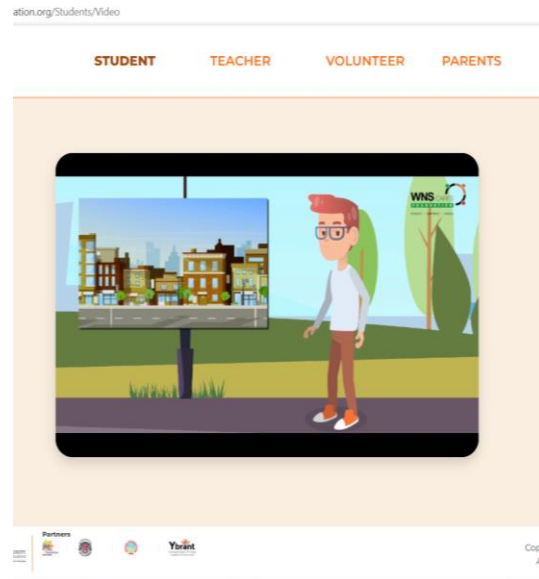


Learning journey

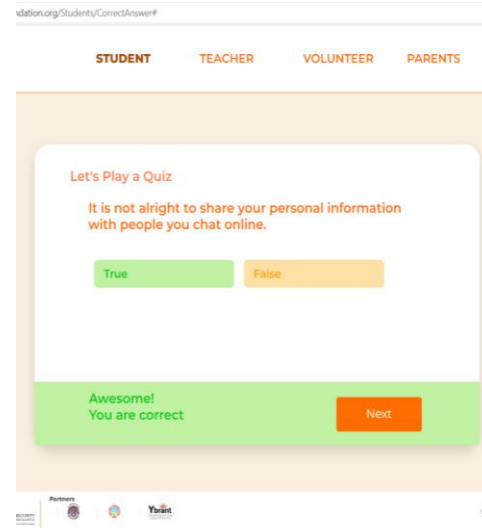
Cybersmart behaviors



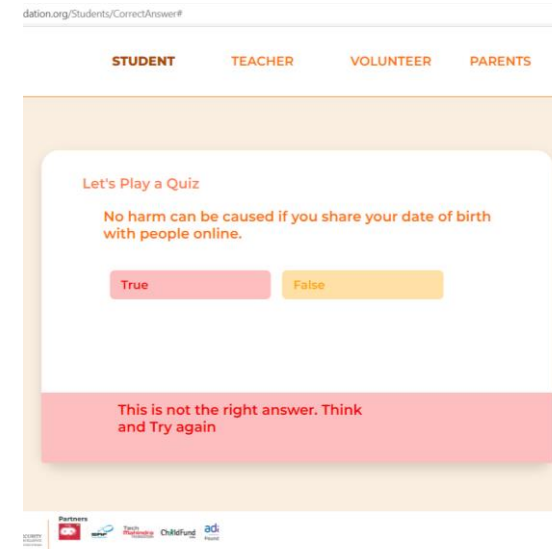
Learning Journey



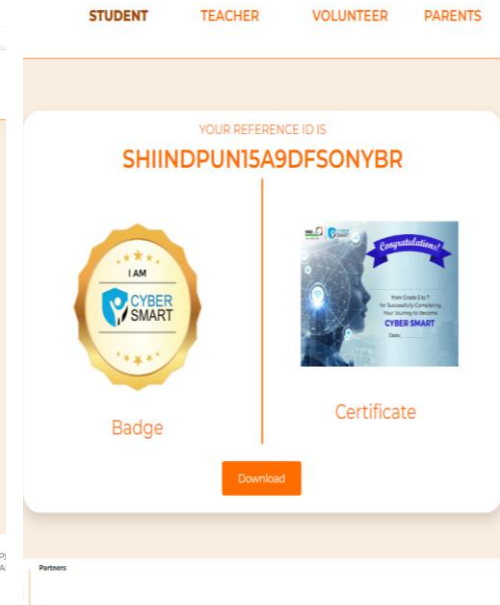
Let's Play a quiz
VIDEO PLAY



Quiz Questionnaire
TRUE-Green



Quiz Questionnaire
FALSE-Red



Reference ID
Badge & Certification





Background

This study examined the relationships between cyberbullying and mental health in adolescents.

Organizational profile

WNS Global Services employs over 43,000 professionals worldwide and serves more than 400 clients, including several Fortune 500 companies. Its services include customer experience management, finance and accounting, procurement, legal, research and analytics, and digital solutions.

The company operates through several business units, including:

WNS Digital

WNS Travel

WNS Analytics

WNS Healthcare





CHALLENGES

Lack of awareness

- No awareness – Difficulty in engagement – Not willing to attempt quizzes

Limited resources

- Resource constraints -Staff and technology - Limited ability to reach a wide audience

Difficulty in engaging parents and caregivers

- Less understanding of the online world -No awareness of the potential risks and dangers

Balancing online safety with Freedom of Expression

- Conflict with the principles of freedom of expression and privacy --Portal asks for student's details -- Difficult to make higher authorities understand

Language Barrier

- Not available in the regional language of Punjab





Portal Details

- ☒ Simple, effective, and immersive quiz-based learning
- ☒ Interactive and gamified
- ☒ Completely free of cost and we do not record any sensitive student information
- ☒ Works on low bandwidth
- ☒ Multilingual, available in 10 languages
- ☒ Parents – Teachers – Students
- ☒ Appreciated by a renowned Psychologist
- ☒ On the portal, we have different learning journeys for different class groups starting from class second to class tenth, so a student can select their class group and complete the certification
- ☒ The portal also has a teacher view, that would enable the teacher to go through the learning journey and download the content as well





KEY LEARNING FROM THE INTERNSHIP

❑ The importance of education:

A critical role of education in promoting safe and responsible behavior online. By educating children, young people, parents, and educators about online risks and how to stay safe online, the project helps to reduce the likelihood of online harm.

❑ The need for collaboration:

Another important learning from the cyber smart project is the importance of collaboration between different stakeholders, including government agencies, schools, parents, and industry partners. By working together, stakeholders can share knowledge, resources, and expertise to promote online safety effectively.

❑ The value of age-appropriate content:

The Cyber Smart project has demonstrated the importance of age-appropriate content in promoting online safety. By providing content that is tailored to the age and maturity of the audience, the project can engage children and young people effectively and help them understand online risks and behaviors.





- ❑ The challenge of keeping pace with technology: The cyber smart project has highlighted the challenge of keeping pace with the constantly evolving online landscape. As new technologies and platforms emerge, the project must continually adapt its messaging and resources to address new risks and threats.
- ❑ The importance of parental involvement: The project has emphasized the critical role of parents and caregivers in promoting safe and responsible behavior online. By involving parents and caregivers in the project, the initiative can help them understand the risks and challenges their children may face online and provide them with the resources and tools they need to keep their children safe.
- ❑ The impact of cyberbullying: The cyber smart project has highlighted the impact of cyberbullying on children and young people. By raising awareness of this issue and providing resources and support to victims, the project can help reduce the harm caused by cyberbullying and promote a positive online culture.



Methodology



Research

How does cyberbullying affect adolescent mental health outcomes in the Punjab region of India?

Target audience

School-going adolescents in India between the ages of 12 and 24.

Sampling

A representative sample of teenagers was chosen from Punjab-region schools in India.

Study tools

Survey as a main data collection tool; articles, newspapers, etc. as secondary data collection tools.

Data collection

This involved giving the questionnaire to the chosen sample both in person as well as conducting online interviews



Results



Out of 600 respondents, 86% acknowledged receiving unfavorable or unpleasant remarks or communications online.

30% of people said that humiliating images or videos were posted without their permission.

43% of people believed that they were the subject of malicious remarks and texts.

17% reported being threatened or harassed online.

Due to something that was said or done to them online, 12% of people reported feeling terrified or concerned for their safety.

26% of respondents said that on social media or other online forums, rumors or falsehoods were disseminated about them.

10% of users reported being excluded or marginalized online.

59% saw someone else becoming the victim of cyberbullying.

Only 34% of respondents said their online network was secure and encouraging.

Only 18% of victims of online bullying or harassment asked for assistance.



Summary

The study emphasizes how common cyberbullying is among the sampled community, with a sizable percentage of participants reporting being subjected to harsh or derogatory remarks, humiliating photos or videos, deliberate targeting, online harassment, threats, and exclusion. As seen by the victims' stated sentiments of dread, concern, and insecurity, these encounters have a negative impact on their mental health. The study also reveals that a large number of victims lack access to safe and encouraging online networks and that only a small percentage seek assistance or support for the bullying they experience. These findings highlight the critical need for more efficient interventions, such as support and preventative programs, to deal with the problem of cyberbullying and its damaging effects on mental health.

