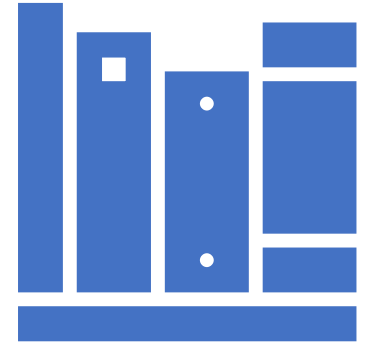




**Presented by -
Dr Swati Pareek
Roll no 1428
MBA HOM 26**

**Under the Supervision and
Guidance of –**

Dr Goutam Sadhu

DISSERTATION PRESENTATION

**ROLE AND EFFECTIVENESS OF WNS
CYBERSMART PROJECT**



RESEARCH BASED ON EFFECTIVENESS OF



After implementing the WNS cybersmart project, the research is made on its effectiveness in reducing cybercrime and increasing cybersecurity awareness



This study also emphasis on parent- child relationship on cyber bullying and cyber threats as well as the importance of education about the crucial topics like cybersecurity and cyber phishing in schools.

Awareness in students how and what to share over internet and how to complain about any mishappening.





EVALUATE THE SOURCES BY REVIEW OF LITERATURE

Learning from Review of Literatures

- Despite children participating in more online activities and commercial data collection practices, there is a dearth of research on children's privacy literacy.
- Recommendations for preschool privacy education can be shaped by determining the effect of privacy literacy teaching on children's understanding of data gathering practices and disclosure behavior.
- Students' awareness of many facets of internet security and behavior varied, whereas parents' and teachers' awareness of these issues was generally moderate, with the exception of cyberbullying, where considerable awareness was highlighted.
- The fact that parents of teenagers have a moderate degree of understanding about online dangers emphasizes the need to raise awareness and encourage online safety via early encounters with cyberthreats, ultimately resulting in a safer online environment for kids.
- The creation of educational tools to teach children about internet privacy using narrative and games, and it suggests that these materials should have well-known characters, distinct plotlines, and provide children the ability to make decisions about their privacy.
- Children should be made aware of the many privacy repercussions through the use of educational materials that also show the benefits and drawbacks of online data storage and sharing.





EVALUATE THE SOURCES BY REVIEW OF LITERATURE

Gaps Identified

- When it comes to meeting the needs of teachers at primary schools in developing and emerging nations for successfully instructing students about safety online, the internet safety lessons based on open educational materials falls short, possibly leaving young students inadequate to use the internet safely.
- Younger children's lack of knowledge and parental passive approach to regulating device use were revealed by the qualitative research on children's attitudes and coping strategies regarding security and privacy on the internet hazards. This suggests that there may be a lack of effective solutions to these problems and a requirement for more proactive involvement from parents.
- A lack of dialogue and interaction regarding internet threats between parents and teenagers, with the majority of teenagers having little contact with their parents on the subject.
- The poor relationship was further exacerbated by the divergent viewpoints and reactions of parents and teens to the identified dangers, emphasising the need for enhanced family communication about adolescent online dangers.



RESEARCH PROBLEM



1. Did WNS Cybersmart's project successfully lower cybersecurity risks?
2. What is the opinion of the Cybersmart project among students?
3. Could WNS Cybersmart initiative be deemed a fruitful cybersecurity endeavour?

A random mixed-methods research methodology was employed, comprising a quantitative survey and qualitative interviews. Data was taken from google forms and pie charts and bar graphs were used for pictorial representation of data .

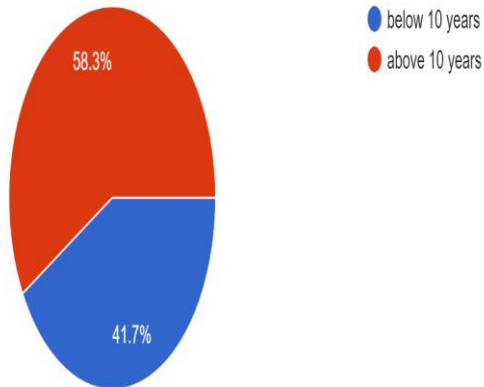




RESULT

AGE GROUP RESPONDENT BELONG TO WHICH IS A CRUCIAL FACTOR TO EDUCATE THEM ABOUT THE CYBERSECURITY

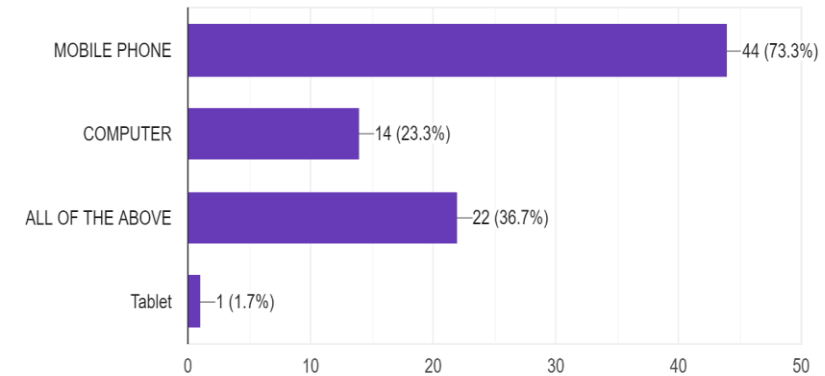
60 responses



the age group of respondents 58.3% are above the age of 10 and 41.7 % are below the age of 10.

WHAT DEVICES OR GADGETS COMMONLY IN USE TO INTERNET ACCESS

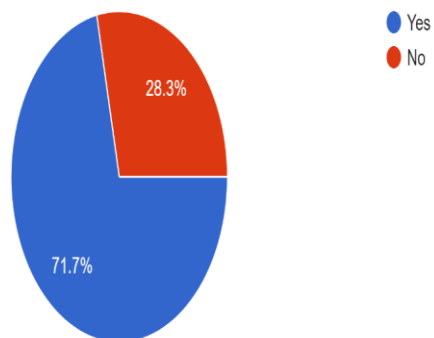
60 responses



These results show how common and well-liked mobile devices are among children who use the internet. The transition to mobile internet shows that children are using portable and practical gadgets to access the online world. Due to the particular risks that mobile devices pose, this trend should be taken into account when discussing cybersecurity and online safety. These risks should be addressed in educational initiatives and parental assistance.

INTERACTION WITH PARENTS AND GUARDIAN ABOUT CYBER SECURITY

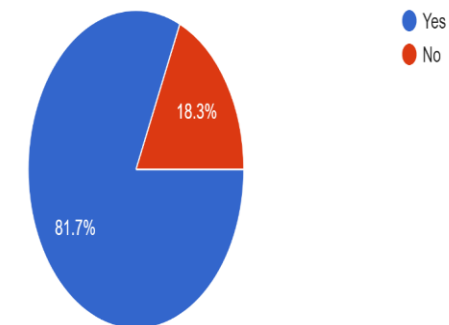
60 responses



71.7% respondents have interactions with their parents about online safety and cybersecurity. To ensure that students are taught cybercrime and online safety holistically, it's a good idea to include guardians and parents in the discussion through providing resources and setting up workshops or informational sessions.

INTERESTED IN LEARNING MORE ABOUT CYBERSECURITY AND ONLINE SAFETY AT SCHOOL

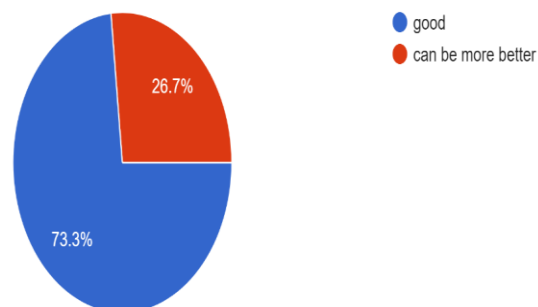
60 responses



more than 80% respondents are interested in learning more about cybersecurity and online safety at school. Respondents exhibit a strong desire to learn more in school settings about cybersecurity and internet safety. They look for thorough instruction and tools to aid them comprehend prospective threats, form safe internet practices, and safeguard sensitive data. By adopting efficient cybersecurity measures and offering continual education on cyber dangers and best practices, there is a great desire to ensure a safe and secure internet in schools.

RESPONDENTS IMPRESSION ABOUT THE WNS CYBERSMART PROJECT

60 responses



Few respondents felt that doing the survey was not exciting, whereas the majority of respondents thought it was exciting. Since 73% of the respondents expressed excitement about taking the survey, it was clear that the questionnaire was well-designed.



- Overall, the result shows that kids of school going age are more interested in learning about cybersecurity, cybercrime, and cyber bullying, as after covid -19 the internet exposure of kids for educational as well as non-educational purpose have been increased.
- So, the projects like WNS Cybersmart have become need of an hour for the awareness and safety of kids and their family from any cyber threat.



CONCLUSION

Evaluate the WNS Cybersmart project's implementation.

- The WNS Cybersmart project is an initiative aimed at promoting cyber wellness and responsible Internet use among students.
- The project involves implementing various strategies and activities to educate students on topics such as Internet safety, cyberbullying prevention, online privacy, and digital citizenship.

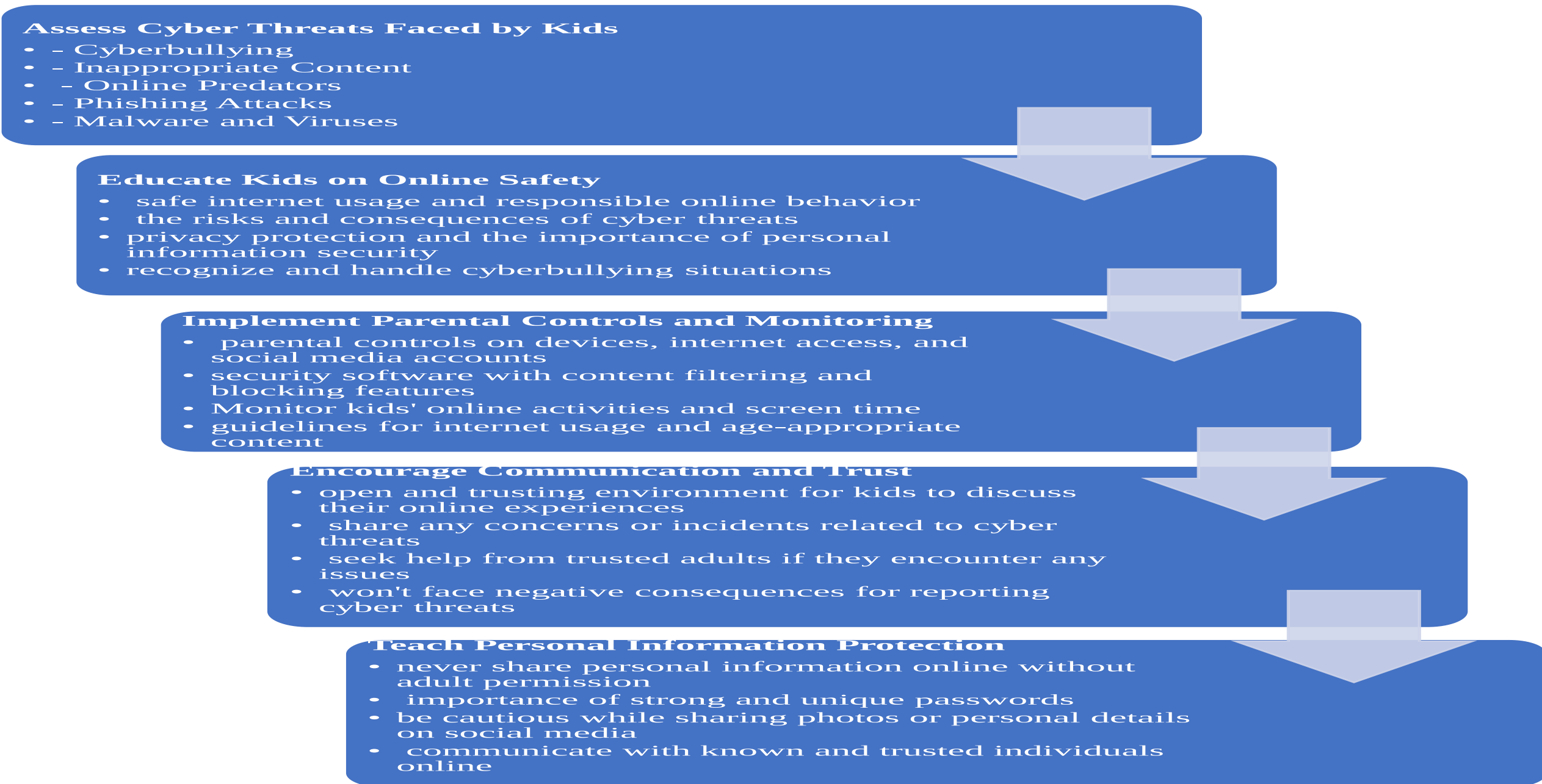
Assess the WNS Cybersmart project's success in lowering cybersecurity risks.

- Results indicated that the project was successful in improving students' awareness of cybersecurity risks and promoting responsible online behavior.
- Additionally, the project facilitated the development of skills to mitigate cybersecurity threats and encouraged a safer online environment. Overall, the WNS Cybersmart project demonstrated effectiveness in reducing cybersecurity risks among students

Determine how students' opinions on the Cybersmart project are perceived.

- The perception of school-going kids towards the Cybersmart project was examined to understand their views and experiences regarding the initiative.
- The study focused on assessing their attitudes, engagement, and perceived benefits of the project.
- Findings revealed that most of the students had a positive perception of the Cybersmart project, considering it valuable and informative.
- They reported increased awareness of cybersecurity risks, improved online safety practices, and a greater sense of responsibility while using the Internet.
- The students appreciated the interactive nature of the project and expressed satisfaction with the resources and activities provided.
- Overall, their perception reflected the effectiveness of the Cybersmart project in positively shaping their knowledge and behaviors regarding cyberspace.

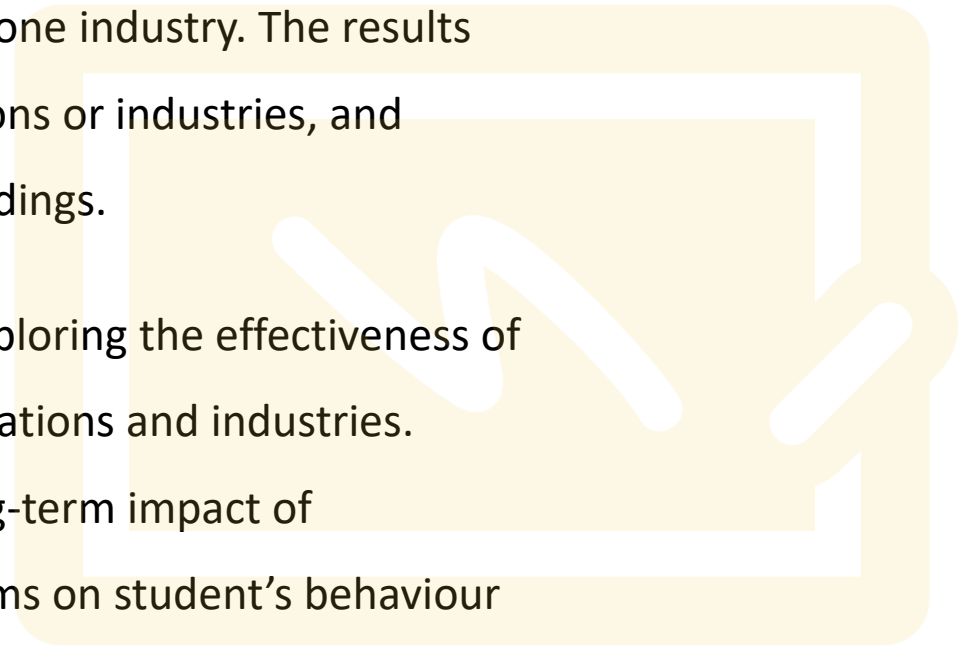
Develop a model to reducing cyber threats in kids.





SUGGESTIONS

- The study had some limitations, including social biasedness, hesitation to admit the incidents and the focus on only one industry. The results may not be generalizable to other organizations or industries, and further research is needed to validate the findings.
- Future research can build on this study by exploring the effectiveness of the WNS Cybersmart project in other organizations and industries. Further research can also investigate the long-term impact of cybersecurity training and awareness programs on student's behaviour and the organization's overall cybersecurity posture. Additionally, future research can explore the role of technology in enhancing cybersecurity awareness and training programs.





Research Presentation End

Thank you