



Dear Sir / Madam,

Sub: Request for CSR funds / Sponsorship for distribution of Cyber Safety Kits in Schools for prevention of sextortion crimes – in Partnership with ISAC

There is a rising sexual crime in form of online blackmail and sextortion against women and kids across India, especially targeting school children.

What is Sextortion / Online Blackmail?

Sextortion is a relatively new form of sexual exploitation that occurs primarily online and in which non-physical forms of coercion are utilized, such as blackmail, to acquire sexual content (photos/videos) of the child, obtain money from the child or engage in sex with the child

Some of the most common methods used:

1. Getting a phone number of girl / women from pre-paid recharge shops and harassing them with calls, constant messages and forwards with sexual content
2. Hacking passwords of Facebook and email accounts to hijack them and threaten to post or send explicit sexual content to friends and relatives unless demands are met
3. Use SMS, Facebook Chat, WhatsApp, Webcam etc to flirt romantically and later threaten to send screenshots or videos to parents and friends

Disturbing Global Statistics

- 78% of the reports involved female children and 15% involved male children (In 8% of reports, child gender could not be determined).
- Male and female children each ranged in age from 8-17 years old and had an average age of fifteen years old; however, compared to female children, it was less common for male children to be on the younger end of the spectrum.
- In 24% of the reports, reporters mentioned that they suspected or knew that additional children were targeted by the same offender

How ISAC is making a difference

Information Sharing and Analysis Center (ISAC) is a registered non-profit organization since 2011 that is engaged in creating cyber safety awareness among children. For the past 5 years, ISAC foundation has relentlessly worked towards improving cyber security awareness among people from all age groups and undertaken various initiatives in this direction for the sole purpose of CSR.



ISAC has created a child friendly super hero by the name “**HANUBOT**” that teaches children in their language about dangers of sextortion and how to take required action, using beautifully illustrated story telling book and hands-on activities to teach them how to make strong passwords and spot online chatting traps.



Further, we would like to bring some facts about **ISAC** to your kind notice as follows:

- This is the only non-profit motive cyber safety organization registered under Section 25 of Companies Act 1956 (Sec 8 of Companies Act 2013) in the entire country.
- This is the only Company focused on safety of school children from online blackmail and sextortion attacks.
- The kid-friendly superhero “Hanubot” created by ISAC has been termed by **AMAZON INDIA** as “one of the most innovative and useful products” and has been shortlisted for the special Amazon Launch Pad program
- **DELHI PUBLIC SCHOOL (DPS)** is the first school chain in India that has acknowledged the magnitude of sextortion problem and to protect children, the school has made the ISAC cyber safety kit “**mandatory**” for all children from 5th to 10th standard.
- Over **3 lakh school students** from various schools across India have benefited from workshops and seminars, driven by ISAC volunteers in last 5 years
- To support victims affected by sextortion and online blackmail, ISAC setups “**Cyber Law Intervention Center for Kids**” (CLICK) Center in schools that provides free legal aid and cyber safety awareness training to parents
- Teachers are given free training to become “**Intervention officers**” on how to deal with victims affected by Cybercrime in schools
- Deliverables are directly visible
- Being a section-8 company under strict scrutiny of laws by Government of India, the prices and financial transactions are transparent and hassle free

Cost of one camp can vary between Rupees 5 to 30 lakhs depending upon the no. of beneficiary students (1000 – 6000).

We may take up such camps in different parts of the country (as per the requirement of your organization) for which ISAC will do the preliminary assessment or baseline survey for the schools and their student strengths. In case ISAC organizes the camps, an additional amount @10% of the cost of cyber safety kits, workshops and establishment of CLICK center for training parents and teachers shall be charged by ISAC towards the cost of event management. Any additional taxes & applicable



Information Sharing and Analysis Center
Registered Non-Profit Organization

service tax on administrative/event management charges shall also be borne by your organization.

The list of components in the Hanubot Cyber Safety Kit, which will be distributed in each of such camp is attached in Annexure A for your ready reference. We will also provide a complete SAMPLE KIT for your reference.

We hope you will find this letter in order & confirm the same to us at an early date to start the activity for the benefit of children at our end to make the event a grand success through the CSR / Sponsorship programme of your organization.



We shall be highly grateful if you could let us know your plan of action at the earliest, to organize the entire activity most effectively to your satisfaction.



Yours Faithfully,

For Information Sharing and Analysis Center

Contact: 85274-65252 | support@isac.io

ANNEXURE A

Hanubot Cyber Safety Kit	Description	Brief
	<p>The box cover of the Cyber Safety Kit given to School Children</p>	<p>This is the box packaging that consists of all the awareness content and activities given to school children</p>
	<p>A beautifully illustrated comic book that tells the story of “Kiara”, inspired by true events.</p>	<p>Kiara is like every other teenager who is addicted to selfies, likes and social networking websites. Her world is turned upside down when a stranger befriends her online and starts watching her every move... including her webcam! Will she be able to stop him?</p> <p>Based on true incidents, the story teaches important lessons that every kid should know when they go online.</p>

	<p>Hands-on Activity for creating strong passwords</p>	<p>A simple yet effective technique that teaches kids how to pick better passwords for different websites.</p>
	<p>Hands-on Activity – Spot the Online Chatting Trap.</p> <p>Six different and most common scenarios are covered in this activity.</p>	<p>A unique but effective way of showing a conversation between a boy and a girl that can end up in potential sextortion or online blackmail threat.</p> <p>Kids learn why they should never share their naked or inappropriate selfies with friends or strangers and how various real life scenarios can lead to them getting blackmailed.</p>

	<p>Helping your Cyber Kids – Hanubot Guide for Parents</p>	<p>A mini guide for all parents that is included in the cyber safety kit that covers the following topics:</p> <ol style="list-style-type: none"> 1 – Talking to your kids 2 – Communicating at Different ages 3 – Socializing online 4 – Cyberbullying 5 – Using Mobile Devices 6 – Securing your computer
	<p>DVD with 9 Education videos on Online Safety</p>	<p>We also provide the access to videos online (details are shared in the kit) but considering that a large part of India still does not have high speed internet, the DVD makes it easy to download the videos on school computers, smart classrooms, personal computers or mobile phones for easy viewing, eliminating the need for Internet access.</p>

Each student will get the above components as part of their kit along with a certificate on “Cyber Safety Essentials” that will **include your organization logo** as primary sponsor of the awareness drive.

ANNEXURE B

BANK ACCOUNT DETAILS:

Account Name: Information Sharing and Analysis Center

Bank Name: INDUSIND BANK LTD

Account No: 259873869121

IFSC code: INDB0000031

Bank Branch: PREET VIHAR, NEW DELHI, C-61, Preet Vihar, Vikas Marg, New Delhi – 110092

CORPORATE DETAILS:

Corporate Identity Number: U93030MH2011NPL222151

Not for Profit License Number: 101625

ISAC PAN CARD:

