

A.S.D.GOVERNMENT DEGREE COLLEGE FOR WOMEN(A)

Affiliated to Adikavi Nannaya University

Jagannaickpur, Kakinada.

DEPARTMENT OF COMPUTER SCIENCE



BEST PRACTICES

**Viveka: Fostering Responsible Digital
Behavior**

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Best Practice: Viveka: Fostering Responsible Digital Behavior

Objectives of the Practice

The primary objective of organizing extension activities on Digital Transactions, Cyber Security, and Social Media Influence is to promote digital literacy, create awareness about online security, and educate the community about the responsible use of social media. The intended outcomes include empowering students to become digital ambassadors, educating the public on the safe use of digital platforms, and reducing the digital divide in society. The underlying principle is to ensure that students extend their knowledge to society by promoting secure digital practices, reducing cyber threats, and fostering responsible online behavior.

The Context

In today's fast-paced digital world, the adoption of digital transactions, social media platforms, and online services has significantly increased. However, with these advancements come challenges such as digital fraud, cybercrime, data breaches, and misinformation spread through social media. This highlighted the need to equip both students and the community with practical knowledge about:

1. Safe Digital Transactions: Educating people about secure digital payments, UPI transactions, and recognizing online fraud.
2. Cyber Security Practices: Making the public aware of online threats, phishing attacks, strong password management, and securing personal data.
3. Responsible Use of Social Media: Promoting responsible social media behavior, identifying fake news, and understanding the influence of social media on mental health, behavior, and society.

The major contextual challenges that needed to be addressed included:

- Limited Awareness in Rural and Urban Communities: Many individuals, especially from rural backgrounds, lacked knowledge about secure digital transactions and were vulnerable to online fraud.

- **Rising Cases of Cyber Crime:** Increasing instances of phishing, hacking, and data breaches required urgent awareness among the general public.
- **Influence of Social Media:** The uncontrolled use of social media platforms has led to widespread misinformation, cyberbullying, and privacy breaches, especially among teenagers.
- **Promoting Digital Literacy:** Bridging the digital literacy gap and encouraging safe and responsible use of technology.

Thus, the extension activities were designed to address these challenges and empower both students and society to navigate the digital world safely and responsibly.

The Practice

The extension activities conducted by the students were designed to create maximum social impact by spreading awareness about digital transactions, cyber security, and social media influence. The activities were conducted in various formats as described below:

1. Digital Transactions Awareness Campaign

Objective: To promote safe and secure digital transactions, including UPI, net banking, mobile wallets, and online payment methods.

Activities Conducted:

- **Awareness Sessions:** Students organized awareness sessions in local communities, schools, and colleges to educate people about digital payment methods like UPI, Google Pay, PhonePe, and net banking.
- **Practical Demonstrations:** Demonstrations on secure online transactions, avoiding OTP sharing, and identifying fraudulent calls and messages were conducted.
- **Display of Flyers and Power Point Presentations:** Informative flyers and PPTs were displayed to educate school students and people about secure digital payments and online banking safety.

2. Cyber Security Awareness Drive

Objective: To educate students, faculty, and the local community about online security, personal data protection, and preventing cyber threats.

Activities Conducted:

- **Cyber Safety Workshops:** Students organized awareness programmes at local schools and community to educate the students and public about strong password creation, avoiding phishing scams, identifying malicious websites, and safe browsing practices.
- **Live Demonstrations:** Hands-on sessions were conducted to demonstrate the impact of weak passwords, phishing attacks, and social engineering tactics.
- **Distribution of Cyber Safety Checklists:** A checklist of Do's and Don'ts for online security was distributed among participants.

3. Social Media Influence Awareness Program

Objective: To promote responsible and positive use of social media, minimize the spread of misinformation, and reduce negative impacts on mental health.

Activities Conducted:

- Panel Discussions and Debates: Students organized panel discussions on the influence of social media on mental health, career, and societal behavior.
- Role Play and Skits: To make the session more interactive, students performed skits highlighting the positive and negative impacts of social media.
- Poster Presentations: Students used several posters to educate the students and public in safe utilization of Social media platforms.
- Digital Footprint Awareness: Students educated participants about their digital footprints, data privacy, and responsible social media usage.

Evidence of Success

The success of these extension activities can be measured through:

1. Enhanced Digital Literacy:
 - Over 500+ individuals from rural and urban areas were educated about safe digital transactions and cyber security practices.
 - Increased adoption of secure UPI transactions, net banking, and mobile wallets in the community.
2. Cyber Safety Awareness:
 - More than 300+ participants reported applying learned cyber security practices, such as strong passwords, two-factor authentication, and avoiding suspicious links.
3. Positive Social Media Behavior:
 - Participants became more cautious about verifying information before sharing it online.
 - Improved social media responsibility, resulting in reduced misinformation spread.
4. Student Empowerment:
 - Students enhanced their leadership, communication, and technical skills through community engagement.

Problems Encountered:

1. Reluctance in Rural Areas: Some individuals were hesitant to participate in digital literacy programs due to a lack of trust in digital platforms.

2. **Resource Constraints:** Limited availability of printed materials, projectors, and infrastructure for outreach programs posed a challenge.
3. **Scheduling Issues:** Coordinating between academic classes and field extension activities required effective time management.

Resources Required:

1. **Financial Support:** Additional funding for pamphlets, posters, and technical infrastructure.
2. **Technical Infrastructure:** Access to projectors, internet connectivity, and demonstration devices for practical sessions.
3. **Stakeholder Collaboration:** Collaboration with local banks, cybercrime departments, and media houses for broader outreach.

This practice not only contributed to improving digital literacy and cyber safety in the community but also empowered students to act as social change agents. The practical exposure provided through these extension activities greatly enhanced students' social responsibility, leadership, and technical competency.

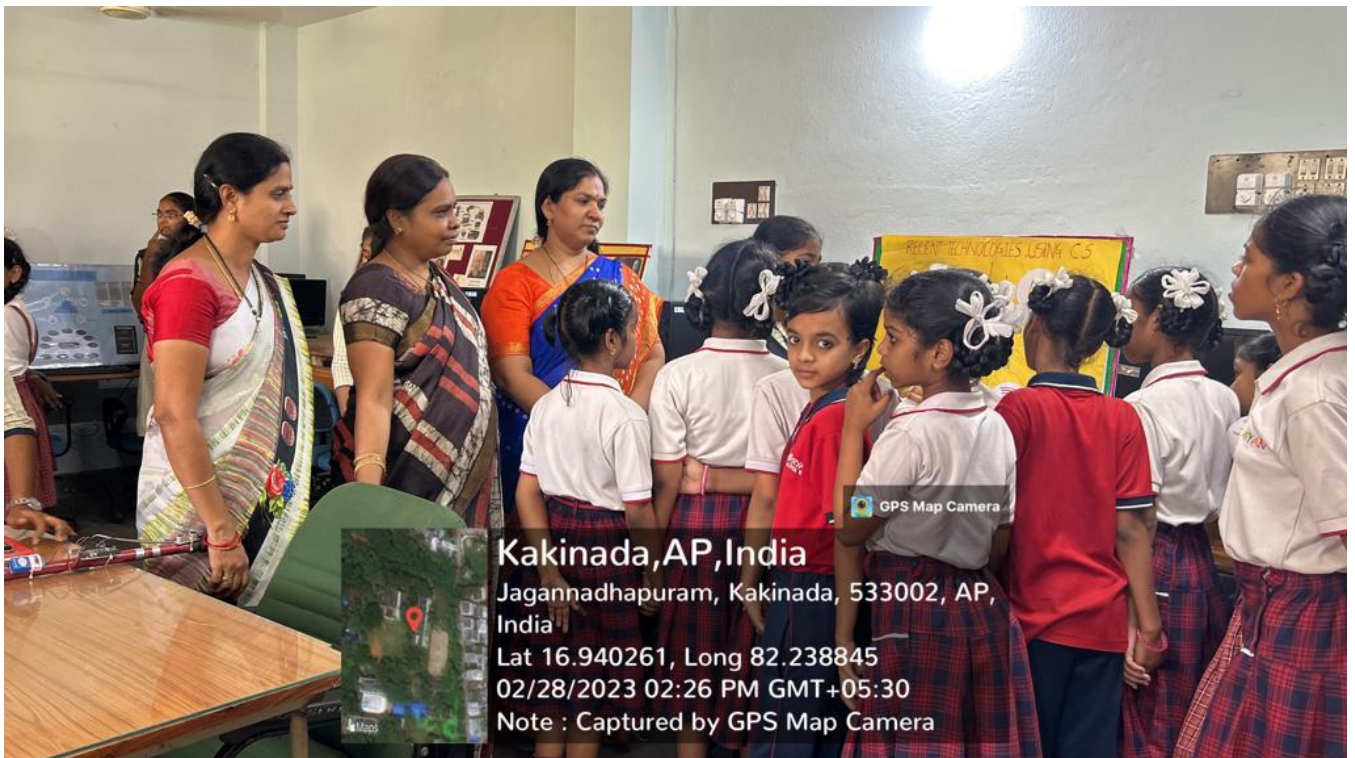
Glimpses of the Activities conducted under Community Outreach



Students explaining about Digital Safety to students of Aryan Public School



Students explaining about Digital Safety to students of Aryan Public School



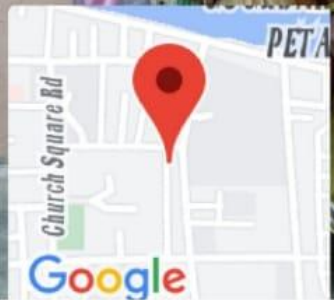
Students and staff explaining about safe digital practices to school students



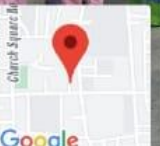
Students visit to Batchu Ramam Municipal Girls High School to spread Awareness on Social Media and threats



Students visit to Batchu Ramam Municipal Girls High School to spread Awareness on Social Media and threats



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Students educating public about Cash less Digital transactions through Role paly and posters



Students giving live demonstration about safe digital practices



Students in promoting awareness on Consumer rights in view of E-Commerce



Students visit to St.Anns High School to spread awareness on Cyber Security



Students spreading Awareness on Safe Social Media Practices to the students of A.S.Junior College, Kakinada



Students in community outreach programme on Safe Digital transactions in Golilapet



Students in community outreach programme on Cyber threats in Jagannaickpur



Students and staff explaining about Safe practices to be followed in Digital World



Students explaining about safe cash less digital transactions