Executive Brief: Digital Wellness Online Challenge

The Digital Wellness Online Challenge - DWOC is an initiative to help children across the country become more responsible in their use of the Internet. It aims to anchor students' well-being in cyberspace by empowering them with information and sensible application of the principles of cyber safety, cyber security, and cyber ethics.

Today, using the internet and spending long hours in cyberspace has progressed from being a matter of choice and convenience to a required necessity. These days, children all over the world use internet to interact with family and friends through social media, play online games, share opinions on blogs, research to further their education etc. Working and being online has become both a need of the hour and is considered to be an important skill-set. It is same in India as well. Globally, India is now number two in the number of Social Media platform Facebook users[1]. And this statistics tally is almost same for other online platforms as well.

There is no denying the fact that this trend of being online and working online has become part of a life and thus the need of the hour is to ensure it works well for us and especially for our children! Children need special support while being online. Statistics say India is third behind China and Singapore in cyber bullying or what is referred to as online bullying. Over half (53 per cent) of children in India have been bullied online as per the Global Youth Online Behaviour Survey[2] The most disturbing point in this case is that the age group of such offenders range from 8 to 18[3]

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[1] http://economictimes.indiatimes.com/magazines/panache/india-to-have-the-largest-number-of-facebook-users-on-mobile-by-2017-report/articleshow/45978668.cms
[2] http://www.hindustantimes.com/India-news/NewDelhi/Shame-India-comes-third-in-cyber-bullying/Article1-932687.aspx
[3] http://www.cyberlawtimes.com/articles/105.html

Digital Wellness Online Challenge is an initiative towards the objective of supporting our children to be safe when online. It is expected to engage 10 lakh school children from grades 6-12 on a digital wellness learning journey using quiz as a methodology, in the form of a competition. All children who attempt this quiz will gain a digital certificate, 4 children per state who win the challenge will be declared as 'Digital Wellness Champions' and invited to be a part of the Digital Week Celebrations in New Delhi.

With this initiative we wish to spread awareness and information on how we can make navigating and participating in cyberspace, a cybersafe experience for our children.

Connect

- Conect and take the Online DigitalWellness Quiz
- Answer questions that progress from easy to difficult and challenge their ability

Compete

- Compete to become Digital Wellness Champions of your state
- Get top scores and earn an invitation to the Digital India Celebration Event

Celebrate

- Attend the Grand Event that celebrates Digital India as Champions
- Meet national leaders, share experiences, learn from them, and spread awareness on Digital Wellness.