EVENT REPORT

Unnat Bharat Abhiyan (UBA)

Digital Security Awareness Campaign

Organized by:
Unnat Bharat Abhiyan Club
Govt. Polytechnic Sundernagar

Date : 16 December 2025

Village covered: Chajwaar

1. Introduction

Under the aegis of the **Unnat Bharat Abhiyan (UBA)**, the UBA Club of **Govt. Polytechnic Sundernagar** successfully organized a **Digital Security Awareness Campaign** in village Chajwaar. The campaign was conducted to address the rising cases of online frauds and cybercrimes in rural areas and to educate villagers about safe and responsible digital practices.

2. Objectives of the Programme

- To create awareness about various forms of online and digital frauds.

- To educate villagers on safe usage of mobile phones, digital payments, and social media.

- To inform participants about preventive measures against cybercrime.

- To encourage timely reporting of online frauds.

3. Programme Details

The awareness sessions were conducted interactively in each village. Villagers were educated about common digital frauds such as OTP and PIN scams, fake customer care calls, phishing links, KYC update frauds, lottery scams, fake job offers, and misleading social media messages.

Special emphasis was laid on emerging cyber frauds, including AI-based voice-changing scams, fake video calls, and impersonation of bank or government officials. Participants were guided on how to verify information before making any digital transactions.

4. Activities Conducted

- Awareness talks using simple language and real-life examples

- Demonstration of safe digital payment practices

- Distribution of awareness messages and safety tips

- Interaction and doubt-clearing sessions with villagers

- Information about the **National Cyber Crime Helpline – 1930**

5. Coordination and Team

The entire programme was organized and coordinated by **Ms. Puneeta Thakur (UBA Coordinator)**. The programme was successfully conducted with the active support of UBA Club members **Puneeta Thakur, Bandana Dixit and Driver Devi singh**

6. Participation

The programme witnessed active participation from villagers, including women, and senior citizens. Panchayat members and local representatives also appreciated the initiative and encouraged continuation of such awareness activities.

7. Outcomes

- Increased awareness among villagers regarding digital and cyber security

- Better understanding of safe digital behaviour and fraud prevention

- Enhanced confidence among participants to use digital services securely

- Strengthened institute–community relationship under UBA

8. Conclusion

The Digital Security Awareness Campaign proved to be highly effective and informative. The Unnat Bharat Abhiyan Club of Govt. Polytechnic Sundernagar remains committed to conducting such community-oriented programmes for the empowerment and digital safety of rural society.

9. Photographs