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|  | **Document CWG-COP-22/INF/10** |
| **30 January 2025** |
| **English only** |
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| Contribution by Pakistan Telecommunication Authority (PTA) |
| DEVELOPMENT OF AWARENESS CONTENT IN URDU AND DIGITAL LITERACY INITIATIVES FOR CHILDREN AND, PARENTS, THROUGH PRIVATE SECTOR ENGAGEMENT |
| **Purpose**The purpose of this document is to share PTA’s recent awareness initiatives on child online protection in Urdu language with ITU team & members of the CWG-COP for wider dissemination.**Action required**This document is transmitted to the Council Working Group on child online protection **for information**. |

PTA steps with respect to child online protection 2024-25

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# 1 Constitution of Child Online Protection (COP) Committee and its focused/priority areas

In response to the growing online risks faced by children, the Pakistan Telecommunication Authority (PTA) has taken proactive measures by forming the Child Online Protection Committee. Headed by Mr Muhammad Farooq, Director PTA, and comprising experts from various departments, the committee has been tasked with taking immediate and effective steps to protect children from online threats.

Acknowledging the global nature of these risks, the committee emphasizes collaboration with international and national organizations possessing substantial expertise in child online protection. This approach allows the committee to learn from global best practices and tailor them to the local context.

Additionally, the committee has focused on implementing digital literacy programs targeted at parents, teachers, and children. To ensure maximum reach and inclusivity, educational content is being developed in local languages. These efforts have significantly contributed to raising awareness across all age groups, empowering communities to play an active role in combating online risks and fostering a safer digital environment for children. Details of initiatives taken by the committee are elaborated as under:

# 2 Launched digital literacy programs

## 2.1 Digital Hifazat – A nationwide digital literacy initiative

In a groundbreaking effort to create a safer Internet environment for children in Pakistan, the PTA has partnered with TikTok to launch a nationwide digital literacy initiative titled **“Digital Hifazat”**. This program aims to equip parents, teachers, and students with essential knowledge and skills to navigate the digital world responsibly and securely.

The initiative's first phase targets 100 government schools nationwide, with a focus on digital literacy training for parents, teachers, and students. To date, the program has impacted 150 000 individuals across 40 schools in Sindh and Gilgit-Baltistan (GB), marking a significant milestone toward promoting safe online practices.

Under the program following educational resources in both English and Urdu language have been developed:

– Children’s Toolkit

– Digital Hifazat Workbook

– Parental Guide

– Student Comic Book.

All resources are available for free on the PTA website ([www.pta.gov.pk/category/online-content-information-485642322-2023-05-30](http://www.pta.gov.pk/category/online-content-information-485642322-2023-05-30)).

The program’s next phase will cover the remaining 60 schools across other provinces, aiming to reach an additional 200 000 individuals. Specific focus will be placed on schools in rural and underprivileged areas to ensure equitable access to digital literacy.

## 2.2 Training of Trainers (ToT) Programme in collaboration with UNICEF

PTA, in partnership with UNICEF, launched a Training of Trainers (ToT) programme aimed at fostering safer online practices and digital awareness. Following the successful pilot training conducted in Islamabad, Lahore, and Dera Ismail Khan, a comprehensive 10-day training programme for 15 Master Trainers was held in Islamabad from 1 to 10 August 2024.

The training sessions utilized manuals specifically developed for adolescents and caregivers, ensuring the content was tailored to meet the unique needs of these groups. The Master Trainers, equipped with advanced knowledge and skills, have since trained **210 Facilitators** from all provinces of Pakistan. These facilitators are actively extending the training to children, parents, and teachers at both the community and school levels.

The training program has effectively reached diverse communities, enabling sustainable capacity building.

## 2.3 Hosted workshop to provide hands-on experience with online safety tools

PTA in collaboration with UNICEF Pakistan, Telenor, and leading social media technology companies, conducted a specialized three-day workshop on “Child Online Protection.” The training was tailored specifically for parents; to address unique challenges they face in ensuring their children's safety in today’s digital landscape. The initiative equipped parents with advanced tools and strategies to proactively monitor and protect their children’s online presence. The workshop featured comprehensive training sessions led by prominent leaders from global organizations, including UNICEF-ECI, Microsoft, Google, Meta, TikTok, Tencent, and Telenor. Following key topics were made part of training:

– Online safety resources for parents and educators

– Microsoft’s tools for online protection

– The impact of generative AI on child safety

– Safe gaming practices

– Meta’s approach to creating a safe online environment

– Awareness of the dark web and its implications.

## 2.4 Capacity-building workshop with GSMA

Workshop is being organized in collaboration with GSMA at PTA HQs in the first week of February 2025, focused on understanding and addressing the opportunities and challenges children face in the digital environment. The workshop will bring together experts, practitioners, and stakeholders from various sectors to explore key issues related to children's rights, online safety, and digital literacy.

# 3 Developing content in local language

## 3.1 Translated the Sango Storybook into Urdu



PTA has translated the ITU mascot guidebook, ‘Online Safety with Sango’, into Urdu to ensure its reach extends to as many children in Pakistan as possible. This initiative aims to make Sango’s lessons on online safety more accessible and impactful for a wider audience. The Urdu version has been uploaded to the PTA website and is available for download at:

<https://www.pta.gov.pk/assets/media/2024-10-15-Sango-ky-sath-urdu-Guidbook.pdf>

## 3.2 Developed & translated a Parental Safety Guidebook in the local language

PTA’s developed parental guidebook “Safeguarding Your Child in the Digital Age - A guide for parents and caregivers”, now the same has also been translated into Urdu. It is currently in the final stages of preparation and will soon be made available on PTA’s official website to ensure broader outreach.

## 3.3 Awareness videos in Urdu in collaboration with UNICEF Pakistan - TikTok - META

PTA, in collaboration with stakeholders has developed and disseminated a series of awareness videos in local language (Urdu) covering key areas, aimed at promoting online safety and responsible internet use among the public. These videos were shared through PTA's official social media handles to maximize outreach and impact.

|  |  |
| --- | --- |
| Sr. | Video |
| 1 | Parental Control: <https://www.facebook.com/PTAOfficialPK/videos/8846473555471970>  |
| 2 | Cyberbullying: <https://www.facebook.com/PTAOfficialPK/videos/1024309296129432> |
| 3 | Catfishing: <https://www.facebook.com/PTAOfficialPK/videos/1305084537345818> |
| 4 | Blackmailing- TikTok: <https://www.youtube.com/watch?v=KCOzNMd0JNk>  |
| 5 | Cyberbullying – TikTok: <https://www.youtube.com/watch?v=xehT1bXi2QU>  |
| 6 | Misinformation – TikTok: <https://www.youtube.com/watch?v=yYwwj-FG178>  |
| 7 | Hacking – TikTok: <https://www.youtube.com/watch?v=DAbKoNAkHVY>  |
| 8 | Hate Speech – TikTok: <https://www.youtube.com/shorts/_MWY4Q0xEpQ> |
| 9 | Hate Speech – META: <https://www.youtube.com/shorts/RY7mstuVcFY>  |
| 10 | Fake or False Information – META: <https://www.youtube.com/shorts/Tr485P78W1w> |
| 11 | Parental Check – META: <https://www.youtube.com/shorts/TQCJS2C6aSw> |
| 12 | Privacy – META: <https://www.youtube.com/watch?v=C3BhowhwlkM>  |
| 13 | Profile Lock – META: <https://www.youtube.com/shorts/5SPhyfN8nVI>  |

*Awareness reachability*

*PTA, in collaboration with UNICEF, ran a dedicated paid campaign on Facebook, Instagram, LinkedIn, and TikTok, which reached over 38.89 million views just in a period of 3 months (Oct. – Dec. 2024)*

# 4 Development of PTA Complaint Management System (CMS) for instant reporting child abusive content

PTA has been mandated under Section 37 of the Prevention of Electronic Crimes Act (PECA-2016) to remove/block unlawful online content. PTA has developed user-friendly state of art complaint reporting mechanism called **CMS** specifically having the category of Child Abuse. Through the system anyone can instantly report child abusive content to PTA for its removal. In addition, PTA has been closely working with FIA and Interpol. In this regard, PTA has managed to block **5 175** websites containing CSAM, through FIA (Interpol Desk).

# 5 COP webpage hosting PTA initiatives and awareness content for ease of public

Webpage of COP to be deployed on PTA official website in final stage and will be deployed by the end of this month. Under the page COP awareness content, initiatives and achievements, contact information of relevant Government and NGO websites, helpline, content reporting guidelines etc. will be made available for public awareness. The content in the local language (i.e., Urdu) will also be uploaded over the COP webpage and is likely to increase public reachability/easy access, especially to students, parents, and caregivers to awareness content.

# 6 Inclusion of COP Chapter in PTA’s Annual Progress Report for 2024

For the first time, PTA has included a dedicated chapter on its performance in the field of Child Online Protection (COP) in its annual report for the year 2024, highlighting its commitment to safeguarding children in the digital space. This comprehensive report is available on PTA’s official website for further reference: <https://www.pta.gov.pk/assets/media/2024-12-16-pta_annual_report.pdf>

# 7 Technical measures adopted to minimize online risks

Implementation of network-level parental controls through ISPs

PTA, keeping in view the importance of technical measures for preventing children from online risks, drafted a consultation paper with respect to the installation of Network Level Parental Control software at ISPs as a centralized point. This centralized approach eliminates the need for parents to purchase expensive individual control software, making online safety measures more accessible to all families. This initiative aims to enable parents to effectively monitor and manage their children's online activities while allowing them to use the internet for useful and educational opportunities. The project is likely to provide the following benefits:

– Centralized protection at the network level

– User-friendly controls for parents

– Balance between online safety and digital access

– Standardized implementation across all ISPs.

The industry consultation process for seeking comments/feedback has been completed. Once approved by the Authority, the same will be shared with all Pakistani ISPs for guidance and its implementation.

# 8 Organized a Youth Summit in Islamabad

PTA in collaboration with TikTok, organized the Youth Safety Summit in Islamabad on 21 November 2024. The event convened representatives from government, academia, and NGOs working on child protection to discuss strategies for safeguarding young internet users.

An informative **panel discussion** was carried out during the Summit on **“Enhancing child online safety: strategies for preventions, interventions and collaboration”*.***Representatives from PTA, CERT, UNICEF Pakistan and SAHIL (Local NGO) joined the panel discussion as subject matter experts offering diverse perspectives on child protection.

The event concluded with the **#DigitalHifazat Contest** winners’ (a video curating competition launched jointly by PTA & TikTok among youngsters for making awareness videos). Further details of the event can be checked at the mentioned link: <https://www.urdupoint.com/en/pakistan/tiktok-pta-host-youth-safety-summit-to-promo-1884602.html>.

# 9 Launched a video curating competition to engage young participants in productive activities

Before the Youth Summit, PTA in collaboration with TikTok, launched a video curating competition **#DigitalHifazat** Contest, aimed to promote digital safety awareness among Pakistani youth as well as engaging them in productive activities. The contest invited young creators to produce short videos highlighting six key areas: *responsible social media usage, combating online harassment, preventing online fraud, ensuring youth safety and well-being, understanding TikTok's safety tools and addressing misinformation*.

The competition received **11 000 entries**, the summit concluded with the announcement of winners of the #DigitalHifazat Contest, a video curation competition by Minister of Information Technology (IT). Following inspiring videos were declared winners and were disseminated through PTA’s Social Media accounts for public awareness:

| Sr.# | TikTok video link | Topic |
| --- | --- | --- |
| 1 | [https://www.tiktok.com/@tastewithb.offical/video/7432634483553144082?\_t=8r3cf6Fpw5I&\_r=1](https://www.tiktok.com/%40tastewithb.offical/video/7432634483553144082?_t=8r3cf6Fpw5I&_r=1) | Misinformation/ disinformation  |
| 2 | [https://www.tiktok.com/@chdanishofficial/video/7432693311766433032?\_r=1&\_t=8r3oVnDWHDx](https://www.tiktok.com/%40chdanishofficial/video/7432693311766433032?_r=1&_t=8r3oVnDWHDx) | Misinformation/ disinformation  |
| 3 | [https://www.tiktok.com/@kiyanieatspk/video/7431103648882527495?\_r=1&\_t=8qwYfh3bMuu](https://www.tiktok.com/%40kiyanieatspk/video/7431103648882527495?_r=1&_t=8qwYfh3bMuu) | Online Fraud |
| 4 | [https://www.tiktok.com/@islamicvoice9874/video/7436338909837020434?\_t=8rKbYZ0Y5Ye&\_r=1](https://www.tiktok.com/%40islamicvoice9874/video/7436338909837020434?_t=8rKbYZ0Y5Ye&_r=1) | Online Fraud |
| 5 | [https://www.tiktok.com/@islamicvoice9874/video/7427898931717131537?\_r=1&\_t=8rDYjyElfPj](https://www.tiktok.com/%40islamicvoice9874/video/7427898931717131537?_r=1&_t=8rDYjyElfPj) | Productive Use of Social Media |

# 10 Awareness sessions

## 10.1 Participation in TV Programs to raise public awareness

In an effort to ensure maximum outreach, especially to audiences in remote and underserved areas, experts recently participated in various TV programs to promote the safe and responsible use of social media. These programs focused on guiding the public, particularly children, on how to protect themselves from online hazards. Through these programs, parents were specifically sensitized to the prevailing online risks their children may face and were educated on their crucial role in effectively monitoring and supervising their children’s online activities. Details of TV program organized are as under:

a) **"Uraan" (26 Oct. 2024):** <https://www.youtube.com/watch?v=H_oQ6gAiZAE>

b) **“Rising Pakistan” (14 Nov. 2024):** <https://youtu.be/TB10d4K44N0?si=ZOFm0tEuYmpc0-WG>

c) **“Ibtida” (16 Nov. 2024):** <https://www.youtube.com/watch?v=6Tb5EhC7Ssk>

d) PTA Cybersecurity Awareness Week 2024, **Panel Discussion**: <https://www.youtube.com/watch?v=psu3TQHi7io>.

## 10.2 Participation in panel discussion on Digital Right Foundation

PTA participated in the Roundtable Discussion forum related to Online Youth Safety on 4 December 2024. The event was hosted by Meta & Digital Rights Foundation, featuring contributions from key stakeholders including elite policymakers, civil society organizations and government bodies. This discussion will contribute to a working policy document, which, will be shared by DRF with senior policymakers and media for further advocacy.

## 10.3 Regular Social Media Campaigns

Continuous awareness campaigns on **Child Online Protection** are regularly being disseminated through all official social media platforms of PTA, including YouTube, Facebook, and TikTok, under the official username **@PTAofficialPK**.

– Facebook: <https://www.facebook.com/PTAOfficialPK>

– TikTok: [https://www.tiktok.com/@ptaofficialpk](https://www.tiktok.com/%40ptaofficialpk)

– YouTube: [https://www.youtube.com/@PTAofficialPK](https://www.youtube.com/%40PTAofficialPK)

– LinkedIn: <https://www.linkedin.com/company/ptaofficialpk>.

# 11 International Recognition of PTA effort for ensuring safer digital environment for children

PTA’s continued efforts have been recognized twice internationally by SAMENA (South Asia, Middle East, and North Africa region) Council which monitors development in telecom sector in 25 countries:

1 **2023**: SAMENA Lead Award under category “Enabling Child & Youth Safety Online”

2 **2024**: SAMENA Lead Award in Regulatory Enablement.

# 12 Summary of overall work done so far by PTA for ensuring safe digital space for children

|  |  |  |
| --- | --- | --- |
| Sr. No. | Domain | Figures |
| 1 | Digital literacy programs | 1 TikTok - Digital Hifazat (100 Gov’t Schools), 40 Schools have been covered, impacted 150 000 individuals2 UNICEF – Training of Trainer (15 Master Trainers – 210 Facilitators)3 Training being imparted at the community level across all provinces  |
| 2 | Awareness videos | 1 UNICEF (3x Videos)2 TikTok (5x Videos)3 UNICEF (5x Videos) |
| 3 | Videos created by youngsters through video curating competition | 5 |
| 4 | Podcasts/TV/radio programs | 4x |
| 5 | Guidebooks | 6 |
| 6 | Reporting mechanism | 1 Complaint Management System (CMS)2 Provided Child Protection Helpline (1121) provincially to all concerned departments |
| 7 | Seminars & workshops | 1 Youth Safety Summit2 UNICEF COP Workshops |

# 13 List of Urdu resources developed by PTA

PTA’s awareness content developed in **Urdu** is submitted to ITU for wider dissemination through CWG member countries where Urdu is spoken.

| Sr. | URL | Category |
| --- | --- | --- |
| 1 | Parental Control - UNICEF: <https://www.facebook.com/PTAOfficialPK/videos/8846473555471970>  | Video |
| 2 | Cyberbullying - UNICEF: <https://www.facebook.com/PTAOfficialPK/videos/1024309296129432> | Video |
| 3 | Catfishing - UNICEF: <https://www.facebook.com/PTAOfficialPK/videos/1305084537345818> | Video |
| 4 | Blackmailing- TikTok: <https://www.youtube.com/watch?v=KCOzNMd0JNk>  | Video |
| 5 | Cyberbullying – TikTok: <https://www.youtube.com/watch?v=xehT1bXi2QU>  | Video |
| 6 | Misinformation – TikTok: <https://www.youtube.com/watch?v=yYwwj-FG178>  | Video |
| 7 | Hacking – TikTok: <https://www.youtube.com/watch?v=DAbKoNAkHVY>  | Video |
| 8 | Hate Speech – TikTok: <https://www.youtube.com/shorts/_MWY4Q0xEpQ> | Video |
| 9 | Hate Speech – META: <https://www.youtube.com/shorts/RY7mstuVcFY>  | Video |
| 10 | Fake or False Information – META: <https://www.youtube.com/shorts/Tr485P78W1w> | Video |
| 11 | Parental Check – META: <https://www.youtube.com/shorts/TQCJS2C6aSw> | Video |
| 12 | Privacy – META: <https://www.youtube.com/watch?v=C3BhowhwlkM>  | Video |
| 13 | Profile Lock – META: <https://www.youtube.com/shorts/5SPhyfN8nVI>  | Video |
| 14 | [https://www.tiktok.com/@tastewithb.offical/video/7432634483553144082?\_t=8r3cf6Fpw5I&\_r=1](https://www.tiktok.com/%40tastewithb.offical/video/7432634483553144082?_t=8r3cf6Fpw5I&_r=1) | Video |
| 15 | [https://www.tiktok.com/@chdanishofficial/video/7432693311766433032?\_r=1&\_t=8r3oVnDWHDx](https://www.tiktok.com/%40chdanishofficial/video/7432693311766433032?_r=1&_t=8r3oVnDWHDx) | Video |
| 16 | [https://www.tiktok.com/@kiyanieatspk/video/7431103648882527495?\_r=1&\_t=8qwYfh3bMuu](https://www.tiktok.com/%40kiyanieatspk/video/7431103648882527495?_r=1&_t=8qwYfh3bMuu) | Video |
| 17 | [https://www.tiktok.com/@islamicvoice9874/video/7427898931717131537?\_r=1&\_t=8rDYjyElfPj](https://www.tiktok.com/%40islamicvoice9874/video/7427898931717131537?_r=1&_t=8rDYjyElfPj) | Video |
| 18 | SANGO: <https://www.pta.gov.pk/assets/media/2024-10-15-Sango-ky-sath-urdu-Guidbook.pdf> | Guidebook |
| 19 | Comic Book (#DigitalHifazat): <https://www.pta.gov.pk/assets/media/Comic%20Book%20_%20Digital%20Hifazat.pdf>  | Guidebook |
| 20 | Workbook (#DigitalHifazat): <https://www.pta.gov.pk/assets/media/Digital%20Hifazat%20Workbook.pdf>  | Guidebook |

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