

# truecaller

Safety with the  
**Power of  
Community**



# Overview of Safety Initiatives

The online safety of users is vital in today's digital world, and it is critical that they are empowered to take control. This is the key driving force behind Truecaller's efforts towards building services that increase trust in digital communications. For instance, we are working on a feature that lets users file a complaint on [cybercrime.gov.in](https://www.cybercrime.gov.in) through a simple call from our platform.



At the forefront of digital safety, Truecaller not only offers its revolutionary caller ID and call-blocking platform to safeguard its users but also leads the charge with various safety-focussed public interest initiatives. Here's a look at them.

## #ItsNotOk ||| | #CallItOut | |||

### campaign launched to enhance women's safety

Truecaller's #ItsNotOk campaign has been aiming to help fight the harassment women face and increase safety in the world of digital communications since 2017. This year, we partnered with News18 Network to encourage women to not just block harassers but go a step further to #CallItOut and report incidents of harassment to the relevant government authorities.



Rajeev Chandrasekhar, Union Minister of State for Electronics and Information Technology and Union Minister of State for Skill Development and Entrepreneurship participated at the Delhi townhall.



Alan Mamedi, Co-founder & CEO talks about the #ItsNotOk campaign at the Delhi townhall.

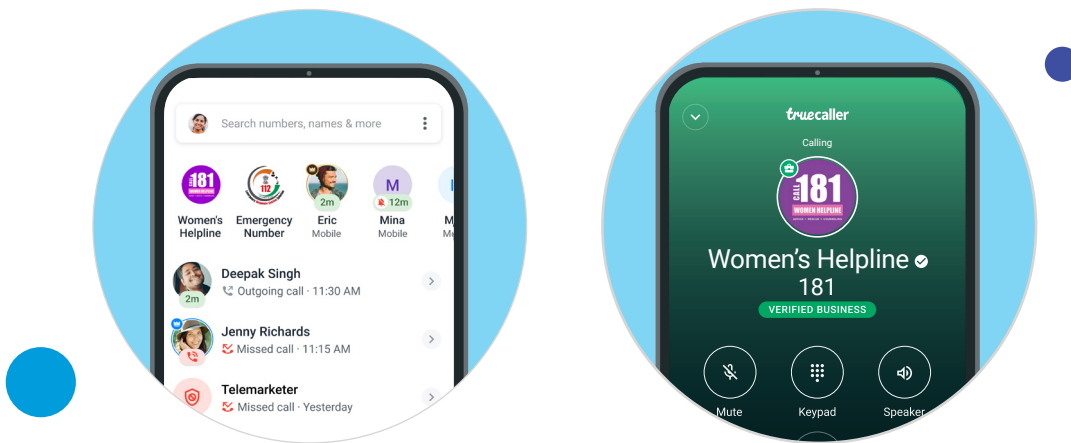
# The #ItsNotOk campaign driving real impact

1.8  
billion

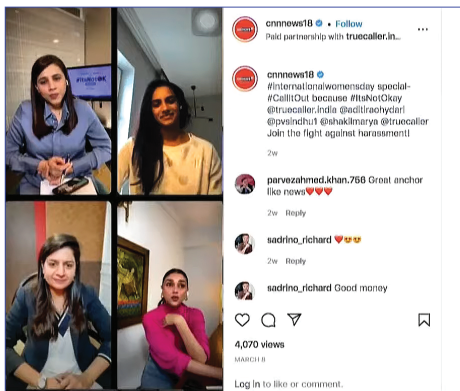
Number of digital accounts that the #ItsNotOk campaign reached to successfully educate about existing government resources, the right tools and real stories to inspire people to report harassment.

181  
&  
112

National Emergency Number & Women's Helpline were made available on Truecaller's quick dial option for women in distress to report incidents. We noticed a 100% increase in the number of calls being made on the Women's helpline within a span of a month of the campaign.



The campaign bolstered conversations for collective action via Tweetathons, Instagram Live Sessions, social experiments and town halls in New Delhi, Telangana and Odisha.



Atishi Marlena, MLA, Kalkaji in a panel discussion at the Delhi Townhall, followed by Raveena Tandon, Rekha Sharma, Chairperson of the National Commission for Women, in a panel discussion at the Delhi Townhall, Dr. Samir Parikh, eminent Psychiatrist, Chhaya Sharma, Joint Commissioner of Eastern Zone (Range), Delhi.

Under the campaign, we have developed the #TrueCyberSafe curriculum, an online self learning tool on cyber safety to educate users on cyber threats and scams while equipping them with the necessary skills to navigate the digital world safely.

India's constitution gives each and every woman the right to self-determination and to live with her head held high. #ItsNotOk that women are being harassed, sexually objectified and insulted on social media sites. It is my appeal to every Indian that if a woman is being harassed or if she needs protection, please dial 181 to contact the authorities. #ItsNotOk to harass women, and this message needs to reach everyone.



**Mrs. Smriti Irani**

Union Minister, Women & Child Development



**Mr. Rajeev Chandrashekar**

Minister of State, Ministry of Electronics, Information & Technology

India over the last five years has digitised rapidly. Over the next two years, we expect over 1.2 billion citizens - almost everyone will be using the internet for education, health, work etc. Therefore, there is an urgent imperative to ensure that cyberspace, which is so empowering and creates different opportunities, is a safe and trusted space for everyone. This conversation to focus on safety and trust on the internet is as important as the power to empower that the internet represents.

Women should not endure abuse. They should find the courage to speak up and report harassment. Harassment is a word perhaps we fear and speak very little about it. We tend to forget that we are being harassed and even if we are being harassed, we refuse to call it out. During the pandemic, a countless number of women faced online harassment. Let's come together to combat harassment and improve the safety of women. I thank and congratulate Truecaller for taking such a big initiative with the #CallItOut campaign because #ItsNotOk to ignore the harassment.



**Mr. Naveen Patnaik**

Chief Minister of Odisha



**Mr. KT Rama Rao**

Minister for Information & Technology

To shy away or feel embarrassed about reporting harassment and abuse should be discouraged. It's absolutely important to #CallItOut. This is an important initiative by Truecaller, and what we can potentially do is set up a separate cell and provide dedicated resources that will help women who want to call out online abuse. This might help Telangana become a shining example to the rest of the country.

The various initiatives saw participation from senior policymakers, key government authorities, prominent civil society organisations, leading sportswomen, well-known social media influencers, eminent entertainers, volunteers and citizens across age groups.



Bhupender Yadav, Union Cabinet Minister of Labour and Employment, Environment, Forest and Climate Change, taking part in the Run to EmpowHer



Rakesh Asthana, Ex-Commissioner of Police, Delhi, along with other senior police officials, at the inauguration of the #CallItOut wall.

The six-month-long campaign culminated in July with the unveiling of the **#CallItOut Wall** and the **Run to EmpowHER, in partnership with the Delhi Police** with the promise of a safer future for women in physical and digital spaces. The mural artwork hopes to inspire women and citizens as they continue to engage with it on the #CallItOut Wall and on the rear windscreens of the Delhi Police's PCR vehicles for this message to travel far and wide.

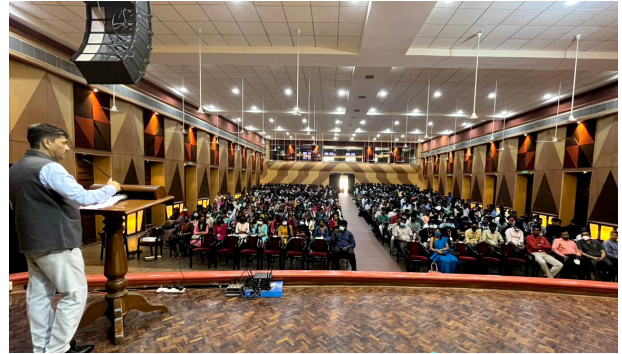


Usha Rangnani, DCP, Delhi (North West), takes part in a panel discussion as part of the #CallItOut wall inauguration.

Log on to [itsnotok.in](https://itsnotok.in) to learn more about the initiative.

# Increasing Cyber Safety Awareness with #TrueCyberSafe

Another noteworthy Truecaller campaign is **#TrueCyberSafe**, in partnership with CyberPeace Foundation, which aims to increase cyber safety awareness amongst citizens. The **campaign reached 16 lakh people** through in-person and virtual training sessions in the Northeast region, New Delhi, Karnataka, Jharkhand, Tamil Nadu, and Rajasthan.



Karnataka CPF launch: BS Angadi, KSPS, Deputy Commissioner of Police, Crime 2, Bengaluru (Retd.) with Pragya Misra, Director of Public Affairs, Truecaller and CPF officials during the launch of trainings in Bengaluru.



Harmeet Singh, Guwahati Police Commissioner, G Narendra Nath, Joint Secretary (National Security Council Secretariat), and Rakesh Maheshwari, Scientist G and Group Coordinator, MEITY, participated in the virtual launch.

The program covers the fundamentals of online safety and digital communication, sensitisation on modes of recourse and legal rights, equipping participants with the necessary skills to protect themselves from online threats, scams, and fraud, such as impersonation, phishing and vishing, image-based abuse, online sexual harassment, financial frauds, job scams, matrimonial scams, instant loans scams and more.

Truecaller also organised street plays in public spaces across Jaipur to spread awareness on digital safety and train citizens on how to tackle cyber fraud, ensuring a safer online experience.



- The ongoing campaign has seen **participation from college students, first-time smartphone and internet users, police and army personnel, bank employees, and more.**
- Furthermore, it has **created a community of 160 #TrueCyberSafe volunteers** to spread the learnings of the campaign and build a coalition of citizens and experts across the country.
- The campaign received a **Letter of Appreciation from the State Project Directorate, Rashtriya Uchchar Shiksha Abhiyan (RUSA), Government of Tamil Nadu, for training over 10,000 citizens.**



**The #TrueCyberSafe campaign has seen participation and support from integral government and law enforcement representatives at the centre and state levels.**

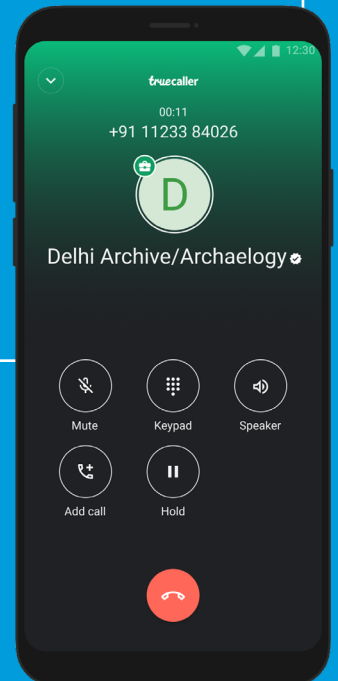
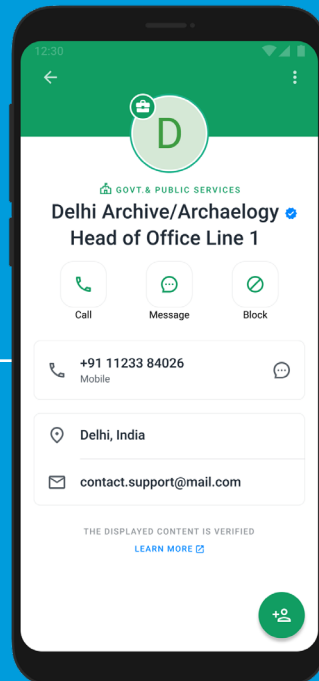
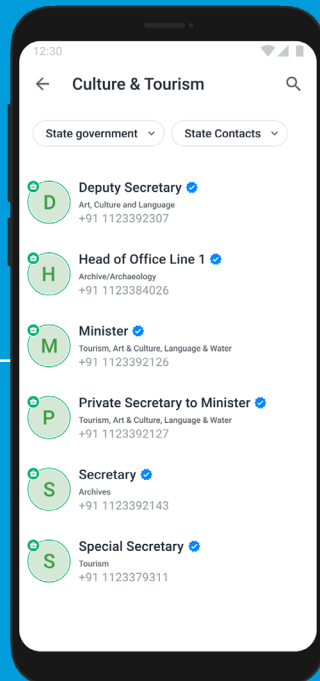
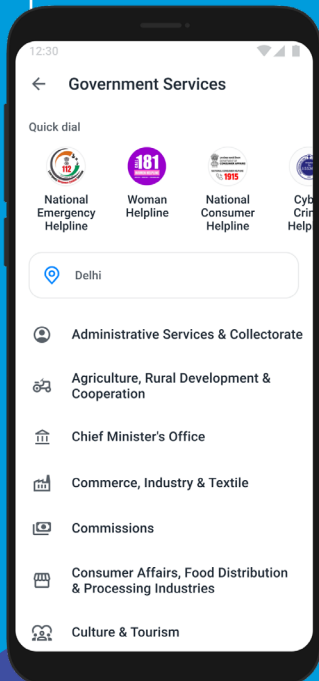
# CyberWise with Assam Police

Signed a Memorandum of Understanding with Assam Police to increase cyber safety awareness amongst citizens across all districts of the state. Under the CyberWise initiative, **Truecaller & Assam Police will conduct trainings to equip citizens with the necessary skills to stay protected from cyber threats, scams and frauds, thereby ensuring a safe digital experience.**

## Government Services on Truecaller

A Government Services feature was also included on the Truecaller mobile application to enable seamless communication between citizens and the government. This **one-stop directory includes information on verified contacts, helplines, key citizen-facing departments, and law enforcement agencies associated with state and central governments.**

It aims to **protect users from potential scams and frauds** that impersonate government officials.





# Investing in India

Truecaller signed a Memorandum of Understanding with WE-Hub, Government of Telangana and Delhi Skills Entrepreneurship University, Government of Delhi to foster and promote entrepreneurship amongst startups across the states. Under the partnership, Truecaller will extend its Software Development Kit (SDK), provide advertisement credits and conduct leadership sessions to support entrepreneurs.

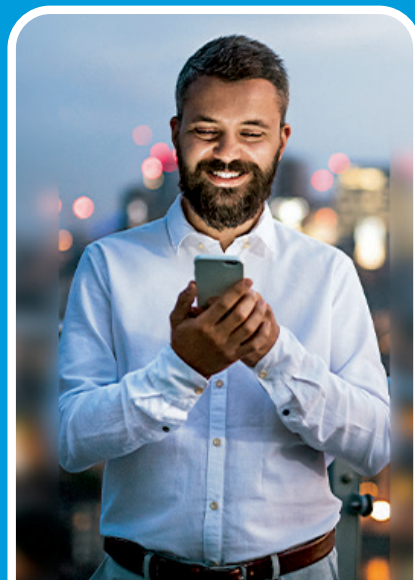


Mr. Jayesh Ranjan, IAS, Principal Secretary, Commerce & Industry and IT Departments, Government of Telangana, Ms. Pragya Misra, Director of Public Affairs, Truecaller & Ms. Deepthi Ravula, CEO, WE-Hub at the MoU signing in Telangana.



Truecaller for Developers SDK workshop followed by a fireside chat with Ms. Pragya Misra, Director of Public Affairs, Truecaller under the partnership with WE-Hub.

Making tomorrow's  
communication  
smarter, safer,  
and more efficient.



Scan to learn about  
the #ItsNotOk  
initiative



Scan for Women's  
helpline numbers and  
#CallItOut guide

# truecaller

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