

અગત્યનું/ઈ-મેઇલ

ક્રમાંક:ધ/માધ્ય/પરચ/૨૦૨૦/૧૧૫૩૫

કમિશનર શાળાઓની કચેરી,
૯/૧,ડો. જીવરાજ મહેતા ભવન,
ગુ.રા., ગાંધીનગર
તા. ૧/૦૬/૨૦૨૦
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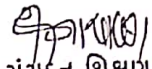
પ્રતિ,
જિલ્લા શિક્ષણાધિકારીશ્રી,
તમામ.

વિષય : Regarding Ensuring safety and protection of children from various online
Threats

સંદર્ભ : શિક્ષણ વિભાગના પત્ર ક્રમાંક: પરચ-૧૨૨૦૨૦-૧૫૧-વ.૨, તા.૩૦/૦૬/૨૦૨૦

ઉપરોક્ત વિષય અન્વયેના સંદર્ભદર્શિત પત્ર અને તે સાથેના માનવ સંસાધન વિકાસ મંત્રાલય અને મહિલા અને બાળ વિકાસ મંત્રાલય, ભારત સરકારના પત્ર (નકલ સામેલ છે.) પરત્વે જણાવવાનું કે, કોવિડ-૧૯ કોરોના મહામારીને પગલે સરકારશ્રીના સૂચનો હેઠળ હાલમાં વિદ્યાર્થીઓને ઓનલાઇન શિક્ષણ પૂરું પાડવામાં આવી રહેલ છે. જે અનુસંધાને વિદ્યાર્થીઓ ઈન્ટરનેટ પર ઓનલાઇન રહેતા હોઈ તેઓ જાતીય શોષણનો ભોગ ન બને તે માટે તકેદારીના પગલાં લેવા આવશ્યક બને છે. ઉપરાંત, આ સંદર્ભે ભારત બાળ સુરક્ષા નિધિ (ICPF) દ્વારા Child sexual abuse material બહાર પાડવામાં આવેલ છે. જે આ સાથે સામેલ રાખેલ છે.

ઉક્ત વિગત અન્વયે ઓનલાઇન શિક્ષણ મેળવી રહેલ વિદ્યાર્થીઓ અને તેમના માતા-પિતા/વાલી એ તકેદારીના ભાગરૂપે ઈન્ટરનેટ પર રાખવી જોઈતી સાવચેતી બાબતે આપના તાબા હેઠળની તમામ શાળાઓને આપની કચેરી કક્ષાએથી સત્વરે જરૂરી સૂચનો આપવા આથી જણાવવામાં આવે છે.


સંયુક્ત શિક્ષણ નિયામક
માધ્યમિક
ગુ.રા.ગાંધીનગર


ક્રમાંક:યોજના/પરચ/૨૦૨૦/૧૬૭
જિલ્લા શિક્ષણાધિકારી કચેરી,
ભાવનગર તા.૦૪/૦૭/૨૦૨૦

પ્રતિ,
આચાર્યશ્રી,
સરકારી/RMSA/ગ્રાન્ટેડ/નોન-ગ્રાન્ટેડ
માધ્યમિક અને ઉચ્ચતર માધ્યમિક શાળાઓ તમામ
ભાવનગર

ઉક્ત પત્રની જાણ તથા અમલ થવા સારું.

નકલ રવાના જાણ તથા અમલવારી સારું:

શિ.નિ.શ્રી/મ.શિ.નિ.શ્રી


જિલ્લા શિક્ષણાધિકારી
ભાવનગર

ગુજરાત સરકાર

શિક્ષણ વિભાગ

સચિવાલય, ગાંધીનગર

તા-૩૦/૦૬/૨૦૨૦

પ્રતિ,

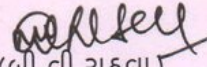
- (૧) કમિશ્નરશ્રી, શાળાઓની કચેરી,
બ્લોક નં ૯, ડો. જીવરાજ મહેતા ભવન, ગાંધીનગર
- (૨) નિયામકશ્રી, પ્રાથમિક શિક્ષણની કચેરી,
બ્લોક નં ૧૨, ડો. જીવરાજ મહેતા ભવન, ગાંધીનગર
- (૩) સ્ટેટ પ્રોજેક્ટ નિયામકશ્રી, સર્વ શિક્ષા અભિયાન,
ગુજરાત પ્રાથમિક શિક્ષણ પરિષદ, સેક્ટર નં ૧૭ ગાંધીનગર

વિષય:- Ensuring safety and Protection of children from various online threats during COVID-19- reg.

શ્રીમાન,

ઉપરોક્ત વિષય પરત્વેના ભારત સરકારના માનવ સંસાધન વિકાસ વિભાગના તા.૧૫/૦૬/૨૦૨૦ના પત્રની નકલ આ સાથે સામેલ રાખી મોકલી આપતાં જણાવવાનું કે, હાલમાં COVID-19 વાઇરસનો વિદ્યાર્થીઓ ભોગ ન બને માટે શાળાઓમાં ઓનલાઇન અભ્યાસક્રમ સરૂ કરવામાં આવેલ છે. આ દરમિયાન વિદ્યાર્થીઓ જાતિય શોષણનો પણ ભોગ ન બને માટે ભારત બાળ સુરક્ષા નિધિ (ICPF) દ્વારા Child sexual abuse material બહાર પાડવામાં આવેલ છે. જે અન્વયે આગળની જરૂરી કાર્યવાહી હાથ ધરવા વિનંતી છે.

આપનો વિશ્વાસુ


(બી.વી.રાઠવા)

ઉપ સચિવ

શિક્ષણ વિભાગ

બિડાણ:- ઉપર મુજબ.

No. 21-2/2020(Pt.)-IS-11

Government of India

Ministry of Human Resource Development
Department of School Education & Literacy

New Delhi, dated the 15th June, 2020

718977/2020 BRANCH

श्री. ५.....
श्री. ५.....
20 JUN 2020
223893
शिक्षण विभाग
नवा To विद्यालय, गांधीनगर

The Addl. Chief Secretary/Principal Secretary/Secretary,
Department of Education,
All States and UTs as per list attached.

Subject: Ensuring safety and Protection of children from various online threats during COVID-19 -reg.

Sir/Madam,

In light of the ongoing COVID-19 pandemic, various measures have been taken by the States for online teaching of students. However, as children spend more time on the internet, often unsupervised, they are more vulnerable to being targeted online by unwanted elements.

2. Ministry of Women and Child Development, vide D.O. letter dated 4th June 2020 (copy enclosed), has informed that during the period of lockdown, there are reports about possibility of on-line exploitation of children and increase in activity related to Child Sexual Abuse Material (CSAM). A copy of study on CSAM conducted by India Child Protection Fund (ICPF) is also being enclosed herewith for reference.

3. You are therefore requested to issue necessary directions to the schools in your State to take necessary steps to make children and their parents aware about the safe use of internet and online threats by the means of SMS, on-line teaching and other means which are being used in the State to reach out to children.

4. Further, NCERT has also developed guidelines on "Safe Online Learning In Times of COVID-19", a copy of which is being enclosed herewith. This can also be used for sensitization of students and parents on the subject.

Yours faithfully,

Encl: As above.

(Santosh Kumar Yadav)
Joint Secretary to the Government of India
Tel. No. 011-23387781
E-mail - yadavsk.up@nic.in

Copy to: Joint Secretary (Institutions) for similar necessary action.

22/6/20
22/6/20

2020/SS BRANCH

स्था सक्सेना खटवानी
युक्त सचिव
Aastha Saxena Khatwani
Joint Secretary



भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001
GOVERNMENT OF INDIA
MINISTRY OF WOMEN & CHILD DEVELOPMENT
SHASTRI BHAWAN
NEW DELHI-110 001 (INDIA)
Ph. : 91-11-23388576
Fax : 91-11-23388612
E-mail : aastha.khatwani@nic.in

CW-I-31/11/2019-CW-I)(e-75035)

Dated: 4th June,2020

Dear *Santosh*

I am writing to you in context of ensuring safety and protection of children from various threats during the present COVID-19 situation. During period of lockdown, there are reports coming in media and from other sources, about possibility of on-line exploitation of children and increase in activity related to Child Sexual Abuse Material (CSAM).

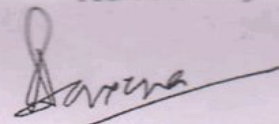
2. A study on CSAM has been recently conducted by India Child Protection Fund(ICPF), New Delhi. The Study indicates a sharp rise in demand for online child pornography during the lockdown. The findings are enclosed for your reference.

3. The possible increase in demand for online CSAM points towards vulnerability of children to online sexual exploitation, as children may be spending more time online, due to closure of schools. It has also been reported by various agencies, as mentioned in the report of ICPF, that child pornography addicts may target children to 'groom' them online - befriending them on social media, building an emotional connection and luring them to perform sexual activities through photos and videos. They may also record and store this content to distribute it, and use it to extort the child to commit further abuse and exploitation.

4. Hence, it is important to make children and their parents aware about safe use of Internet. You are therefore requested to take necessary action for awareness of children and parents on on-line threats through SMS, on-line teaching and other means, which are being presently utilized to reach out to children. Advisories in this regard may also be issued to all concerned.

With regards,

Yours sincerely,


(Aastha Saxena Khatwani)

Encl. - As above.

Shri Santosh Kumar Yadav
Joint Secretary (SS-I)
Dept Of School Education and Literacy (SE&L)
Minister of Human Resource Development
Shastri Bhawan,
New Delhi - I



APRIL, 2020

CHILD SEXUAL ABUSE MATERIAL IN INDIA
REPORT ON DEMAND FOR CHILD PORNOGRAPHY
& PILOT DETERRENCE USING ARTIFICIAL INTELLIGENCE

INDIA CHILD PROTECTION FUND
NEW DELHI, INDIA

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LIST OF ABBREVIATIONS

CSAM: Child Sexual Abuse Material

ICPF: India Child Protection Fund

VPN: Virtual Private Network

EXECUTIVE SUMMARY

The India Child Protection Fund (ICPF) is a social impact fund, focused on solving the problem of child trafficking and child rape in India, Nepal and Bangladesh. It seeks to serve the child protection ecosystem, to end the impunity of child traffickers and child rapists, and create a culture of prevention for all children.

Rationale

The news media and international organisations have reported the high rate of pornography consumption in India, and alluded to significant demand for child pornography. However, the lack of empirical data creates barriers to understanding the nature of the billion-dollar global industry. Further, the lack of technology-enabled innovation to crack down on this primarily digital crime keeps child protection bodies, both government and non-government, from solving the problem. Therefore, in October 2019 ICPF invested in a research study and pilot to understand the landscape of child sexual abuse material ('CSAM' or 'child pornography') in India, and to deter its demand. This study gains further relevance in current times, as organisations like [Europol](#), [the United Nations](#) and [ECPAT](#) report that COVID-19 lockdowns have led to an increase in the demand for CSAM and other forms of online child sexual abuse like grooming and sexual coercion.

Key Findings

The 2019 research study focussed on the demand for CSAM on the public web. It revealed that:

- The demand for child pornography was an average of 5 million per month in 100 cities and only on the public web
- A vast majority of individuals were interested in generic CSAM content involving 'school girls sex', the demand for content with specific age groups, sexual actions and locations was growing as much as 200%
- The user base for CSAM content in India was more than 90% male
- The demand for CSAM was present across age groups. The demand was prevalent and active across the nation, with some cities showing increased trends.
- The demand for generic child pornography content on pornographic platforms like Pornhub was the highest in Bhubaneswar and Chennai

* Child sexual abuse material or CSAM refers to any content that depicts sexually explicit activities involving a child. CSAM is used interchangeably with 'child pornography' as it is the legal term for such content as per Indian Law.

- The demand for specific content, where the person was interested in specific actions, age groups, locations etc. was the highest in Kolkata, Siliguri, Howrah, Chandigarh, Guwahati, Indore, Bhubaneswar and Chennai
- A large number of individuals were using virtual private networks (VPN) to circumvent the Government of India ban on CSAM content
- Individuals used a wide range of browsers including Google Chrome, UC Browser, Firefox and Internet Explorer

ICPF also conducted a 10-day pilot in 100 cities to deter the demand for child pornography using sophisticated tracking tools. This led to:

- A 7% drop in the demand for CSAM during the pilot period
- 76% individuals coming back to the public web for CSAM content after about 38 days

Recommendations

Drawing from the finding of this research, ICPF submits its recommendations towards curbing demand of CSAM in India:

1. Creation of a CSAM Tracker through nationwide scale up of artificial intelligence tools deployed for this research
2. An aggressive online campaign through strong deterrence messaging on the public web
3. An ongoing government campaign to educate children and parents on identifying and reporting online child sexual abuse and child pornography
4. Creation of a CSAM Offenders Registry for individuals found to be consuming, distributing or selling CSAM
5. Appropriate orders for mandatory reporting and pulling down of CSAM content and individuals by ISPs and social media platforms
6. India to take the lead to establish a legally binding international convention for international cooperation to eliminate the creation, hosting and viewership of CSAM

INTRODUCTION

The nationwide lockdown to contain the COVID-19 outbreak has exposed a dark underbelly of our society – millions of paedophiles, child rapists and child pornography addicts have increased their activities online, making the internet extremely unsafe for our children.

Data from Pornhub, the largest pornography website in the world, shows that traffic from India on its website has increased by 95% between 24th and 26th March 2020, as compared to their average traffic, pre-Coronavirus. This increase has been fuelled by Pornhub making its premium content free during the lockdown. A significant segment of this spike can be attributed to the demand for child pornography content. This is substantiated by online website monitoring data during the same time period, which shows that search for keywords like ‘child porn’, ‘sexy child’ and ‘teen sex videos’ has also jumped, and is projected to spike further in the coming weeks. This presents a chilling reality of the extreme threat faced by India’s children during this period of lockdown.

The increased demand for online CSAM makes children more vulnerable to online sexual predators. As children spend more time online during the lockdown, they are often unsupervised. International agencies like [Europol](#), [the United Nations](#) and [ECPAT](#) are reporting that paedophiles and child pornography addicts have increased activity to target children online to ‘groom’ them - befriending them on social media, building an emotional connection and luring them to perform sexual activities through photos and videos. They may also record and store this content to distribute it, and use it to extort the child to commit further abuse and exploitation.

A [recent report from the Childline India Helpline](#) also affirms this trend of increased vulnerability of children to sexual abuse during this period. The helpline received more than 92,000 SOS calls asking for protection from abuse and violence, 11 days into the national lockdown.

The [Rajya Sabha Adhoc Committee](#) on the issue, instituted by Vice President M Venkaiah Naidu, has made more than 40 recommendations to arrest this crime and end the impunity of perpetrators of online child sexual abuse. The report recommends amending the Protection of Children from Sexual Offences Act and the Information Technology Act, greater regulation of children online, government action to prevent the generation and dissemination CSAM, and making internet service providers and social media companies accountable for the safety of children on their platforms. The Ministry of Home Affairs has also established the National Cyber Crime Reporting Portal which allows reporting of CSAM to the relevant authorities.

As the government contemplates extending the national lockdown, this must not translate into an unchecked reign of online sexual predators. The sheer number of Indian men who actively engage in child sexual abuse online presents a deeply worrying reality of our nation. As a society we must not only demand immediate action to crack down on perpetrators, platforms and internet service providers; but also educate our children to protect themselves, and identify and report sexual abuse.

KEY FINDINGS

I. LANDSCAPE RESEARCH FINDINGS

ICPF and its technology partners tracked the demand for child pornography content in 100 cities, as a 30 day rolling average. This included demand registered across thousands of pornography websites and all public social media platforms. The research was designed to track demand in regional languages as well. The findings revealed:

1. **High monthly demand:** The demand for child pornography was an average of 5 million per month in 100 cities and only on the public web.
2. **Generic v/s specific demand:** Most individuals were interested in generic CSAM content such as 'school sex videos' and 'teen sex'. However the trend was explicitly moving towards demand for more specific content. This means the individuals wanted to view content around specific age groups, locations, formats and sexual actions.
3. **Demand for violent content:** Of the individuals who were interested in specific themes in CSAM, a significant number skewed towards violent content. While all child pornography is violent, 18% individuals exhibited explicit intent for videos where children were choking, bleeding, tortured, in pain or screaming. The demand for this kind of content grew as much as 200% during the project duration. This indicates that Indian men are not 'satisfied' with generic child pornography and demand violent and exploitative content.
4. **Geography of demand:** The demand was prevalent and active across the nation, with some cities showing increased trends:
 - i. The demand for generic child pornography content on pornographic platforms like Pornhub was the highest in Bhubaneswar and Chennai
 - ii. The demand for specific content, where the person was interested in specific actions, age groups and locations was the highest in Kolkata, Siliguri, Howrah, Chandigarh, Guwahati, Indore, Bhubaneswar and Chennai
 - iii. Individuals across the country were explicitly demanding child pornography content on various platforms, with the trends indicating high demand in the North in New Delhi, Ludhiana, Raipura, Lucknow, Chandigarh, Agra and Shimla; in Central India in Raipur, Ranchi, and Indore; in the West in

Mumbai, Thane, Pune and Ahmedabad; in the East in Imphal, Guwahati, Kolkata, Howrah and Shillong; in Southern India in Kochi, Bengaluru and Thiruvananthapuram

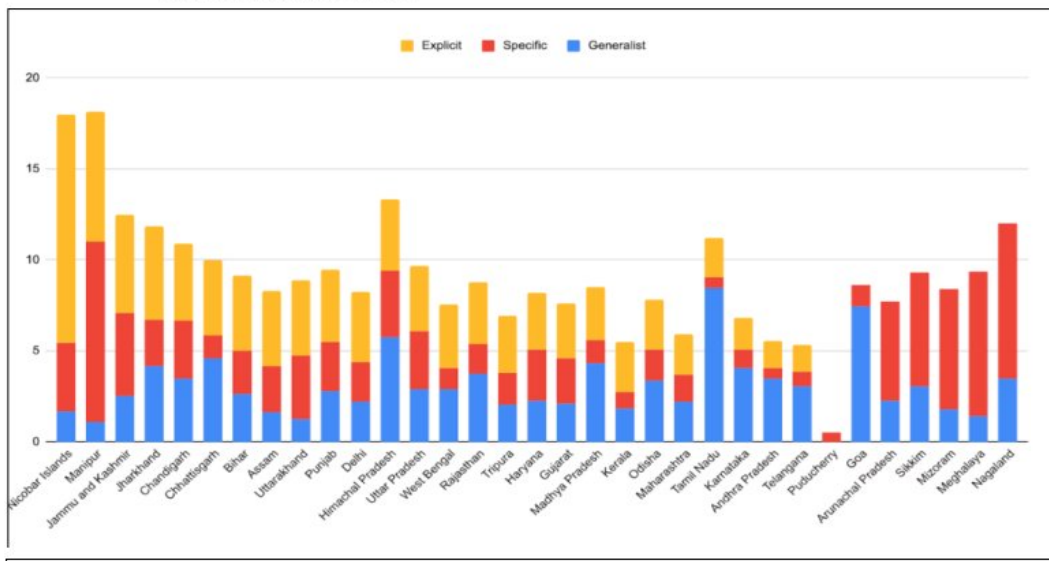


Figure 1: Explicit, specific and general demand by state

5. **Predominantly male users:** The user base for CSAM content in India was more than 90% male, 1% were women and the rest were undefined
6. **No age preference:** The demand for CSAM was not specific to a particular age group
7. **Visible supply in escort directories:** On the public web, the “visible supply” of CSAM is seen in simple escort directories and listings
8. **Use of VPN:** A large number of individuals were found to be concealing their location and criminal activity by using virtual private networks (VPNs) to circumvent government regulation and platform security. Users in the states of Puducherry, Goa, Arunachal Pradesh, Sikkim, Mizoram, Meghalaya, Nagaland were found to be circumventing their online activity through Andaman and Nicobar Islands
9. **Browsers used:** Individuals used a wide range of browsers including Google Chrome, UC Browser, Firefox and Internet Explorer

II. DETERRENCE PILOT FINDINGS

ICPF deployed sophisticated artificial intelligence tools to track individuals who were exhibiting an explicit demand for child pornography on the internet. The campaign was implemented from the 3rd December to 14th December, 2019. Identified perpetrators were tracked and targeted across Google, Facebook and Instagram. They were sent targeted messages to induce fear and guilt, to make them realise that the

internet is not a safe space to indulge in the criminal activity of viewing child pornography.

Reach

Of the total 1,428,531 sample, 54% individuals showed explicit intent to consume CSAM. Of these, 35% received targeted deterrence messaging across social media platforms, about 3.5 times each.

Impact

ICPF validated the impact of its deterrence campaign through the reduction of engagement for child pornography on based on online website monitoring data*. This allows for a historical comparison of online engagement, and the findings are publicly auditable by any third party.

Online website monitoring data revealed that **during the campaign**:

1. Demand for 'Teen Sex Video' dropped from the 90 mark to the 75 mark for the first time in four years (see Figure 3). Some residual effect is seen post-campaign.

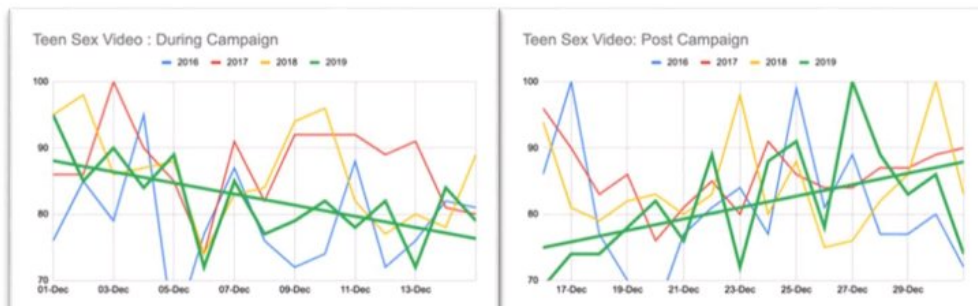


Figure 2: Drop in demand for 'Teen Sex Video' from 90 to 70

2. Demand for 'Child Porn' dropped from the 75 mark to around the 40 mark for the first time in four years (see Figure 4). Some residual effect is seen post-campaign.

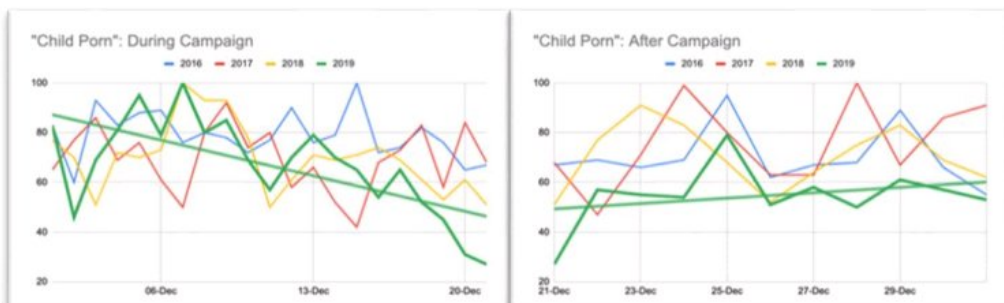


Figure 3: Drop in demand for 'Child Porn' from 75 to 40

* 0-100 scale on Online website monitoring data: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

An analysis of trends **after the campaign** revealed that:

1. 7% reduction in demand could be attributed to the pilot
2. 76% people who returned to the public web and explicitly re-exhibited a demand for child pornography
3. On an average the impact of the campaign lasted for 38 days, individuals exhibiting recidivism after this period

RECOMMENDATIONS

Drawing from the finding of this research and deterrence pilot, ICPF submits the following recommendations towards curbing demand of CSAM in India:

1. Creation of a CSAM Tracker through nationwide scale up of artificial intelligence tools deployed for this research. The CSAM Tracker will track the hosting, sharing viewership and download of CSAM and link it with existing cyber security systems of the Government of India
2. An aggressive online campaign through strong deterrence messaging on the public web, targeted at users who exhibit demand and intent to consume CSAM
3. An ongoing government campaign to educate children and parents on the relevance and modus operandi of online child sexual abusers, and on how to report the crime
4. CSAM Offenders Registry for individuals found to be viewing CSAM which will be made available to national and local ISPs. Individuals proven to be consuming, distributing or selling CSAM may be denied personal internet services for an appropriate amount of time
5. Appropriate orders for mandatory reporting and pulling down of CSAM content and individuals by ISPs and social media platforms. Failure to report or remove CSAM shall qualify for violation of terms for permission to provide networking services
6. India to take the lead to establish a legally binding international convention for international cooperation to eliminate the creation, hosting and viewership of CSAM

REPORT CHILD SEXUAL ABUSE MATERIAL

National Cyber Crime Reporting Portal: <https://cybercrime.gov.in/#>

OR

Call: 1800 102 7222

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