CERT-In & Koo collaborate to spread awareness on Cyber Security

The campaign will run through October 2021 with the theme 'Do Your Part, #BeCyberSmart'

National, October 13, 2021: Indian Computer Emergency Response Team (CERT-In), Ministry of Electronics and Information Technology (MeitY), Government of India, and India's multi-lingual micro-blogging platform Koo are jointly executing citizen outreach activity to create awareness on cyber security this October - which is observed as National Cyber Security Awareness Month. This collaboration aims to increase public awareness on the need to stay safe and secure online and leverages the theme - *Do Your Part, #BeCyberSmart.* CERT-In and Koo App will boost awareness on issues like phishing, hacking, personal information security, password & PIN management, avoiding clickbait and protecting one's privacy while using public Wi-Fi.

Koo App will run this campaign across multiple Indian languages to strengthen the outreach amongst internet users from across the country. A slew of contests will be held to enhance engagement and knowledge sharing on this crucial subject, with winners getting exciting prizes.

Throwing light on this collaboration, *Aprameya Radhakrishna, Co-founder & CEO, Koo App* said, "As a unique social media platform that empowers Indians to engage and connect across multiple languages, we seek to empower our users with crucial information pertaining to aspects of cyber security and privacy - which is needed to make the interconnected world much more secure and resilient. We are pleased to associate with CERT-In, the National Nodal Agency for incident response, to build awareness on cyber security, which we believe is part of Koo's continued efforts to make social media a safe, trustworthy and reliable platform for internet users."

Dr. Sanjay Bahl, Director General, CERT-In said**, "**People are the weakest link in cyber security. To sensitize citizens and increase cyber security awareness amongst them, CERT-In is observing Cyber Security Awareness Month during October 2021 with the theme 'Do Your Part, #BeCyberSmart'. Towards this, various citizen-oriented campaigns as well as training programs for the technical cyber security community in India are in progress. The collaboration with Koo is a step in this direction for the digital age citizens to enjoy their online experience in a safe and secure manner."

About Koo
Koo was founded in March 2020 as a multilingual micro-blogging platform in Indian languages. Available in multiple Indian languages, Koo enables people from different regions in India to express themselves in their mother tongue. In a country where just 10% of India speak English, there's a deep need for a social media platform that can deliver immersive language experiences to Indian users and help them connect with each other. Koo provides a stage for the voices of Indians who prefer to interact in Indian languages. Crores of users, including some of the most eminent personalities from across India, now use the platform actively.