

No. 11(6)/2012-CLFE
Government of India
Department of Electronics and Information Technology,
Electronics Niketan, 6 CGO Complex
New Delhi – 110003

Dated: 18/3/2013

Subject: **Advisory for creating Mass Awareness on Secure use of Electronics & IT products**

Dear Sir / Madam

The increase in the proliferation of Electronics & IT products and related services has benefitted Society. At the same time, there is rise in number of Cyber crimes and security incidents committed by a Section of the Society using such products with sophisticated techniques. To safeguard the Society against threats, there is an urgent need to create and disseminate mass awareness about safe and secure use of technology / products among citizens at large to create trust and prevent security incidents targeted against the citizens.

2. To address this need CERT-In / DeitY has been engaged in prolonged discussions with Industry Associations in the country. Based on the consultations with Industry CERT-In / DeitY has developed multilingual (English and Hindi) pamphlets for cyber security awareness focusing on secure use of commonly available electronic products, particularly, personal computers, USB devices, mobiles & smart phones, DSL modems, LCD Monitors, credit/debit/ATM card usage and precautions against phishing attacks. The pamphlets depict, in Indian context, do's & don'ts in securely using the above common products by citizens explaining the threats and security measures and precautions. The pamphlets are enclosed herewith. A website with the awareness material www.secureyourelectronics.in has also been set up.

3. To disseminate these do's and don'ts among citizens at large, it is required that the pamphlets need to be distributed to the end users / consumers along with devices and products, similar to the way the user manuals are provided along with products. The vendors also can redesign / modify the content as per their respective product requirements. For this purpose, the soft copy of the Pamphlets are provided in the enclosed CD.

4. The Associations hereby are advised to instruct their members manufacturing or engaged in distribution of Electronics & IT products, to disseminate the relevant Security Awareness pamphlets along with their products from April 2013.

a) Vendors are advised to undertake distribution of appropriate pamphlets at all retail outlets with sales invoice and end users of Internet on a regular ongoing basis. Industry Associations also need to undertake public awareness creation promotional activity across the country.

b) The pamphlets may be integrated with the Safety Information Booklet (SIB) which is provided along with products. In addition, sensitization of Cyber Cafes / CSCs / Kiosks Entrepreneurs can be undertaken for educating them on various aspects of Cyber Security so that such entrepreneurs can reach out the common citizen. For disseminating the communication effectively, on regular basis, a robust mailing platform may be used to enable proper management of data for mailing and monitoring the activity to ensure maximum reach.

6. The Associations are requested to advise all its members to implement the advisory and extend cooperation to Government in achieving the objective of securing the nation and safeguarding the citizens.

Yours sincerely,



(J. Satyanarayana)

Secretary

Department of Electronics and Information Technology
Ministry of Communications & IT

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