

**For immediate release**

## **Jagran Josh partners with Temple University, Philadelphia to Help Youth Successfully Tackle Cybercrime**

**October 19th, 2023, National:** Jagran Josh, India's leading education and career portal of Jagran New Media, collaborates with Temple University [CARE](#) (Cybersecurity in Application, Research & Education) Lab Philadelphia to launch 'Being Cyberwise', a youth awareness campaign on Cybersecurity. The campaign was launched at the onset of Cybersecurity Awareness Month to educate and empower the youth with important information to curb the rise of cyberattacks in India.

With the theme 'Be Cyberwise, Don't Compromise', this initiative aims to empower student communities with the right knowledge and tools to successfully tackle cyber attacks. As part of the 3-week-long initiative, relevant information on phishing, deep fakes, incident response, ransomware, personal security, and romance scams is released through articles and videos featuring prominent thought leaders in the cybersecurity community.

**Commenting on the partnership, Mr. Rajesh Upadhyay, Editor-In-Chief and Sr. Vice President, Jagran New Media, said,** *"More than 1.3\* million cyber attacks were reported across India, mostly affecting Indian youth and adults who fell prey to such cybercrimes. Keeping in line with our endeavour to inform, empower, and educate the youth, we aim to raise awareness among youngsters about the rise in cybercrime & assist them with tools and information to tackle it. We're confident that the collaboration with Temple University CARE Lab will bring us one step closer to tackling the global issue of cybercrime and building a smart and careful student community. Our shared*

*commitment to Diversity, Equity, and Inclusion (DEI) makes this collaboration a lot more synergistic and exciting!”*

**Dr Aunshul Rege, Director of the CARE Lab at Temple University, Philadelphia, said,** *“We’re delighted to partner with Jagran Josh, the biggest education and career hub in the Hindi heartland. The growing number of cyberattacks is an alarming concern, and we’re hopeful that this initiative will take us closer to spreading awareness and educating youngsters about cybercrime and the appropriate measures to take.”*

The content-led initiative features thought leaders from India and abroad, including Rakshit Tandon, Top Voice & Cybersecurity Leader; Sudeep Goenka, AIGP, Special Branch, Cyber-Intelligence, and Sachin Kalra, Global Solutions Manager, Google, Na. Vijayashankar (Naavi), Cyber Law Expert & Visiting Faculty, NLSIU & NALSAR, and Shaikh Yasir Arafat, Chief Technology Officer at Macksofy Technologies, to name a few. In an engaging activity specifically targeted at youth, the platform is conducting various competitions such as poster making, slogan writing, self-shot videos, and scavenger hunts.

Jagran Josh’s mission is to empower and educate the student community with information and resources that help build the community stronger. Through these initiatives, students learn and benefit from experts at the national and international levels through content that is available in text as well as video format. The outreach of the campaign will also include print, social platforms, and various other digital channels.

*For more information and to stay updated on the campaign, please visit:*  
<https://www.jagranjosh.com/events/cyber-security>

*\*Source: Statista Report 2022*

### **About Jagran New Media:**

Jagran New Media has a reach of over 73 million users (Comscore MMX Multi-Platform; August 2023) and consolidated its position amongst the top 8 news and info publishers in India. The company publishes multimedia content, including over 7000 stories and 40 videos daily.

JNM has an array of offerings under the media & publishing category and has been a pioneer in providing real-time content across genres, with news and politics being the primary drivers; education, lifestyle, health, auto, and technology are also significant contributors. The company has dedicated websites covering news & politics which include [www.jagran.com](http://www.jagran.com), [www.naidunia.com](http://www.naidunia.com), [www.inextlive.com](http://www.inextlive.com), [www.punjabijagran.com](http://www.punjabijagran.com), [www.gujaratijagran.com](http://www.gujaratijagran.com), and [english.jagran.com](http://english.jagran.com). A leading health website, [www.onlymyhealth.com](http://www.onlymyhealth.com), in 3 languages; a women-focussed portal, [www.herzindagi.com](http://www.herzindagi.com), in 3 languages; and a focused website for education, [www.jagranjosh.com](http://www.jagranjosh.com). A leading fact-checking website, [www.vishvasnews.com](http://www.vishvasnews.com), in 12 languages, and a gaming vertical, [www.jagranplay.com](http://www.jagranplay.com), also contribute to the offering.

### **Contact Information**

Shreya Saluja

Manager - Corporate & Marketing Communications, Jagran New Media

+91 9205006330

