



**Government of Jammu & Kashmir**  
**DIRECTORATE OF SCHOOL EDUCATION, JAMMU**

Subject: Guidelines for safe internet usage and launch of awareness drive against internet game "Blue Whale Challenge".

**Circular**

An internet menace commonly called as "BlueWhale Challenge" has created panic in different parts of the world including India, which is a matter of great concern since youngsters particularly school going children have been targeted in this internet game. This game has allegedly taken lives of many students in India as well thus raising concern regarding usage of this internet game by the school going children.

It has been observed that the teenagers particularly those having easy access to the internet are so more vulnerable to this menace game which necessitates launching of a comprehensive awareness drive for making the students aware about the ill effects of this game besides putting in place internet safety norms for removing links of the Blue Whale game and further monitoring the unsolicited content whether in the form of games or social media sites.

In view of the above, Chief Education Officers of Jammu division are hereby directed to launch comprehensive awareness drive in all the educational institution under their respective jurisdiction through framing of awareness committees of Principals/ZEO concerned and also through use of social network and both print and electronic media. In this regard, counselling cells in the districts may also be mobilised for counselling of students as and when required in the respective areas. A weekly report in this regard be also furnished through e-mail or fax.

**(Ravinder Singh)**

Director School Education  
Jammu

No: -DSEJ/ 28880-92  
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Copy to:

1. Secretary to the Government, School Education Department, Civil Secretariat, J & K, Srinagar for kind information.
2. Joint Director, School Education Jammu/Samba/Kathua for kind information.
3. Chief Education Officer, Jammu Division for information and necessary action.
4. Private School Association, Jammu for information and with the request to take similar necessary action in the private institutions.