Google India launched the #PehleSafety campaign on Safer Internet Day to promote awareness of cybersecurity and responsible internet usage. The initiative focuses on educating users about protecting personal information, securing digital accounts and recognising online fraud.

Using familiar messages such as “Pehle Safety, Phir Online Banking” and “Pehle Safety, Phir Online Shopping”, the campaign encourages safer digital habits and greater vigilance against internet scams.

APSC Relevance: Cybersecurity, Digital Literacy