

e Women

eWomen

Edition 01 | Volume 01

August 2019



Ministry of Women & Child Affairs and Dry Zone Development

e Women

**2019 – Volume 01
1st Edition**

Consultancy

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Preface

With the revolutionary advancement of Information and Communication Technology, the world has become a global village. This advancement has caused both negative and positive impacts on the mankind.

Actually, the benefits of these changes are supposed to ease the life. Yet, every community does not equally enjoy these benefits, thus extending the gap between more and less developed counterparts.

The changes, as well as the rapidity at which they take place have caused a fresh set of problems. In this setting, it is a timely obligation to usher in novel opportunities to integrate the under privileged communities into the development process and minimize limits for them to enjoy the benefits of development while safeguarding them from possible hazards to which they can be exposed. Thus the empowerment of women for the above need is considered as a prime objective by the Ministry of Women and Child Affairs and Dry Zone Development.

Accordingly, the Ministry has taken measures to strengthen its Information Technology Unit to provide an effective and efficient service towards the women. As a measure of achieving the above objective, we hope to publish e-women magazine once in every six months.

We would warmly welcome your views and proposals, if any, on this initiative through it@childwomenmin.gov.lk.

Message from the Hon. Minister



In developing children and women in this country, it is essential to provide them with first-hand knowledge and technology, and the government has given priority to this subject.

My Ministry has taken specific steps to make knowledge and information technology available for women with the intention of moulding them to keep abreast with modern society. These measures not only ensure the interest, care and safety of women's domestic life but also help them carry out day to day marketing and other economic activities conveniently and productively. I firmly believe that the magazine we launch today would offer women with knowledge and technology required to create such a future, and I wish all the success to this endeavour.

A handwritten signature in black ink, appearing to be 'Chandrani'.

Chandrani Bandara

Minister of Women & Child Affairs and Dry Zone Development

Message from the Secretary



The present society which integrates with first-hand knowledge and technology is extremely dynamic. Leading a successful life in such a changing society is a serious challenge we encounter. To overcome those challenges, our present generation, as well as the future generation, has to be equipped with essential knowledge and technology.

In building such a robust society, we should provide women with innovative paths to trace knowledge and technology.

Keeping this Vision ahead, the Ministry of Women & Child Affairs and Dry Zone Development took measures to launch the Magazine “E-Women” for the first time in Sri Lanka. This magazine would create a dialogue on new trends, challenges and knowledge in information technology and e-communication becoming a platform to display the role of the Ministry in the field. I hope that this endeavour would be a tremendous support for the drive of creating a smart woman.

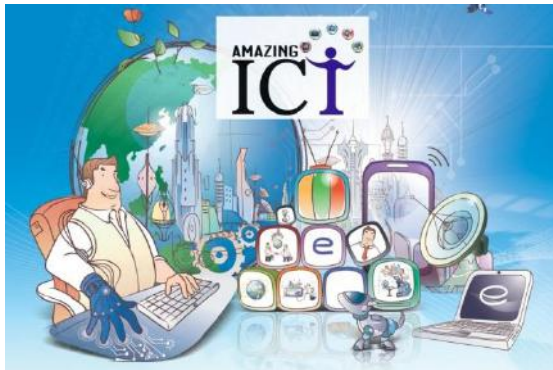
A handwritten signature in blue ink, consisting of a vertical line on the left, a horizontal line at the bottom, and a large, stylized loop on the right.

Dharshana Senanayake

Secretary

Ministry of Women and Child Affairs and Dry Zone Development

Why is Information Technology Important?



In the era of 1960s and 70s, information technology was limited to the workforce at the banking sector, mathematical engineers, and computer scientists. In the 1980s, the arrival of personal computers made it possible for IT to be used in varied sectors, where this field witnessed its premiere upsurge. Formerly, for business purposes, storage tapes were created by a single network administrator to interconnect employee workstations. The information stored in this workstation was placed in a server farm, located far-off from the industry. However, people have now started communicating using emails instead of snail-mails. It is an industry which deals with the usage of computer hardware, and software, and networking. Information technology has accomplished a lot in the 21st century. It is a combination of computer, and communication technology. It is the transfer of information from one peer to another.

Information technology is used for storing, protecting, processing, securing, transmitting, receiving, and retrieving information. In business establishments, it is used predominantly to solve mathematical and logical problems. Information technology helps in project

management systems as well. Firstly, planning is done, then the data is collected, sorted and processed, and finally, results are generated. It helps managers, and workers to inquire about a particular problem, conceive its complexity, and generate new products and services; thereby, improving their productivity and output.

The primary importance of information technology with regards to education is that various learning resources can be accessed instantly by students as well as teachers, with paramount importance laid on the convenience factor. Learners can also adapt to the multimedia approach, coupled with collaborative learning. The information is authentic with the updated information being widespread in terms of availability. Multiple communication approaches, like, chats, forums, emails, etc., can be adopted by them. Students may access the online libraries, in turn having distance learning programs perform a successful feat. In addition, IT has proved to be a significant employer. Many people with knowledge of computers have got jobs in this field, and have successfully made a career out of it. It has helped one find cures for several diseases; thereby, serving mankind in plentiful ways. Different kinds of software are provided for individuals with visual, or hearing impairment; thereby, aiding them in their passion to learn new concepts, and gather information parallel to their subject of interest.

Information technology, as aforementioned, functions in the background; nevertheless, it is also the

backbone of the organization. If the IT system falls short of resources in order to make ends meet, the organization's efficacy is hampered. The IT workforce has become such an indispensable section of the organization that we expect it to function with absolute lucidity and alacrity; however, when this scenario ceases to exist - even if it is for a brief period - the infrastructural base of communication endures a beating.

The IT profession has opened doors to communication which is constructively channelized, being debarred from display of opacity of any form. In addition, the IT sector has been coveted the apotheosis of flexibility. Be it an employee, or an entrepreneur, any given location could be his virtual work-station. You may conduct your office work even when you are not in your designated seat. Working from home is a steeplechase concept, gracefully adapted by organizations aplenty, with flexibility being its unique selling proposition. In this manner, your organization remains endowed with its necessary functioning - a behooving quality for any and every business enterprise to thrive. Communication is made easy with the overt influx of technology. Right from its inception, technology has never remained indolent; on the contrary, it has striven to prove its renewed potency with each passing day.

Thus, the applications of the IT sector today, are visible in many different fields, ranging from industrial, managerial, to educational. With newer innovations and developments happening daily, the IT sector is expected to grow at an even faster pace in the coming years, thereby creating ample opportunities for deserving candidates, improving the different processes and procedures, and further enriching our lives.



The IT industry is well known for its wide range of job titles which can make it hard for graduates interested in this sector to pin down exactly what people do.

- Software Engineer
- Project Manager
- Network Engineer
- Web Designer
- Application Developer
- Database Administrator
- Database Engineer

Social Media for women

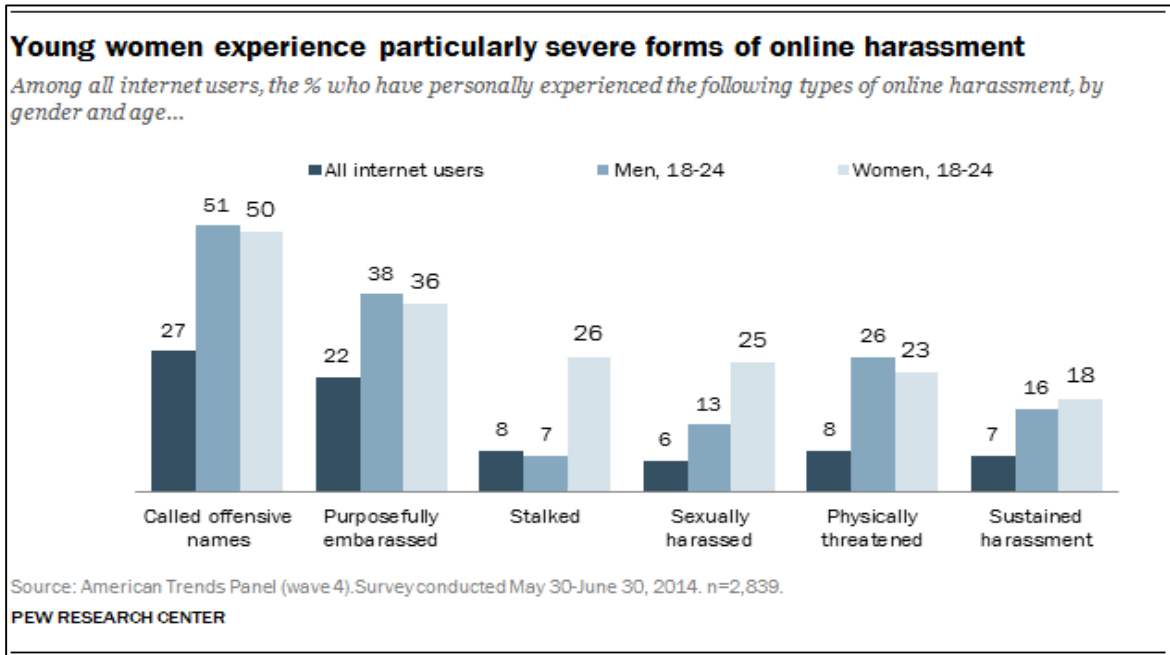
People in 21st century are well aware of social media. Not only aware but they spend more time on social media than real social encounters. They have become a part of everyone's' life and make the communication easy. However today one can go through another's social media profile and can learn every single thing that creates that person, their interests' dislikes and even the sensitive information (personal details) are mentioned in public profiles. Most of the people are unaware of the security features given by those social media companies. Even the secured account holders are threatened by human weaknesses and divulge information that they should not reveal. Earlier men are the active users of social media but now breaking that stereotype women have become more active participants in social media therefore most of the time women are the victims of those cyber bullying via social media than men. They are an easy target because of cultural and social factors, especially in Sri Lanka.

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In Sri Lankan cultural background most of the women are brought up in a contained environment. Social Media has become an escapism mechanism for those who are not that social in real life. The shy and restricted women are extroverts in virtual society. In a way this gives confidence and more exposure for women, but it's not hundred percent safe platform either. Lot of men and women are not aware of the harms that they can face by careless usage of social media.



In nature women are more into active social media than men. More than men, women are the victims of these scams, privacy violations, sexual abuse and more. More than one in five women have experienced online harassment or abuse, according to research by Amnesty International surveying more than 4,000 women.

How women can be bullied in social media?

- Posting their pictures with unethical and humiliating captions and wordings.
- After a break up some partners tend to post the photos some girls have sent to them, in public forums.
- Most women are not aware of the technical side as phishing attacks, hacking and they tend to fall into those traps.
- Most of the time women are not concerned about the privacy settings that keeps their privacy protected.

Another reason the harassments and bullying has increased on women is that they are not reporting them to the authorities. Most women chose to be harassed and forget about it than reporting and taking actions against them. The reason is the ethical and cultural background that women are brought up in. Nevertheless, it has become a necessity to report the crimes and harassment not only for your welfare but also for someone else.



What we can do to be safe in cyber space?

- Avoid posting personal data on your social media account.
- Conduct an Internet search of your name regularly.
- Be mindful of your password.
- Be wary of Emails, Texts, Phone Calls that asks for your personal information.
- Change all account security if you are leaving a relationship.
- Seek professional help if you are being Cyberstalked.

Women should pay more attention to the security features given by the social media if they are an active user. Furthermore, women should keep aside the social norms and take actions for the unfortunate events if they become a victim. All of the consumers have to use social media in a safe manner and make it safe for other users as well.

Innovative Entrepreneur behind pioneering digital platform

Jayomi Lokuliyana, CO-Founder and CEO of Sri Lanka's pioneering digital marketing company zMessenger has played a pivotal role in shaping the digital marketing industry in the country under her leadership, zMessenger emerged as the country's leading mobile and digital marketing solution provider. She has been playing an active role in evangelizing entrepreneurship among youth and especially among women in Sri Lanka. zMessenger (pvt) Ltd. founded in 2003 as Sri Lanka's first mobile marketing company headquartered in Colombo, the firm currently offers full spectrum digital and mobile marketing programs and SMS-based audience engagement applications to electronic media stations.

Currently zMessenger offices operates in Tokyo, Jakarta and Colombo. Co-founded by Ms. Jayomi Lokuliyana and her partners Mr. Janaka Rupasinghe and Mr. T. Dushyanthan, the outfit started life in 2003, in the tech incubator of the Sri Lanka Institute of Information Technology (SLIIT) known as Concept Nursery.

Here, IT startups shared rent, office space, and big dreams; fueling one another. "We were at the right place, at the right time", says Jayomi who then struck-up a partnership that paved the way for zMessenger.

The first years of the business were very tough and constrained due to the lack of capital. "Being a tech startup, no one was willing to lend us the seed capital.



We were the first mobile marketing company in the country, and there was no benchmark to prove that this was a viable business sector". She had to struggle to build credibility for a once unheard of sector of the IT industry – particularly amongst lending institutions. Having faced rejection, Jayomi and her business partner had to appeal to their families for help for initial capital.

A distant relative from Norway made the investment needed to go forward. Nevertheless in the first five years business growth was constrained due to lack of capital to take ideas to market.

In 2008, zMessenger's rapidly developing innovations caught the attention of a foreign investor from Indonesia who injected capital into the business (which enabled the company to increase its platforms) and brought in market development expertise. The equity partner also helped the outfit make the important shift from B2B mobile marketing solutions, to mobile VAS; a product diversification that has reaped big returns. The team gained exposure to the advanced tech trends in the Indonesian market –which was two years ahead of Sri Lanka at the time – as well as the overall dynamics of the South East Asian digital market.

Over the years, the CEO says she has encountered barriers from certain sectors of the Telecom industry, government, and banking. “Knowing that women possess lesser assets than men, they insist on asking for disproportionate collateral. Such barriers are even worse for rural lady entrepreneurs” she says. What's more, approvals move far too slowly to satisfy the lightning-speed pace of the technology industry, resulting in missed opportunities. There is also an important need for business incubators to train-up young entrepreneurs on business valuation, and on making investor pitches. IT startups are so focused on their technical areas that they don't acquire the necessary skills to help their businesses grow.

Today, zMessenger is at the top of its game, having planned, created and executed over 2000 digital marketing and campaign strategies for global brands like Unilever, Chevron and Samsung. Currently interacting with over 10 million mobile users, the enterprise is always hunting for new spaces to occupy and to diversify into, in the digital domain. “AdTech and Programmatic Advertising are very active now”, declares Jayomi. “We're working on first AdTech platform with advance analytics for Digital Advetising and launched our very own OTT platform popcorn.lk for ever demanding video content streaming.

Women ICT Frontier Initiative - Suhuruliya



Information and Communication Technology Agency (ICTA) has identified that Information and Communication Technology (ICT) is an enabler for socio-economic development and women empowerment. “Suhuruliya initiative” which is the largest women empowerment initiative implemented by ICTA in collaboration with the Ministry of Women and Child Affairs covers the entire country taking the vision of the Government in moving towards a digitized Society.

“Suhuruliya” (SMART Woman) was initially implemented by ICTA in collaboration with Ministry of Women and Child Affairs and Dry Zone Development in order to actualize women empowerment throughout Sri Lanka and was launched in 2016.

The specific objective of this programme is to “enhance the use of enabling technologies, in particular information and communication technologies, to empowerment of women”. The idea is to create a digitally empowered women community which uses ICT to connect with the digitized world. In this initiative ICTA has trained Women Development Officers representing all 9 provinces working under the Ministry of Women and Child Affairs who are working with the community at the grass root level. This initiative has been directly benefited more than 50000 people including women entrepreneurs and female household heads covering all the 25 districts.

ICTA and Ministry of Women and Child Affairs and Dry Zone Development have taken many steps towards empowering women with “Suhuruliya” initiative during last few years. These include conducting Training of Trainers workshops, regional forums, stakeholder consultation workshops, development of localized content, awareness through social media, development of training guides, audio books etc. The entire initiative is expected to enhance women’s socioeconomic status by providing ICT knowledge and hands on experience for a sustainable and fortunate livelihood by 2020 and to empower women to overcome unemployment, poverty, crime & harassments through coherent ICT practices and to transform women to act as a conduit for uplifted society with the support of digital technologies.

The expected outcome of this initiative is, socially and economy socially empowered women who utilize ICT for the improvement in their quality of life as well as an active contributor in multiple development areas such as community, local and national economy and etc. Further it will sense, to disseminate the knowledge and experiences that they gain to others in the respective regions and encourage them to use new technologies for their day to day activities that is to enhance their living standards. “Suhuruliya” National

Facebook page is created for information sharing, entrepreneurship opportunities, academic purposes, online trading, business opportunities, etc. One of the major goals of the initiative is to flow information both ways that is information from the community to stakeholders and vice versa.



“Suhuruliya” has been further strengthened with the support of trained women Knowledge Agents (KA) under the SMART Social Circles (SSC) Initiative across all districts in Sri Lanka. Multiple partner organizations are involved in rolling out “Suhuruliya” initiative with selected SSCs. Moreover, continuous

awareness workshops are being conducted with the support of trained Knowledge Agents (KA) and trained Women Development Officers (WDOs).

Women’s entrepreneurship is a force for positive social transformation, the success of women entrepreneurs generates triple effects such as increased household savings, investment in children’s health and education, job creation and significant increases in national GDP. While the Asia-Pacific region has closed some of the gender gaps in health and education, women tend to still be more excluded than men from economic opportunities, by restricted entry into the labour force, lower wages, vulnerability in dangerous occupations, or lower access to finance and credit. Women entrepreneurs also continue to face disadvantages resulting from their lack of access and capacity to use information and communication technologies.

Therefore ICTA, firmly believe this initiative will enable women empowerment at all levels of society.

By Information and Communication Technology Agency of Sri Lanka (ICTA)

Social Media Safety Tips for Women

There is nothing called “private” in the world of social media, because anything you put up can potentially be grabbed, copied, saved on someone else’s computer and mirrored on the sites



- ❖ Use a strong password. Always use special characters (example - !@#\$ %&{}<*>?/|). The longer it is, the more secure it will be.
- ❖ Use a different password for each of your social media accounts.
- ❖ Set up your security answers.
- ❖ If you have social media apps on your phone, be sure to password protect your device.
- ❖ Be careful who you become friends with online and what you share with them. If you don't know the person, don't accept their request. It could be a fake account.
- ❖ Click links with caution. Social media accounts are regularly hacked. Look out for language or content that does not sound like something your friend would post.
- ❖ Be careful about what you share. Keep personal details such as your address, telephone numbers, email address, credit card details and personalize photos private.
- ❖ Don't post anything that may put you in danger, affect your reputation or be used against you or your family
- ❖ Regularly check the privacy settings for each of your social media accounts, and make sure they are all set private.
- ❖ Protect your computer by installing antivirus software to safeguard. Also ensure that your browser, operating system, and software are kept up to date.
- ❖ In order to maintain safety you have to turn off the location option.
- ❖ You should log out after you have used the social media account.
- ❖ Don't trust that a message really is from whom it says it's from and remember to close the lens of your webcam and disconnect it when not in use.

Your safety should always be your priority

How to keep your kids safe on the internet



- ❖ Do not allow kids to have a computer in their room and place computers and other connected devices in the common area of the house.
- ❖ Spend time online together to teach your kids appropriate online behavior.
- ❖ Make sure to put the Google search filter on "Safe"
- ❖ Educate your kids about cyber security and online threats.
- ❖ Discuss the dangers of the web with your child and explain what's out there and how to avoid it.
- ❖ Set rules about what your child can and can't do when on the internet. Set usage limits and time spend on the internet for your kids.
- ❖ Keep your kids out of chat rooms, because chat rooms are a popular place for sex offenders to meet their prey.
- ❖ Never let your child upload or download photos, posts and videos without your permission
- ❖ Tell child to not exchange personal data with internet strangers
- ❖ Check with your internet service provider for any parental controls, blocking and filtering tools they may offer
- ❖ Randomly check your child's browsers, chat histories, smart phones and other connected devices.
- ❖ Setting parental controls on computers and other connected devices to monitor your child's online activities.
- ❖ Install an antivirus solution on your kid's devices.
- ❖ Be patient and listen to your kids

Can Women Contribute to the Country's Economy Through Digital Transformation?

Digital Transformation in Sri Lanka has been going on for a long time. This began with the entry of personal computers into offices and homes in the 1980s. After the introduction of mobile phones in 1989 and commercial internet services in 1995, it continued to grow. As of early 2017, the number of active mobile subscribers in Sri Lanka was 124 per 100 people and 30% of the population had access to the Internet. The Internet is no longer limited to city experts and English professionals. For that reason, social transformation accelerated.

- In 2016, Sri Lanka was ranked number (out of 193 countries) in the United Nations e-Government Development Index (EGDI), indicating the growing sophistication of eGovernment.
- The World Economic Forum's Networked Readiness Index ranked Sri Lanka at No 63 out of 139 countries assessed in 2016.

The networked economy, powered by the digital tools of the Internet, has opened up new areas for entrepreneurship. Sri Lanka has scored relatively high in terms of Information & Communication Technology (ICT) skills, affordability, government ICT usage and social impact. At the policy level, the government has identified telecommunications and digital infrastructure as two key areas of economic development. Thus, at a moment when our country is growing with digital transformation, these developments can make a significant contribution to the country's economy, particularly through women. Women participation in the technology sector will provide a boost to the economy and allow for full participation in society. Digital literacy is an essential skill women should have in modern day society. ICT is a powerful transformative tool, and it has



revolutionized the way people think, behave, wear and also advocate the change. Supporting women's participation in the information economy has direct positive impact on gender equality as well as economic development in a country. In a country where the majority of the population is women, the lack of access to livelihoods has affected the economy, particularly for women-headed households and families affected by crisis situations and natural disasters. Compared to the South Asian counterparts in the fields of education, literacy and health, Sri Lanka is very high and women's contribution in the economic or social spheres is not significant. Women should be given equal opportunities to contribute to the socio-economic development of the country.

According to the to the Department of Census and Statistics, overall computer literacy reported in the first half of 2018 is 27.5%. Computer literacy rate among the male (29.7%) is higher than that of female (25.4%). Digital literacy is outstripping computer literacy as smartphone usage grows in the country. The digital literacy among male (44.5%) is higher than the female digital literacy (36.4%). Thus, computer and digital technology literacy rates are significantly lower in women than in men. According to the survey done by ICTA, Female workers in Sri Lanka's

Information and Communication Technology sector has increased from 29% in 2013 to 34% in 2019, but males are still dominating. Social and cultural factors contribute significantly towards shipping women's participation in the economy. Majority of women are talking household responsibilities including providing care for their kids and elders. In line with this, women marriage and having kids reduces women's participation in the economy and labor force. ICT is a great tool for many women to find a way to promote their existing business, market their products, work online, earn more money without sacrificing their home responsibilities and contribute to country's economy.

It is important not only to identify women as equal partners in society but also to have a clear understanding of the difficulties women face in the workforce and the appropriate policy framework. According

to statistics, women attain higher educational qualifications than men. Their participation in the economic sphere should be encouraged to reap the benefits of the knowledge and skills they possess. To enhance the workforce of women, women must be provided with the necessary infrastructure, manpower frameworks and related services and an environment conducive for women to continue their careers. It is important to recognize women's contribution to the economy and encourage them to participate effectively in the path of economic growth. Therefore, an increase in access to ICT and training in ICT literacy will provide opportunities for Sri Lankan women to participate in the labor force. The Sri Lankan government has made some strides to improve access to information communication technologies, creating opportunities for employment and development. However, much more remains to be done.



WHY SECURITY CAMERAS ARE IMPORTANT AT HOME

A residential security system is becoming very important due to the increasing crime and theft around us. Closed-Circuit Television (CCTV) video surveillance systems are one of the best inventions of technology that help ensure safety at home. CCTV is a form of video surveillance that uses cameras to transmit video to a connected screen where recorded activities can be monitored.

This system is made up of single or multiple cameras, a recording device and a monitor which can be wired or wireless. It has been proven that crime has drastically gone down ever since security cameras were installed at home. This system allows owners to view their home at any given time from virtually any location.



Reasons people should consider investing in CCTV cameras at home

1. This surveillance allows you to identify people who are on your property or at your front door prior to entering your home. A well-placed CCTV camera will let you see exactly who is at your front door and what their intentions are. This will notify you if a suspicious individual is waiting at your front door. Therefore this is to deter theft and it will help to identify perpetrators of crime.
2. With CCTV video surveillance system in place, you can remotely monitor your home when you are not around. This will give a great sense of comfort and security.
3. This can help you to discourage and capture criminal activity.
4. Properly placed CCTV video surveillance camera would help monitor your children constantly by using the remote feature of the system.
5. Installing a CCTV in your home will definitely make you feel more secured if you have a domestic worker looking after your kids or doing the chores while you are away at work.
6. Footage from security cameras can help you make correct and fair decisions when settling disputes at home.

Some disadvantages of having a CCTV Camera system

1. Surveillance cameras invade people's privacy. So if we have fixed the CCTV cameras in the bedrooms or bathrooms, we must give a warning.
2. It is expensive to purchase good quality CCTV cameras and other equipment needed for a CCTV system and to keep the technology upgraded.
3. CCTV cameras only monitor a limited area. Criminals can vandalize the cameras in various ways, such as spraying something on the lens or sticking gum. They may even be able to change the angle of the camera

Some useful tips if you plan to set up a CCTV camera system

1. *Determine your needs*

Properly evaluate your needs and choose a camera based on those needs.

2. *Type of Cameras*

Two major types are wired and IP (or network) camera systems. While wired systems allow the monitoring from a close by location, the IP (or network) counterparts allow the monitoring from anywhere online. Some CCTV cameras have additional night vision option.

3. *Invest wisely*

While some brands may be budget friendly they may lack important features like producing good quality images and reasonable storage capacity.

4. *Indoor or Outdoor*

If the CCTV cameras will be used in an area with very low light conditions, consider going for the black and white camera system. The color CCTV cameras are ideal for indoor environment with better lighting conditions.

5. *Be knowledge*

Light and resolution are very important specifications that need to be considering when selecting CCTV cameras for a home. Levels of light are usually measured in Lux. The lower the number of Lux, the less amount of light required to produce a clear image. Resolution on the other hand is measured in numbers. As a rule of thumb, the higher the number of resolution, the shaper the images produced.

6. *Last but not least*

When you set up a CCTV security system, make sure it captures only images within the boundary of your private domestic property but not others.

There are many domestic CCTV cameras in the market. To ensure protection of your valuables and peace of mind, please use the above guidance and compare among various service providers before finalizing on a particular system which will suite your need and

ETHICAL USE OF INTERNET

Internet ethics means acceptable behavior for using internet. We should be honest, respect the rights and property of others on the internet.

As an internet user, are you aware of the ten commandments of internet ethics?



1. Do not use the internet to harm other people.
2. Do not interfere with other people's internet work
3. Do not snoop around in other people's internet files.
4. Do not use the internet to steal.
5. Do not use the internet to bear false witness
6. Do not copy or use proprietary software for which you have not paid (without permission)
7. Do not use other people's internet resources without authorization or proper compensation.
8. Do not appropriate other people's intellectual output.
9. Think about the social consequences of the program you are writing or the system you are designing
10. Always use the internet in ways that ensure consideration and respect for your fellow humans.

“Yes, ‘They’ can” – ICT for senior citizens

Information and communications technology (ICT) has a transformative impact on the way people live and work. Recently, many e-services have been introduced in Sri Lanka and e-government, e-commerce, e-learning, e-banking and e-Health are becoming topics that are being discussed frequently. It means that citizens must be digitally literate to deal with and use those services in their everyday life. However there is a big fraction in community, especially senior citizens, who does not have enough digital knowledge and skills to access those services. It is consensual that ICT will promote a better quality of life, so the elderly will benefit from it in order to promote an adequately active aging.



Although, ICT has proven to produce effective ways of helping older adults improve independence outcomes, unfortunately such technologies are yet not widely used by this audience of the population.

Reducing digital exclusion in later life will require the removal of a number of barriers, some of which may prove difficult to shift. Several such barriers and constraints as follows:

- ❖ Lack of understanding and confidence with ‘how it works’
- ❖ Most of the elderly people have greater resistance to adopt new technologies.
- ❖ Most of the technology target users are younger generation and the design guidelines are often based on their requirement and which not appropriate for older people.
- ❖ Most of older people have high interest and potential to use technology. However, they have inadequate training from society to teach them to use technology.
- ❖ Health and physical status also reflect an important issues in accepting the technology , such as poor vision, poor dexterity, poor hearing
- ❖ Educational background and law awareness
- ❖ Financial support from institution and family also become an issue for older people to use technology

“Technology and senior citizens seem tailor made for a wonderful friendship, but it has taken a while for them to warm up to each other.”

There is a multitude of areas in which ICTs can contribute to improve the quality of life for old people and enhancing wellbeing of the aging.

- **One of the most important benefits is the ability to communicate and socialize with the minimal effort. Video chat and social media keep seniors in touch with long-distance loved ones, allowing them to stay closer to them.**
- **The newer wireless home security systems and related apps allow the loved ones of the elderly to monitor them constantly while they are alone at home.**
- **The numerous game and hobby apps and high quality movie, TV and radio streaming services available could help them to pass and enjoy time.**
- **Having access to information on goods and services allows seniors to online shopping, online banking and online channeling.**
- **Having access to a computer and the internet allows older adults to keep up-to-date on news and current events and research the latest information, including latest health tips.**

SMART Social Circles for Citizen Empowerment

Country is moving forward to a rapid development with the technological transformations and the government policies are very much in favor of creating a digitally empowered society. It is essential and important to transform our economies, societies and public institutions with evolving new technologies, but these changes are not automatic nor immediate.



Moreover development of an Empowered SMART Society is expected to be one of the main strategies to empower citizens and which will contribute towards the establishment of Good Governance.

Information and Communication Technology Agency (ICTA) envisaged SMART Social Circle initiative (SSC) with the vision of “to be the foremost social movement to foster ethical and responsible use of Social Media and other emerging communication technologies in citizen journalism, good governance, disaster risk management etc”. Project Mission is to provide strategic, technological & commercial foundation needed to encourage and promote use of all social media and emerging Information & Communication Technologies (ICT) and develop an environment conducive to the achievement of the nation’s intellectual, cultural and social aspirations through ICT.

The objective of SSC is to create an island-wide network of SMART social circles with knowledgeable, experienced & responsive staff, who uses social media and emerging technologies to make the vision a reality.

Moreover to promote active partnership among citizens to organize, integrate and provide user-friendly on-line information and services, to build networks among entrepreneurs, administrators, activists, educators, and innovators, who are working to create change through social media, to establish research and development center for Citizen Journalism, to link with industry and global knowledge centers and to produce Citizen Journalists in demand locally and internationally.

SSC initiative is the largest community empowerment initiative established in Sri Lanka through emerging and new technologies and Social media.

This is a different type of model compared to other initiatives implemented in Sri Lanka, which is initiated and implemented with the collaboration of government and the government sector officials and the support of large number of stakeholders including public and private sector organizations. SSC has been designed in a way that it involves citizens directly from each GN division, each division will have their own social media web page to connect with each other and the world, and therefore citizens will witness firsthand the benefits of the initiative.

SSC initiative is to inculcate social awareness, recognize opportunities and critical issues within any area of Sri Lanka. This program will provide much needed facilities to citizens to engage in policy making of the government and contribute towards good governance. The idea is to create grass root level social circles using social media technology to cover all the Grama Niladhari (GN) divisions in the country, which will ultimately connect citizens with the digitized world via the SSC Website.

At Present most of the government sector, private sector organizations and banks have initiated online services such as digital banking, online bill payments, e-marketing etc. But limited number of people are using these available online facilities to make their life easier. Moreover with the increase penetration of digital technologies and associated services it is vital to build required competencies among citizens at all levels in the society to consume the benefits and privileges of digitization.

There is a potential in the people living in the grassroots levels who can adopt to new technologies and can use new technologies to sort out their issues prevailing in their villages with the support stakeholders.

After implemented the SSC initiative, people are gradually adopting to the emerging new technologies and they use it for their day to day activities.

8400 knowledge agents have been trained throughout the island and 870 SMART Social Circles (870 GN Divisions) have been established. There will be around 80,000 direct beneficiaries as a result of the establishment of these social circles. Small to medium level business and enterprises have directly benefited from the activities of the initiative as multiple level relationships have been established across the private and public sector. The results are visible on our national page established on Facebook. There is also a significant increase in citizen journalism as there are proven cases of normal citizens actively reporting various issues that have arisen in their respective GN divisions and have posted these cases on their respective Facebook pages.

Google Chrome Shortcut Keys



Shortcut Keys	Description
Ctrl+(- or +)	Zoom in or out of a page, "-" will zoom out and "+" will zoom in.
Ctrl+1-8	Pressing Ctrl and any number 1 through 8 will move to the corresponding tab in your tab bar.
Ctrl+Shift+Del	Open the <i>Clear browsing data</i> window to quickly clear private data.
Ctrl+Shift+B	Toggle the bookmarks bar between hidden and shown.
Ctrl+D	Add a bookmark for the page currently opened.
Ctrl+F	Open the "find" bar to search text on the current page.
Ctrl+O	Open a file in the browser.
Ctrl+Shift+O	Open the Bookmark manager.
Ctrl+H	Open browser history in a new tab.
Ctrl+J	Display the downloads window.
Ctrl+N	Open New browser window.
Ctrl+Shift+N	Open a new window in incognito (private) mode
Ctrl+P	Print current page or frame
Ctrl+R or F5	Refresh the current page or frame.
Ctrl+W	Closes the currently selected tab.
Ctrl+Shift+W	Closes the currently selected window.
Ctrl+Tab	Moves through each of the open tabs going to the right.
Ctrl+Shift+Tab	Moves through each of the open tabs going to the left.

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