



# Stay Safe Online and G20 Digital Innovation Alliance

## Why in News?

As part of India's [G20 presidency](#), the Ministry for Electronics & Information Technology (MeitY) has launched the "Stay Safe Online" campaign and the "G20 Digital Innovation Alliance" (G20-DIA).

## What is the Stay Safe Online Campaign?

- The objective of the 'Stay Safe Online Campaign' is to **raise awareness among citizens to stay safe in the online world** due to the widespread use of social media platforms and the rapid adoption of digital payments.
- The exponential increase in the number of internet users in India and the rapidly evolving technology landscape have **brought unique challenges**.
- The campaign will make **citizens of all age groups**, especially children, students, women, senior citizens, specially-abled, teachers, faculty, officials of Central/State Governments, etc. **aware of the cyber risk** and ways to deal with it.
- The campaign will be carried out in **English, Hindi and local languages** to reach a wider audience.
- The campaign involves the **dissemination of multilingual awareness content in the form of infographics**, cartoon stories, puzzles, short videos, etc.

## What is G20 Digital Innovation Alliance (G20-DIA)?

- It aims to identify, recognize, and enable the adoption of innovative and impactful digital technologies developed by [start-ups](#), from **G20 nations as well as the invited non-member nations**.
- It envisages to address the **needs of humanity in the six critically important sectors i.e.,** Agri-tech, Health-tech, Ed-tech, Fin-tech, Secured Digital Infrastructure, and Circular Economy.
  - Startup products in these six sectors enabled through Digital Public Goods Infrastructure **can create a global population-scale impact and reduce the digital divide and enable sustainable**, and inclusive techno-socio-economic development.
- The engagement of innovators, entrepreneurs, startups, corporations, investors, mentors, and other ecosystem stakeholders will **lead to the speedy acceptance of the platform that India plans to offer through the G20 Digital Innovation Alliance (G20-DIA)**.

[Source: TH](#)