

**GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SCHOOL BRANCH
OLD SECRETARIAT: DELHI-110054**

No. F. DE.23 (540)/Sch.Br./2018/ 1508

Dated: 18/10/2018

CIRCULAR

Sub: ADVISORY ON "MOMO CHALLENGE GAME".

Please find enclosed herewith the letter No.F.9(03)/DCPCR/2018-19/Harmful Publication/5257 dated 04.09.2018 and No.2601/08/2018-POCSO/NCPCR/79060 dated 06.09.2018 received from Member (DCPCR), Delhi Commission for Protection of Child Rights (DCPCR), Govt. of NCT of Delhi, Kashmere Gate, Delhi and Member (NCPCR), National Commission for Protection of Child Rights (NCPCR), Government of India, 5th Floor, Chandernagore Building, 36, Janpath, New Delhi respectively on the subject cited above which is self explanatory.

All Heads of Govt., Govt. Aided & Unaided Recognized Schools under Directorate of Education, Govt. of NCT of Delhi are hereby directed to comply with the advisory on "MOMO CHALLENGE GAME" as mentioned in the above letters.

This issues with the approval of the Competent Authority.

Encls: as above

NL
18/10/18
DDE (SCHOOLS)

All Heads of Govt., Govt. Aided & Unaided Recognized Schools under Directorate of Education through DEL-E

No. F. DE.23 (540)/Sch.Br./2018/ 1508
Copy for information:-

Dated: 18/10/2018.

1. Director, Ministry of Human Resource Development (Department of School Education & Literacy), IS-8 Section), Government of India, Shastri Bhawan, New Delhi-110115 w.r.t. letter No.F.15-9/2018-IS-8 dated 28.09.2018.
2. Member(NCPCR), National Commission for Protection of Child Rights, Government of India, 5th Floor, Chandernagore Building, 36, Janpath, New Delhi-110001 w.r.t. above referred letter.
3. Member (DCPCR), Delhi Commission for Protection of Child Rights, Govt. of NCT of Delhi, 5th Floor, ISBT Building, Kashmere Gate, Delhi – 110006 w.r.t. above referred letter.

Copy to :-

1. PPS to Secretary (Education).
2. PS to Director (Education).
3. All RDEs/DDEs (District/Zone)/DEOs to ensure compliance.
4. DDE (HQ), Office of the Addl. Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Patrachar Building, Lucknow Road, Timarpur, Delhi-110054 w.r.t. letter No.HQ.Br./2018/DCPCR/4139-4140 dated 11.09.2018.
5. System Analyst (MIS) for uploading on MIS.
6. Guard file.

Spencer
18/10/18

OSD (SCHOOLS)

108/c

DELHI COMMISSION FOR PROTECTION OF CHILD RIGHTS

Govt. of NCT of Delhi

5th Floor, ISBT Building, Kashmiri Gate, Delhi-110006

Ph:- 011-23862685/86/Email id: depcr@hotmail.com

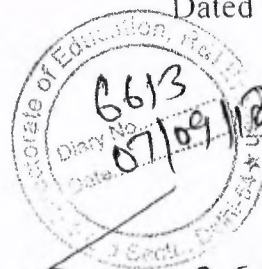
F9(03) DCPCR/18-19/Harmful Publication/5257

Dated :- 4.09.2018

To

The Director Education
Directorate of Education
Government of NCT of Delhi
Old Secretariat, Delhi-110054

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10/9/18



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ADDL DE (H.O.)
7/9/18

The Delhi Commission for Protection of Child Rights (DCPCR) has been constituted under the Commissions for Protection of Child Rights Act, 2005 read with the Govt. of India, MHA's Notification F.No. U-11030/1/2007-UtL dated 15th January, 2008, gazetted by the Govt. of NCT of Delhi on 7th July, 2008. Further u/s 13 (1j) of the Commissions for Protection of Child Rights Act 2005, this Commission is empowered to undertake inquiry into complaints and to take suo-motu notice of matters relating to: (i) deprivation and violation of child rights (ii) Non-implementation of laws providing for protection and development of children (iii) Non-compliance of policy decisions, guidelines or instructions aimed at mitigating hardships to ensuring welfare of the children and to provide relief to such children or to take up the issues arising out of such matters with the appropriate authorities.

The incidence of death of children by resorting to online suicide game "Momo Challenge" has sent shock waves to all the intellectuals and concerned citizens through out the country. Making parents and children aware of the threat to the lives of children is the need of hour.

In this field educational institutions can play very important role. Children in schools need to be cautioned about Momo Challenge through morning assemblies. Their parents can be sensitized about the threat to their wards by addressing the issue in the meetings of School Management Committees, be it routine meetings or the special meetings called for the purpose.

To curb this menace all the parents and their wards need to be cautioned. Some important tips to be given to parents are as follows:-

1. Parents should be advised to monitor their wards from Social Media Activities.
2. Check the mobiles of their wards to see if any suspected or unknown contact is approaching the child.

210/ADD DE (H.O.)
10/09/18

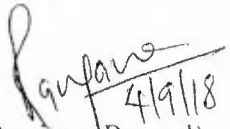
Dr. M.G. S. Goyal
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ADDL DE (H.O.)
2690/1000719
10/9/18

- 107/c
3. Anti Virus Software should be installed in systems blocking any suspicious or vulnerable links and spywares/ malwares.
 4. Children should be advised not to accept any invitation to play the game from any unknown number and not to click on any unidentified link.
 5. Password of email accounts and other social networking sites be frequently changed.
 6. On receipt of an invitation from any particular number on their WhatsApp for any game. the WhatsApp be straight away blocked.
 7. Local police authorities be immediately informed once an invitation to play the killer game is received.
 8. Children should be stopped from playing any sort of game which has a possibility to lead them to the Momo Game challenge.
 9. Frequent visit of the child to Cyber Café be observed /monitored. Awareness of counseling regarding the menace and proper precautionary measures will go a long way in dissipation of this nuisance.

On finding a child in distress parents should resort to counseling them and guide them in bringing a positive attitude and environment.

Necessary directions on the subject be given to Head of all schools under your control and action taken be shared with this Commission in 20 days time.


4/19/18
(Ranjana Prasad)
Member, DCPCR

RANJANA PRASAD
Member
Delhi Commission For Protection of Child Rights
Govt. of NCT of Delhi
5th Floor, ISI T Building, Kashmir Gate, Delhi-110061



भारत सरकार
GOVERNMENT OF INDIA

राष्ट्रीय बाल अधिकार संरक्षण आयोग

NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS

नई दिल्ली-110 001
New Delhi - 110 001

Handwritten initials and date: 16/9/18

OFFICE OF THE CHIEF SECRETARY
GOVT. OF NCT OF DELHI
11 SEP 2018

NCPDR
Govt. of NCT of Delhi
No.260/08/2018-POCSO/NCPDR/29060
Dated: 6th September 2018
Dy. No. CIAD/2018/43937

1. Chief Secretary, All States/Union Territories
2. DGP, All States/Union Territories
3. Secretary, Education Department, all States/UTs

Subject: Advisory on Online dangerous game (Momo Challenge)– Child Online Safety-reg

Sir/Madam,

6072/SE/VIP
14/9/18

The NCPDR has noticed that there are media reports that children have been becoming victims of Momo Challenge Game. It is reported to be a game played by invitation only. The children are attempting to commit suicide. Copies of extracts of website regarding Ajmer's victim of Momo Challenge Game and news published in the Times of India dated 26th August 2018 regarding incidents in West Bengal, **are enclosed.**

11.9.18

2. It is reported in the media that the Momo Challenge Game was initially started on Facebook but is now spreading via Whatsapp. Momo is a social media account on WhatsApp, Facebook and YouTube. The image used for the Momo game has been adopted from the work of Japanese artist Midori Hayashi, who has no connection with the game. As per reports published, sometimes the account challenges users to communicate with an unknown number, and complete a series of violent acts that ultimately end in death. If one refuses to follow the game's orders, he or she is sent threatening and disturbing images. Sometime, the threat given is that of corrupting social media accounts of the victims and to label fake allegations against him/her. This account seems to be connected to three numbers in Japan, Mexico and Columbia and a number of smaller islands on both sides of Latin America.

Secy (IT)
Secy (E)

3. The NCPDR had requested concerned departments/ministries in Government of India to take immediate preventive steps to stop its spread in India. The Ministry of Electronics and Information Technology, has issued advisory on "MOMO CHALLENGE GAME" (copy enclosed).

14/9/18

It is requested that all concerned may please be directed to take appropriate preventive steps for child online safety.

Thanking you,

16240/DE
14/9/18

Adl DE (Secy)

2689/DE/Secy
18/9/18

Encl: As above.

Yours faithfully,

18/9/18

205/Adl DE/Secy
18/9/18

(Yashwant Jain)
Member

Copy to:

1. Chairperson, all States CPCDR – with a request to ensure awareness on the subject in your State.
2. MWCD (DS-W.I) – wrt their OM No.31/11/2018-CW.I (e-59702) dated 30th August 2018.

LP S...
21/9/18
Q. Acharya

5वां तल. चन्द्रलोक बिल्डिंग, 36, जनपथ, नई दिल्ली-110 001
5th Floor, Chandarlok Building, 36, Janpath, New Delhi-110 001
दूरभाष / Ph. : 011-23476200 फैक्स / Fax : 011-23724026

www.nic.nic.gov.in, Lodge your complaint at : www.childline.gov.in



118/c

Ministry of Electronics & IT (MeitY)
(Cyber Laws & e-Security Group)

Dated : 27 Aug 2018.

Subject : ADVISORY ON "MOMO CHALLENGE GAME"

It is reported in the media that there is new online challenge game called "the Momo Challenge" which started on Facebook where members are "challenged" to Communicate with unknown numbers . It went viral on social media platforms, especially WhatsApp.

The Momo Challenge consists of a variety of self harming dares which becomes increasingly risky as the game progresses and it finally ends with suicide challenge. The game involves challenges that encourage teenagers/ children / any other user to engage in series of violent acts as challenges of the game.

The game inspires teenagers/ children / any other user (the player), to add unknown contacts on WhatsApp by the name of 'Momo'. Once the contact is added, the image of the terrifying Japanese 'Momo' doll with bulging eyes appears in contact. The game controller than entices player to perform a series of challenges and playing the game are threatened with violent images, audios or videos, if player do not follow instructions.

Look out for following Signs and Symptoms :

1. Becoming withdrawn from friends and family
2. Persistent low mood and unhappiness
3. Looking worried that stops him/her from carrying out day to day tasks
4. Sudden outbursts of anger directed at themselves or others
5. Loss of interest in activities that they used to enjoy
6. Visible marks like deep cuts or wounds on any part of the body of the child.

How to protect your child from this game:

1. Check in with your child, ask how things are going. Ask if there have been things stressing them, or anything that has them worried. If your child is talking about any level of distress, do not hesitate to ask them about changes in mental health.
2. Unless there is reason to believe your child already knows of or has played the game, don't discuss about the Blue Whale game. By doing so, you increase the chance that your child will search for it on their own.
3. Monitor your children's online & social media activity to ensure they are not engaging with this game.
4. Keep your eyes open for:
 - a) Unusually secretive behaviour, mostly related to their online activity
 - b) A sudden increase in the time they spend online, especially social media
 - c) They seem to change screens on their device when approached
 - d) They become withdrawn or angry, after using the internet or sending text messages
 - e) Their device suddenly has many new phone numbers and email contacts
5. Install a good cyber/mobile parenting software which helps them in monitoring your children.
6. Parents should take reports from child counsellor present in the school at regular intervals.
7. If you fear your child may be at risk, get professional help right away.
8. Remind your child that you are there and will support them as they face life challenges.

References :

- (a) <http://infosecawareness.in/family/>
- (b) <https://indianexpress.com/article/what-is/what-is-momo-challenge-5302916/>
- (c) <https://www.nspcc.org.uk/preventing-avoiding/keeping-children-safe/online-safety/parental-controls/>
- (d) <https://support.google.com/googleplay/answer/1075738?hl=en-GB>
- (e) <https://support.apple.com/en-gb/HT201304>
- (f) <https://timesofindia.indiatimes.com/lifestyle/health-fitness/health-news/after-blue-whale-it-is-momo-whatsapp-suicide-game-thats-risking-your-teens/articleshow/85335782.cms>
- (g) <https://www.news.com.au/technology/online/social/where-the-creaky-image-for-the-momo-challenge-came-from/news-story/535560edbd2ad95658216d626030fa28>

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Kolkata techie receives Momo Challenge invite

Dwaipayan Ghosh | TNN | Updated: Aug 26, 2018, 09:06 IST

KOLKATA: At least two persons from different parts of the state — one of them from Kolkata and the other from Siliguri — received the invite for Momo Challenge on Whatsapp around 11pm on Thursday. Rajorshi Upadhay, the IT employee from Kolkata, has sought help from Kolkata

Police.



mate H2/c

<https://www.pinkcitypost.com/>

(https://www.pinkcitypost.com/category/state/) (https://www.pinkcitypost.com/category/state/)

(https://www.youtube.com/channel/UCiJ2xCmZdsRgkxKKbN3C4A?view_as=subscriber)

Ajmer teen first victim of Momo Challenge in India, 'commits suicide'

According to the reports, a class 10th girl student slit her wrists. After that, she hung herself to death. Police have found that the girl was playing an online game 'The Momo Challenge'. This came to the light after the cops checked the Internet browsing history in the girl's mobile phone.

Rimjhim Jethani (<https://www.pinkcitypost.com/author/rimjhim/>) | August 22, 2018 | Last Updated:

August 22, 2018 4:54 pm

Home (<https://www.pinkcitypost.com/>) » State (<https://www.pinkcitypost.com/category/state/>) » Ajmer teen first victim of Momo Challenge in India, 'commits suicide'



Repetitive Image: An Ajmer girl commits suicide while playing Momo Challenge

View Templates

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Formats: PDF | Microsoft® Word | Microsoft® PowerPoint | Microsoft® Excel
Runs On: Windows® 7, Windows® 8, Vista, & XP operating systems



YOUR TEMPLATE FINDER

Jaipur: The WhatsApp virtual suicide game 'The Momo Challenge' has claimed its first life in India. A 15-year-old girl committed suicide in Ajmer district of Rajasthan after accepting 'The Momo Challenge' online. This game is similar to the 'Blue Whale Challenge', which went viral earlier in the

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try and took several lives. The game forces users to take several risky challenges and in the last

Man who duped people of Rs 8 crore through MLM company arrested from Gurugram

provides them to end their life (<https://www.pinkcitypost.com/man-who-duped-people-of-rs-8-crore-through-mlm-company-arrested-from-gurugram/>)

(<https://twitter.com/intent/tweet?text=Ajmer%20teen%20first%20victim%20of%20Momo%20Challenge%20in%20India,%20commits%20>

(<https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fwww.p>

(<https://www.pinkcitypost.com/ajmer-teen-first-victim-of-momo-challenge-in-india-commits-suicide/>) (whatsapp://send?text=Ajmer%20teen%20first%20victim%20of%20Momo%20Challenge%20in%20India,%20commits%20

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of the Day

Kolkata techie receives Momo Challenge invite

[Dwaipayan Ghosh](#) | TNN | Updated: Aug 26, 2018, 09:06 IST

TimesPoints



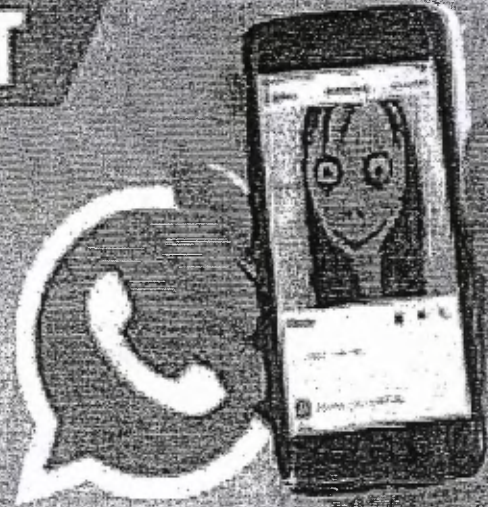
6 Comments

16/11/18

VIRTUAL THREAT

Other recipients

- A girl in Jalpaiguri. She received the message along with a college student from the same district from a California number
- A South Dinajpur college student. He was asked to speak to Momo for at least six successive days. When



he decided not to play the game, he was asked to keep the invitation a secret

- Contact police once your son/daughter informs you of receiving such an invite. Usually, posts about death or suicide on social media attract the invitation

- Have regular and informal conversations so that kids talk without fear of being reprimanded. Encourage questions, address their curiosity and



- guide them in a friendly way
- Warn about talking to strangers, not only outdoors, but even on social media

- Keep parental control features on. This makes it easy to help keep your children safe online

- Read up and stay informed on new dangers in the internet world

Upadhyay received the Whatsapp message when the mobile phone was being charged. Upadhyay, who has a eight-year old kid, said they were

According to psychiatrists, sending messages at night shows there are sinister plans as the mind is at the weakest at night and especially dangerous for those who are suffering from depression. So when should you raise the alarm as a parent? Psychologists say any abrupt change in behaviour should be enough to trigger an alarm. Sudden willingness to be left alone — shutting doors, speaking to someone over phone or social media and ignoring family members — are some common examples. Cuts and bruises too need to be looked into.

“Some of these are absolutely normal behaviour for teens, so you need to be careful how you raise the issue,” pointed out one of them.

The Momo challenge was initially started on Facebook but is now spreading via Whatsapp. ‘Momo’ is a social media account on WhatsApp, Facebook and YouTube. The image used for the Momo game is a haunting image of a woman with exaggerated features taken from the work of Japanese artist Midori Hayashi, who has no connection with the game. Several web security blogs describe the Momo game as a social engineering attack, which may not necessarily be real, but can still cause harm through online harassment and cyber bullying.

TOP COMMENT

I get and win momo challenge everyday. Especially if its cheese momo from wow momo

Dingleberry Handpump

SEE ALL COMMENTS

ADD COMMENT

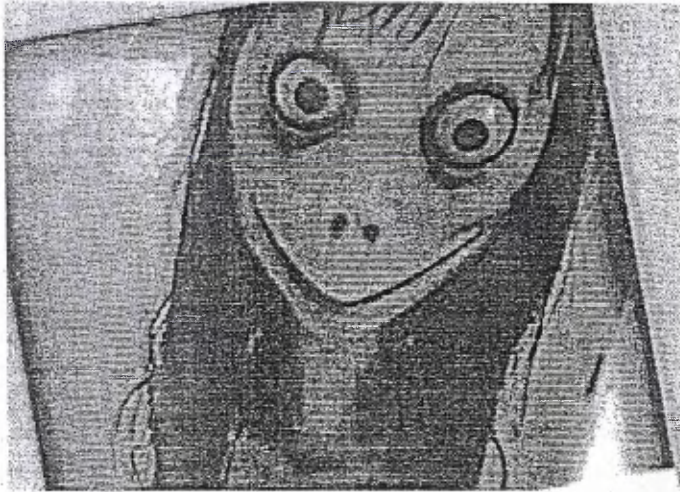
The account challenges users to communicate with an unknown number, and complete a series of violent acts that ultimately end in death. If one refuses to follow the game’s orders, he or she is sent threatening and disturbing images. Sometimes the threat given is that of corrupting the social media accounts of the victim and to label fake allegations against him/her. This account seems to be connected to three numbers in

Japan, Mexico and Columbia and a number of smaller islands on both sides of Latin America.

“We have asked our cyber cell to put all the numbers from which the invites are being sent on surveillance,” said a senior state official.

113/c


HS/CA



The Momo challenge was initially started on Facebook but is now

spreading via Whatsapp.

KOLKATA: At least two persons from different parts of the state — one of them from Kolkata and the other from Siliguri — received the invite for Momo Challenge on Whatsapp around 11pm on Thursday. Rajorshi Upadhay, the IT employee from Kolkata, has sought help from Kolkata Police.

VIRTUAL THREAT	
<p>Other recipients</p> <ul style="list-style-type: none"> ➤ A girl in Jalpaiguri. She received the message along with a college student from the same district from a California number ➤ A South Dinajpur college student. He was asked to speak to Momo for at least six successive days. When 	 <p>he decided not to play the game, he was asked to keep the invitation a secret</p>
<ul style="list-style-type: none"> ➤ Contact police once your son/daughter informs you of receiving such an invite. Usually, posts about death or suicide on social media attract the invitation ➤ Have regular and informal conversations so that kids talk without fear of being reprimanded. Encourage questions, address their curiosity and 	<p>WHAT PARENTS CAN DO</p> <ul style="list-style-type: none"> guide them in a friendly way ➤ Warn about talking to strangers, not only outdoors, but even on social media ➤ Keep parental control features on. This makes it easy to help keep your children safe online ➤ Read up and stay informed on new dangers in the internet world