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Dear Parents,

We have been organizing workshops for parents as well as students to bring about awareness about the harmful impact of social media. Students are at a very impressionable age and get carried away by new games and challenges introduced.

We are all deeply concerned about the popularity of the fatal online challenge called 'The Blue Whale'. The death of a 14-year-old student who apparently jumped off the terrace of the Andheri building in which he stayed has raised concerns over the popularity of this 'game'. Several suicides and deaths worldwide have been reportedly linked to the deadly video game.

What is Blue Whale Challenge?

The game derives its name from one of the challenges of the game, where players are asked to **draw a blue whale** on a piece of **paper**, and then carve the same onto their **body**.

All players are given the deadline of 50 days to complete the 50 tasks. The game begins with tasks like getting up early in the morning at 4:20, listening to recommended songs, watching horror movies alone and escalates to extremes, including self-harm. The game requires photographing every task, so as to furnish the proof of completion and authenticity.

On the 50th day, the participant is asked to commit suicide after documenting the act in the form of videos/photos.

How the Blue Whale Challenge Game works

The main target audience is impressionable teenagers contacted online. Once participated, the creators of the group do not allow participants to leave or to share any information about the game with anyone. It hacks users' personal information. If a person fails to complete a task, personal information that was stolen is used to blackmail the user.

What parents can do

Blue Whale is clearly not a game but is responsible for abetting young people to take their own life voluntarily and intentionally. As such, it warrants immediate action to stop the spread of such a "game".

It is therefore imperative that you educate your children to stay away from this game.

We would like to advise children to use social media judiciously and request you to monitor the content at all times.

With good wishes,

Seema Sapru
Principal