

BHARAT WEB 3
ASSOCIATION

CRYPTO S.A.F.E
Campaign Handbook



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www.bwaind.in

FOREWORD

The emergence of Web3 technologies is ushering in a new era of innovation, access, and economic opportunity. However, as the digital asset ecosystem rapidly evolves, so do the risks and responsibilities that come with it. At the Bharat Web3 Association, we believe that consumer protection must be the bedrock of this transformation.

The Crypto SAFE Campaign (Secure Asset & Financial Education) reflects our commitment to building a secure, informed, and resilient Web3 ecosystem in India. Through this 100-day initiative, we aim to raise awareness, demystify complex risks, and empower users to make smart, independent choices about their financial futures.

This campaign is more than a public education effort—it is a call to action. In an environment where misinformation, scams, and cyber vulnerabilities are increasingly prevalent, knowledge is the strongest defense. By highlighting the importance of “Do Your Own Research” (DYOR), secure asset management, and digital hygiene, we hope to help users become more responsible and vigilant participants in the digital economy.

We are grateful to our member companies, partners, and the broader ecosystem for their support. As we work towards fostering a safer and more trustworthy Web3 space, we encourage all stakeholders to join us in championing user-first innovation and robust cybersecurity practices.



DILIP CHENOY

Chairperson
Bharat Web3 Association



About BWA



BHARAT WEB3
ASSOCIATION

BWA is India's leading industry body comprising 40+ members from India's Web3 and VDA ecosystem. Our membership includes several Virtual Asset Service Providers (VASPs), Layer 1/Layer 2 Blockchain Infrastructure Providers, NFT players and other Web3-associated service providers. At BWA, we are committed to raising awareness, conducting research, establishing industry standards, nurturing the Indian talent pool, protecting consumers' interests, and encouraging stakeholder dialogue to build a strong and compliant Web3 and VDA ecosystem in India. Our vision and mission is to position India as a leader in this next wave of technological innovation.





DON'T TRUST BLINDLY

**Always Do Your Own
Research (DYOR)
on CRYPTO PROJECTS.**



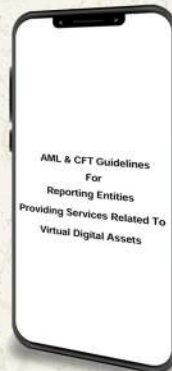
Disclaimer : Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.

**Ensure that your
crypto trading
platform/exchange**

or

**Virtual Digital Asset Service
Provider (VASP)**

is registered with FIU-India.



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**Be aware of
phishing emails
and fake websites
mimicking crypto
exchanges.**



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**Keep your crypto
exchange account
information confidential.**

**Don't share any personal
information, passwords,
bank account details etc.
with anyone.**



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**Avoid emotional
investing in cryptos
Don't invest based on
FOMO (Fear Of Missing Out)
do your own research**



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**Beware of Ponzi schemes
masking as crypto
investments
High returns with
Zero or Low risks,
are a red flag.**



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Report any suspicious activity regarding cryptos.

DIAL 1930

Protect others also from falling victim.

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USE STRONG PASSWORDS TO PROTECT YOUR Crypto Trading Accounts and Linked Bank Accounts.



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**Beware of fraudulent actors posing
as founders of crypto exchanges
and soliciting funds.
Always verify credentials before
engaging in any transactions.**



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from such transactions.**

**Crypto-assets can
be volatile and values
can change all of a sudden.
Research is your best
defense against
unpredictable losses**



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Your private keys = Your VDA
Never share them with anyone



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Choose reputable exchanges:
Research before buying or selling crypto.



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Never buy cryptos in cash!
Such transactions are **risky, untraceable, and could lead to fraud or legal issues.**

Always use FIU-IND registered platforms for secure and transparent transactions.



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If a crypto exchange does not require KYC Documents (Know Your Customer), consider it a red flag!

Legitimate platforms follow KYC regulations to ensure security and compliance.



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**Beware of direct messages via
Telegram, WhatsApp and other
Social Media channels promising
investment opportunities in cryptos.**



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**Do not blindly trust
Finfluencers on
social media.
They may have a
hidden financial
interest.
Always Do Your
Own Research.**



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**Never access your
crypto exchange account
or wallet on public
Wi-Fi networks.**



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**STAY 
ALERT**

**Crypto related
scams are evolving.
Keep your knowledge
updated.**



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Bonafide crypto exchanges will never guarantee profits! If someone claims otherwise, it's a scam.



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Ensure your crypto trading platform offers customer support and grievance redressal



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**Privacy matters: Be mindful
of the information you share
about your cryptos.**



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**Tax evasion on crypto
transactions is an
offence and has serious
consequences. It may
also lead you to jail.**



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Protect your accounts!
Avoid direct transactions with unknown individuals.



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Be cautious of high-pressure tactics.
Scammers create a false sense of urgency to push you into investing immediately.



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● Watch out for fake customer support!

**Contact crypto exchanges
through official websites and
verified channels.**



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**Some crypto exchanges publish
their Proof of Reserves for
transparency. It's a strong
sign of trustworthiness!**



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**Always research a crypto project
before investing—understand its
technology and the team behind it**



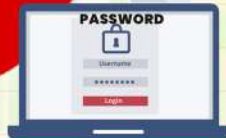
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**Contact the
crypto exchange
directly to verify
any suspicious
emails or requests**



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Enable two-factor authentication (2FA) wherever possible! Adding this extra security layer can protect your funds from hackers.



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Beware of phishing emails : They often mimic legitimate crypto exchanges.



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**Protect your digital
transactions using anti-virus
software & strong passwords.**



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**Guaranteed high
crypto returns:
A classic sign of
scam. Beware of
such projects
and platforms.**



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Various types of tokens are available for trading, including NFTs, meme coins, and stablecoins. Always Do Your Own Research (DYOR) before investing in any token.



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Crypto and NFTs are unregulated in India. You may not recover lost funds. Invest wisely !



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**Keep your crypto
exchange
account information
confidential.**



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**Stay Safe with Your
Online Social Life**

**Be cautious while sharing your
personal details on the internet.**

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Identify Phishing Emails

- 📧 **Emails threatening to close or disable your account.**
- 📧 **Requests for sensitive personal or financial details.**
- 📧 **Use of words like "Urgent" to create unnecessary panic.**
- 📧 **Fake or manipulated email addresses.**
- 📧 **Poor grammar and spelling mistakes.**



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Protect Your Accounts After Mobile Loss or Theft

If your mobile device is lost or stolen, promptly update the passwords of all linked accounts.



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Finding Customer Care and Helpline Numbers



Https://



**Always search for helpline
numbers only on the official
website of the organization or
company.**

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Internet Safety Tips



**Regularly back up
your data locally
or to the cloud for
recovery in case
of emergencies.**



**Wipe all data and
perform a factory
reset before selling
any device.**

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**Do not believe in
unrealistic
promises:
If it's too good
to be true, it
probably is.**



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**Responsible Investing : Be wary
of projects with little transparency.**



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Scrutinize project whitepapers: Look for clear information and realistic goals.



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Verify the legitimacy of contests before participating to avoid scams.



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Frequent mass listing or delisting of tokens is not a safe practice.

Check the exchange's track record of listing tokens.



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Ensure that your exchange or VASP is registered with FIU-India.



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**Research the crypto exchange's
track record and customer reviews**



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**Don't fall for hype: Evaluate projects
based on facts, not emotions.**



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Seek financial advice: Consult a professional if you're unsure.



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**अपडेट रहें: बाजार के रुझान
और समाचारों से अवगत रहें।**

डिस्क्लेमर : क्रिप्टो उत्पाद और NFT अनियमित हैं और अत्यधिक जोखिम भरे हो सकते हैं। ऐसे लेन-देन से होने वाले किसी भी नुकसान के लिए कोई नियामक समाधान उपलब्ध नहीं हो सकता।

DO NOT TRADE

on crypto
investment
tips based on
**WhatsApp,
Telegram or
unauthorised
channels.**



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**Don't trust unsolicited wallet
recovery offers—legitimate
providers will never ask for your
private keys.**



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WARNING

**Report suspicious accounts:
Help protect others from
falling victim.**

Call 1930.

WARNING



WARNING



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**Always verify
before
transacting in
digital assets.
One careless
click can lead to
irreversible loss.**



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**“No such thing as a
free lunch”
Nobody is giving
away free crypto. If
someone asks you to
send crypto to
“receive” more – it’s a
scam!
Do not proceed!**

**SCAM
ALERT**



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**Follow local laws to
avoid doing anything
illegal :**

**Ensure your crypto
activity complies
with AML, Taxation
and other Indian
laws.**



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Not all Initial Coin Offerings (ICOs) are genuine opportunities.

Ensure transparency, regulatory compliance, and team credibility before participating!



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Double-Spend Scams:
Some attackers exploit network flaws to reverse payments after receiving goods or services.
Always wait for confirmations on transactions.



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**Avoid so-called
'experts' promising
guaranteed crypto
returns.**



**Real investments
never require
upfront fees or
secret strategies.**



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CoinDCX

coinswitch

coinbase

Delta Exchange

Ava Labs.

APT S

BitGo

giottus

hike

Liminal

Mudrex

SUNCRYPTO

Transak

wazirx

zebpay



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SCAN ME