

Wellness Special

Cyber Safety, Reimagined

Responding to unseen battles behind screens, restaurateur and social activist Neeti Goel built What Now – a framework where help arrives before harm deepens.

In an age where a single message, post, or anonymous threat online can devastate a life, Neeti Goel chose not to remain a bystander. An entrepreneur by profession and a philanthropist by conviction, she asked a question that would go on to redefine cyber awareness in India — what now?

That question became the foundation of What Now, a movement that has since helped save lives by offering clarity, support, and direction to those trapped in digital distress.

From Platform To Purpose

What started as a digital awareness initiative has today evolved into a full-fledged support ecosystem. When Goel looks back, she acknowledges that What Now was never meant to be just another campaign.

“People didn’t just want information,” she says. “They were scared, emotionally broken, and unsure of what step to take next.”

Victims of cyberbullying, online harassment, digital blackmail, impersonation, and social media abuse — many of them young and deeply vulnerable — found in What Now a rare blend of empathy and action. For many, it became a lifeline at their lowest moment.

Reaching Those Who Need It Most

Goel made it her mission to reach people who often don’t know where to turn — students, first-time internet users, women, and individuals facing silent online abuse. Instead of keeping the initiative confined to helplines and panels, she took it directly to educational institutions.



With daughter - Global Youth Icon Aneka Goel



With Akshat Khetan, Co-Founder, What Now





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By involving colleges and universities, What Now transformed students into Youth Ambassadors, recognising that young people are not only the most affected by social media pressures but also the most powerful agents of change. These student ambassadors now help identify early warning signs, support peers, and normalise conversations around cyber safety.

Strong Institutional & Law Enforcement Support

Understanding that cybercrime requires both compassion and authority, Goel ensured the initiative was backed by credible institutions. What Now has actively collaborated with the Maharashtra Cyber Cell, bringing law enforcement into the conversation in a humane and accessible manner.

Senior IPS officers became an integral part of the initiative, including the Maharashtra Cyber Cell, headed by Yashasvi Yadav, whose work in cybercrime prevention and digital safety has directly impacted countless lives by restoring victims' faith in the system. He is a law enforcement professional who combines technology expertise with public engagement. Unlike traditional policing confined to enforcement, his work focuses equally on prevention, awareness, and victim support.



A Conclave That Amplified Impact

Taking the movement beyond awareness into national dialogue, Goel curated a landmark conclave that brought together voices from across sectors — law enforcement, mental health professionals, educators, policymakers, media, and technology experts.

Adding significant weight to the initiative was the participation of senior IPS officer Brijesh Singh, whose presence underscored the seriousness of cybercrime as a national and societal issue. His involvement reinforced the message that digital abuse is not a personal failing but a systemic challenge that demands collective responsibility.

Leadership Rooted In Empathy

Goel's journey as an entrepreneur and philanthropist has always been guided by purpose. Her exposure to real human stories behind online abuse made it clear that digital harm does not end on a screen — it affects mental health, families, careers, and in extreme cases, lives.

Today, What Now stands as a testament to what happens when entrepreneurship meets empathy. It is no longer just a platform — it is a movement that tells every distressed individual: You are not alone, and there is a way forward.

In a world where silence often surrounds cyber abuse, Goel chose to build a voice — and that voice is changing lives.



Co-Founder: Akshat Khetan

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