



PIB Vartalap Workshop Held in Mahabubnagar on 12 Years of Trust, Development and Public Welfare

Description

- Journalists Have a Crucial Role in Taking Government Schemes to the People
- Speakers Stress Importance of Fact-Checking in the AI Era
- DPRDO and Experts Offer Key Guidance to Media Professionals

Mahabubnagar (MediaBoss Network):

Journalists should play a proactive role in creating awareness among the public about government welfare schemes and development initiatives, speakers emphasized at the PIB Vartalap Media Workshop held in Mahabubnagar.

The workshop was organized by the Hyderabad Regional Office of the Press Information Bureau (PIB) as part of the nationwide outreach campaign titled 12 Years of Trust, Development and Public Welfare. The event was conducted under the leadership of Ms. Varganti Gayatri, Media and Communication Officer, PIB Hyderabad.

The workshop was inaugurated by Mr. P. Srinivas, District Public Relations Officer (DPRO), Mahabubnagar, who attended as the chief guest.

Addressing the participants, Mr. Srinivas highlighted the growing importance of responsible journalism in the era of Artificial Intelligence and digital information. He urged journalists to verify facts thoroughly before publishing reports and to uphold ethical standards in reporting. He stressed that responsible journalism plays a vital role in enhancing public awareness and strengthening trust in the media.

Speaking on the occasion, Ms. Varganti Gayatri explained the significance of the Vartalap initiative and underscored the importance of disseminating information about government welfare schemes and development programs to citizens. She noted that PIB serves as a crucial bridge between the government and the public by providing reliable and transparent information.

Presentation on 12 Years of Government Achievements

Renowned journalist and media analyst Muddam Narasimha Swamy delivered a comprehensive presentation on the achievements of the Central Government over the past 12 years. He provided journalists with insights into major development initiatives, welfare schemes, governance reforms, infrastructure projects, and digital transformation efforts undertaken during this period.

He also emphasized the need to combat fake news related to government schemes and explained practical methods for identifying and countering misinformation. In addition, he discussed how journalists can effectively utilize Artificial Intelligence tools to improve reporting, content creation, and newsroom efficiency.



Fact-Checking in the Digital Age

Fact-checking trainer B.N. Satyapriya conducted an informative session on the importance of fact-checking and combating misinformation in the digital era. She explained the best practices for verifying information through credible sources, identifying false narratives, and ensuring responsible news reporting.

She encouraged journalists to strengthen their fact-verification skills and prioritize credibility while reporting on government policies and welfare initiatives.

Participation of Journalists

Around 140 journalists participated in the workshop. The attendees actively engaged with experts on topics related to journalism, information dissemination, digital media practices, fact-checking, and the use of AI in media.

The participants raised various questions, which were addressed by the experts during interactive sessions. Speakers advised journalists to continuously upgrade their skills to meet the demands of the evolving media landscape while maintaining professional ethics and accuracy in reporting.

The workshop highlighted the significance of responsible journalism, digital literacy, and effective communication of government welfare initiatives to the public.

Concluding the event, DPRO P. Srinivas appreciated the active participation of journalists and stated that such workshops play an important role in strengthening the media's ability to deliver timely, accurate, and trustworthy information to the public.

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