

For Immediate Release

**Jagran New Media in Collaboration with Sharda University Organized
a National Seminar on “AI in Combating Misinformation: Advancing
Fact Checking Practices”**

January 23rd, 2025, National: Jagran New Media, the digital arm of Jagran Prakashan Ltd., in collaboration with Sharda School of Media, Film & Entertainment successfully hosted a national seminar on “AI in Combating Misinformation: Advancing Fact Checking Practices” on 22nd January 2025. The event brought together industry experts, scholars, and academicians to explore the transformative role of Artificial Intelligence in addressing misinformation and enhancing fact-checking methodologies. The seminar featured a dynamic lineup of sessions, including a hands-on workshop led by Google News Initiative (GNI)-certified fact-checking professionals and insightful talks from eminent speakers.

Rajesh Upadhyay, Editor-In-Chief & Executive President, Jagran New Media, delivered a welcome note at the seminar to set the tone of the proceedings, wherein he stated “AI is not just a tool but a necessity in combating misinformation. This seminar exemplifies the intersection of technology, media, and education to address one of the most pressing issues of our times and this collaboration reflects our commitment to equipping the next generation with tools and knowledge to navigate the complexities of today’s digital media landscape.”

Dr. Ritu S Sood, Dean, Sharda School of Media, Film and Entertainment remarks, "In today’s world, where misinformation spreads so easily, using AI for fact-checking is more important than ever. This seminar, in collaboration with Jagran New Media, was a great opportunity to explore how technology can help

make news more accurate and reliable. This successful event brought together experts and media professionals to discuss the future of trustworthy journalism."

The event saw compelling addresses by **Dr. Tavpritesh Sethi**, Founding Head of the Center of Excellence in Healthcare at IIT Delhi; **Swapnil Mehta**, Founder of SimPPL Cambridge; and **Santosh K Patra**, Chairperson of Media, Entertainment, and Sports Business at MICA. Each speaker brought unique perspectives and insights on the use of AI in combating misinformation, focusing on its potential to revolutionize media practices, enhance accuracy, and address ethical considerations in the digital age.

Committed to combating misinformation and equipping citizens with media literacy tools, Vishvas News, the fact-checking wing of Jagran New Media, runs various online and offline campaigns including the recent launch of Message Check Tool in collaboration with IIT Kharagpur. This cutting-edge initiative, based on an IFCN grant, simplifies fact-checking for the general public and strengthens the fight against misinformation by leveraging advanced AI and machine learning technologies. At the ground level, Vishvas News is also conducting the 7th edition of Sach Ke Saathi, Sach Ke Saathi Senior, a literacy drive aimed at empowering diverse populations with the skills to identify and protect themselves and their communities from the harms of misinformation.

About Jagran New Media:

Jagran New Media has a reach of over 97.5 million users (*Comscore MMX Multi-Platform; March 2024) and has consolidated its position among the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a day.

JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information & Voice towards an Inclusive & Progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, marathijagran.com and

english.jagran.com. A leading health website in 3 languages, www.onlymyhealth.com; women focus portal, www.herzindagi.com, in 3 languages; and a focused website for education, www.jagranjosh.com. A leading fact-checking website, www.vishvasnews.com, in 12 languages and an in-house production house, rocketshipfilms.com, also contributes to the offering.

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