

REPORT OF THE PROGRAMME CONDUCTED

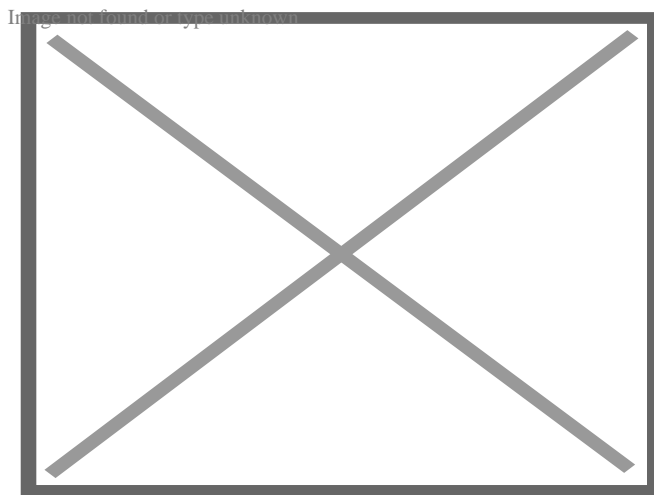
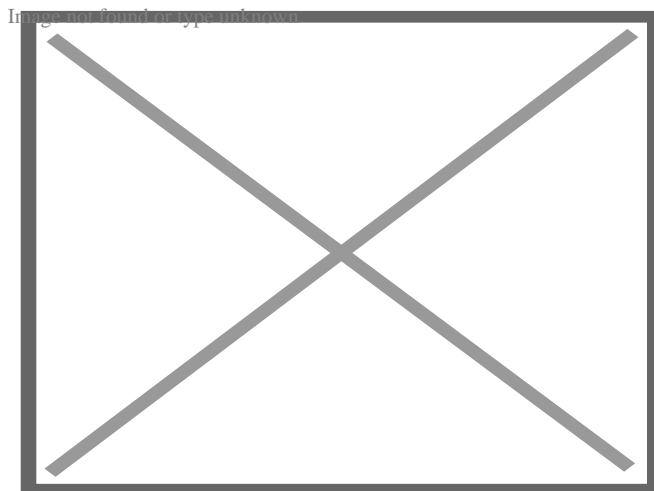
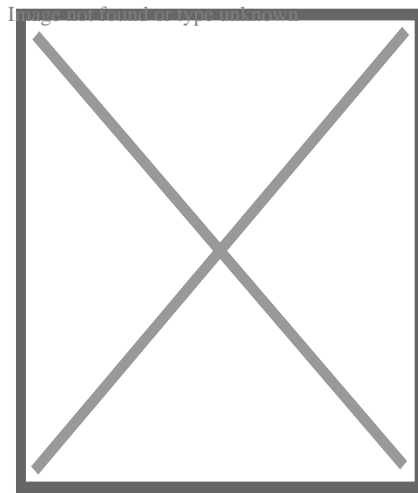


Dept. of
Sree Sankara College Kalady

Title of the activity	MEDIA LITERACY CAMPAIGN
Date and Time	20/03/2022
Resource person	
Nature of activity	
Type of Activity	,
Linkage Activity	
Convener	
Number of participants	0

The Government of Kerala has introduced an initiative, **“Satyameva Jayate”** under the Chief Minister’s Ten point Programme. The state government’s digital media literacy campaign against misinformation and fake news was launched in all the higher education institutions in the state. A two day workshop for the selected college teachers who will be the master trainers was launched on 10th and 11th January 2022. The Media Literacy Boot Camp for teachers, organized by the higher education department in collaboration with DataLeads was inaugurated by the Higher Education Minister, R Bindu at KTDC Samudra in Kovalam.

The programme aims to create awareness among the youngsters about the safe use of media and to provide knowledge about the disinformation and misinformation on the web. As a part of this Ms.Gopika G, Assistant Professor, Department of Commerce and Master Trainer of Sree Sankara College, Kalady delivered a session for the selected faculty of the Media Cell and students. The Level 1 session of the Media Literacy campaign was held in the college on 21st March 2022.



Report of the activity

Outcome of the activity

[Video](#)

