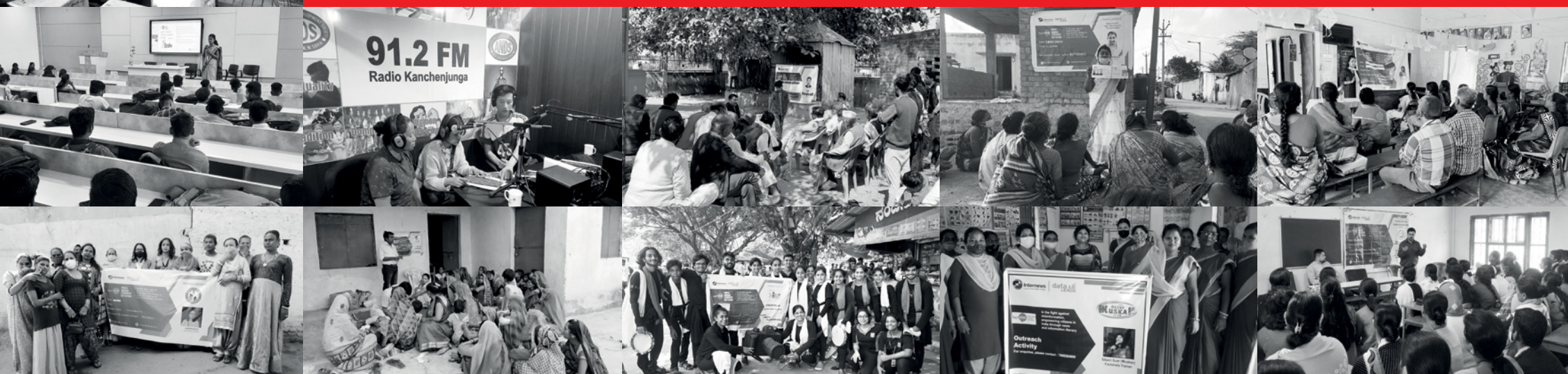




FACTSHALA: A VISUAL JOURNEY INTO INDIA'S LARGEST MEDIA LITERACY PROGRAMME

2020-2022

fact **शाला**
INDIA
MEDIA
LITERACY
NETWORK



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FACTSHALA

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actShala is a news and information literacy programme run by DataLEADS with support from the Google News Initiative. The programme helped people from small cities and villages across India to critically assess online information and sift facts from misinformation. Launched in 2020 by Internews with support from Google.org, FactShala India Media Literacy Network's trainers – a passionate team of journalists, media educators, fact-checkers, non-profit workers and community radio stations are on a mission to empower communities around them with ethical approaches to information literacy and critical thinking skills.



FOREWORD

Misinformation

has become a major global concern. It is clearly widespread, especially online. Misinformation causes distrust, confusion, fear, hate and ultimately it undermines democracies and reduces trust in the democratic processes and institutions. The idea behind FactShala- news and information literacy programme- stemmed from similar concerns. At DataLEADS we strive to create a healthier information ecosystem and build a strong community that shares our goals.

FactShala aims to make the people across India aware about the dangers of misinformation and educate them about media literacy. It aims to empower people to consume information critically and ethically. We strongly believe that bringing people with common interests together can help us achieve greater goals.

FactShala was launched in 2020 by Internews with the support of Google.org and the Google News Initiative and in collaboration with DataLEADS. When we realised the significance of making interventions to educate people about information and media literacy we planned for months for the programme — the model, the format and the teaching material. The discussion about what should be included in the curriculum, what are the areas where people need more intervention and what are the best models of training etc, went on for months. The trainers were selected from across India via an open call.

We were all set to begin the programme and the pandemic came knocking. No one had an idea how long it was going to be, but we waited in the hopes to conduct the programme in person. While we were waiting for things to get better, misinformation began to rise amidst the pandemic with serious consequences. Our concerns about the dangers of misinformation grew and we decided to begin online. To spread the word about the programme we began with a series of webcasts called *How To navigate Covid-19 Infodemic: A webcast series*

by FactShala. Webinars were conducted in English, Hindi, Marathi, Tamil, Bengali among other languages. The webcasts garnered a good response that gave us an indication about the pertinence of a media literacy programme.

Realising the urgency of educating people about critical thinking and ethical consumption of news, our next step was to conduct a country wide survey and assess the results to design the training curriculum. The user study was aimed at understanding how people consumed news and information, how they evaluated information, what influenced their consumption decisions and how they decided to believe or reject information.

FactShala joined hands with some of the best experts in media and information literacy like the *Stanford History Education Group*, *BBC World Service*, *Hong Kong University*, *Asian Network of News & Information Educators*, *Amity University*, *BoomLive*, *Don Bosco University* and *Indian Institute of Journalism and New Media*. With the experts from various universities and organisations around the country together we had a curriculum sprint to understand how best to make the training relevant and meaningful for a diverse audience. They gave their opinion and also came with modules to be included in the training. With advice and insight from the experts we designed a curriculum that is being used by FactShala trainers to deliver end training.

Stanford History Group advised us throughout the programme until the launch. Their work in Civic Online Reasoning about working with students at teaching them to evaluate online information intersected with the goals of our programme.

Once the training started, we began to understand the spectrum of misinformation and how it travelled through. The rising misinformation amidst the pandemic gave the programme impetus as many of our trainers felt the significance to be part of an initiative that was working towards transforming societies and improving the information

ecological system. With the train-the-trainer model, FactShala's core team of 253 trainers – journalists, fact-checkers, academics and NGO workers and local community body leaders – from states across India conducted training in villages and cities across India to help people access and critically evaluate content online. We also engaged more than 60 community radio stations across the country to air audio training programmes via their medium and spread awareness about dangers of misinformation and the need for staying critically alert. For the Community radio work, we joined hands with the Federation of Community Radio Stations (FCRS) and Radio Mewat (run by SMART Seeking Modern Applications for Real Transformation).

The impact evaluation was conducted by Centre for Media Studies (CMS) to understand the need, importance and impact of FactShala training programme, especially with the expansion of social media penetrating into rural India. The findings of the study indicated how the programme has increased awareness of the participants related to the misinformation on digital platforms and how to identify and use it. It was found that participants of the training programme developed critical thinking about online information they received and appreciated the need to check the same with trustworthy sources while exercising caution before sharing it with others. Most importantly, it shows that training is an appropriate and effective way to enhance literacy related to social media.

Today we are a community of trainers having trained thousands of people across India, benefiting millions of millions. It wasn't an easy exercise to choose photos for this book. We have curated the most

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representative photos of this programme to take you on a visual journey of making Indian media literate keeping in mind the range and geographical spread. Our trainers conducted training throughout the country in multiple ways and these photos show how this programme was reshaped and reinterpreted by the audience. These photos weave the story of FactShala together and speak about the diversity of the programme and the efforts that went into making this programme impactful. The photos provide a glimpse into the many ways our trainers tried to convey the message about critical consumption of news and information. There are people sitting atop a hill, students in schools and colleges, people tuning into radio bulletins, hardworking labourers taking out time to attend sessions, community leaders, religious scholars and members of various other communities who enthusiastically participated in the programme.

Through discussion, dialogue and street plays FactShala has influenced and created a community that is aware and responsible.

Two years into the programme now, we have come to an understanding that if societies have to transform through a healthy engagement with how we consume information and address misinformation, media literacy plays an important part in that. The programme is a major part of 'DataLEADS' efforts to create a society where an ethical information ecosystem can be achieved to perpetuate civic reasoning.

We hope this book is able to bring to the fore different perspectives and trigger discussion about creating a healthy information ecosystem.





A NETWORK OF TRAINERS

A TEAM OF MORE THAN 250
TRAINERS – COMING FROM ACROSS INDIA
AND SPEAKING MANY DIFFERENT
LANGUAGES – FORM THE CORE TRAINING
TEAM OF FACTSHALA. THE TRAINERS INCLUDE
JOURNALISTS, FACT-CHECKERS, MEDIA
EDUCATORS AND NGO AND COMMUNITY
RADIO REPRESENTATIVES.



Rashmi Verma with village workers in Brambe, Jharkhand



Lilly Marghret with the sanitary workers from Thiruvotriyur, Tamil Nadu



Anita Murlidhar Jadhav from Radio Sharda at Krishi Vigyan Kendra Baramati, Maharashtra with local farmers



Anita Murlidhar Jadhav with students of Sharda Bai Pawar Institute of Nursing in Baramati, Maharashtra



Anita Murlidhar Jadhav with students of Sharda Bai Pawar Institute of Nursing in Baramati, Maharashtra





Antara Bose with the members of the LGBTQ community at Harijan basti in Burmamines, Jamshedpur, Jharkhand



Anil Rajput at Tagore International Public School, Solan, Himachal Pradesh



Arulselvi with young army aspirants from local village in Vellore District in collaboration with the Redrose warriors training institute and Ink Educational Research Trust, Tamil Nadu



Bhaskar Jyoti Bhuyan with female tea workers at Dibrugarh, Assam



Chanderi Ki Awaaz, a community radio station training local villagers in collaboration with Swadesh Samaiya, SHG Group in Gram Tagari, Madhya Pradesh



Deepak Kumar Tyagi with farmers and social workers at Kutabpur village in Muzaffarnagar, Uttar Pradesh.



Deepak Kumar Tyagi with farmers and social workers at village Dabal in Muzaffarnagar, Uttar Pradesh



Guarav Kumar with local villagers at the Duttnagar village, Baghpat, Uttar Pradesh



Deepak Kumar Tyagi with the people of Kutabhpur Village in Uttar Pradesh



Habeeb Rahman with the faculty members of the department of Mass Communication and Journalism at the Arts and Science College of Ernad Knowledge City, Kerala.



Radio Sarang with 'Journey Theatre Group' executing a street play on the FactShala curriculum for 'Information Literacy' & 'Fact-Checking' at St Aloysius College in Mangalore, Karnataka





(Above & Facing Page) Hanuma Prasad with women empowerment group at village Bhimavaram at West Godavari, Andhra Pradesh





(Above & Facing Page) Sibani Suar from Radio Muskan with the Anganwadi workers from Phulbani dakapala at Kandhamal, Odisha





Arpna Chandail with local villagers in Uttarakhand



Radio Sarang performing a street play along with 'Journey Theater Group' at KSRTC a bus stand in Mangalore, Karnataka



Riyaz Wani with college students in Srinagar, Kashmir



Renuka Sharma and Dol Raj Rai from Radio Kanchenjunga with the locals at Lower Martam Village in Sikkim



Rohit Gupta from Radio Madhuban with the village women at Ganka in Sirohi, Rajasthan



Jaydeep Das Gupta with Senior Police officials at South Dinajpur district, West Bengal



(Above & Facing Page) Jaydeep Dasgupta with senior citizens in New Town, Kolkata





Guarav Kumar with local men in village Chandna, District- Meerut, Uttar Pradesh



KES RIT Community Radio Station with the students of Rajaram Bapu Patil Institute of Technology at Shivaji University, situated in Uran Islampur, Maharashtra



Kisan Vani with the villagers at Vishaypur in Madhya Pradesh



Lamkholal Kipgen from Radio FEEDS with IT Camp village Community hall at Hengbung Village in Manipur



(Above & Facing Page) Lilly Margrate with unorganised migrant workers at Thiruvallur district in Tamil Nadu





Dr. Hansa Gami from Lokvani Radio 90.4 FM with farm women group (Jan Seva trust) at Krishi Vigyan Kendra, Ambujanagar in Gujarat



Mohd Nadeem Siddiqui with home makers and labourers at Rakibkheda Village in Lucknow, Uttar Pradesh



Mubashir Yaseen with teachers, staff members and parents of New Tiny Buds High School at Srinagar, Kashmir



Nirmal Raj with Self Help Group members and social workers at ICDS Department in Kannur, Kerala



Prof. Nirode Boruah from Radio Gyanmalinee with teachers and staff members at Dibrugarh University Model School, Assam



Tarun Kumar with NSS and NCC Volunteers of Ghatshila College, Ghatshila in Jharkhand



P.Ruba Balan from Pasumai FM with students and teachers at Peace College of Education, University in Kakkthoppu, Tamil Nadu



Pragya Kaushik with the volunteers of Peace Trust (NGO) at Guru Jambheshwar University of Sciences & Technology at Hisar, Haryana



Radio Dastak 90.8 FM broadcasting FactShala bulletin for their Hindi audience on the topic 'Misinformation, Disinformation, Fake News' at their studio in Ujjain, Madhya Pradesh



Dr. Pragya Kaushik with the students and teachers of the Hindi department of Guru Jambheshwar University of Science & Technology, Hisar, Haryana



Dr. Pragma Kaushik with the teachers at Small Wonder Public School, Haryana



Tejaswini from Puneri Awaaz FM at Brahmakumaris Meditation Center, Rahatani, Pune



Radio Dastak 90.8 FM with locals at Village Chintaman Jawasiya in Madhya Pradesh



Jagdishwar Yadav from Radio Manjeera with parents of the children who were attending Children Summer Camp 2022 at Sangareddy district in Telangana



Snehalata Hembram from Nityananda Janvani with a group of village youngsters at Payrachali, Purulia in West Bengal



Sangeeta Kottay from Jhan Taranga community radio station conducting a narrowcast training with the villagers at Hanapara Village in Guwahati, Assam



Radio Sugar at Shivaji University Kolhapur, Maharashtra



Radio Sugar broadcasting training for the Marathi listeners of Islampur, Maharashtra



Dr. Sapna Naik with students and teachers of School of Law, University of Mysore



Shourini Banerjee with the teachers of Raja Parameshwarai and Gomathi Middle School (Govt Aided), Anna Nagar, Madurai Tamil Nadu



Mohd Sultan Ahmad with the migrant workers, daily wage workers and social workers at Loni in Ghaziabad, Uttar Pradesh



Taha Siddiqui with the Anganwadi workers at Gandhi Gram block in Dehradun, Uttarakhand



Kamalvani community radio with women in village Jhunjhunu, Rajasthan



Guarav Kumar with famers/villagers at village Amarpur Garhi in Baghpat, Uttar Pradesh



Kamalvani community radio with farm workers, home makers and cattle rearers in village Jhunjhunu, Rajasthan



B.S. Vanarajan collaborated with the female students of Morning Star Arts & Science College for women in Kamuthi, Ramnad District, Tamil Nadu



Manushi conducting with the residents at Ravidas temple in BHEL, Bhopal, Madhya Pradesh



Arulselvi A with the marginalised communities from the Iyyampalayam village panchayat in Thiruvannamalai District, Tamil Nadu



Debasmita Roy from Radio Jadavpur conducted a narrowcast training at Sonarpur College in Kolkata



Radio Kanchenjunga broadcasting information literacy bulletin in Sikkim



Nirmal Raj from Janwani FM with Ponniam Palam Anganwadi in collaboration with ICDS in Kannur, Kerala



Mary Glory with local women of a self help group, Surabi SHG at Krishnagiri, Tamil Nadu



SK Manjur Ali with villagers at Mudidih, Chhattisgarh



Habib Rahman with workers from SHG group in Kerala



Arulselvi A with the volunteers in village sports club in Vellore district, Tamil Nadu



B S Vanarajan training the women facilitators working for the empowerment of adolescent girls in Kamuthi block of Ramnad district in Tamil Nadu



Manish Yadav with a farmers' group at Silarpur Village, Haryana



S. Mary Glory Bai with SHG group in Therkupattu Village in Tamil Nadu



Rashmi Verma with Sanitation Workers of Ranchi, Jharkhand



Habeeb Rahman YP with participants from Mediaone Academy of Communication, Calicut, Kerala



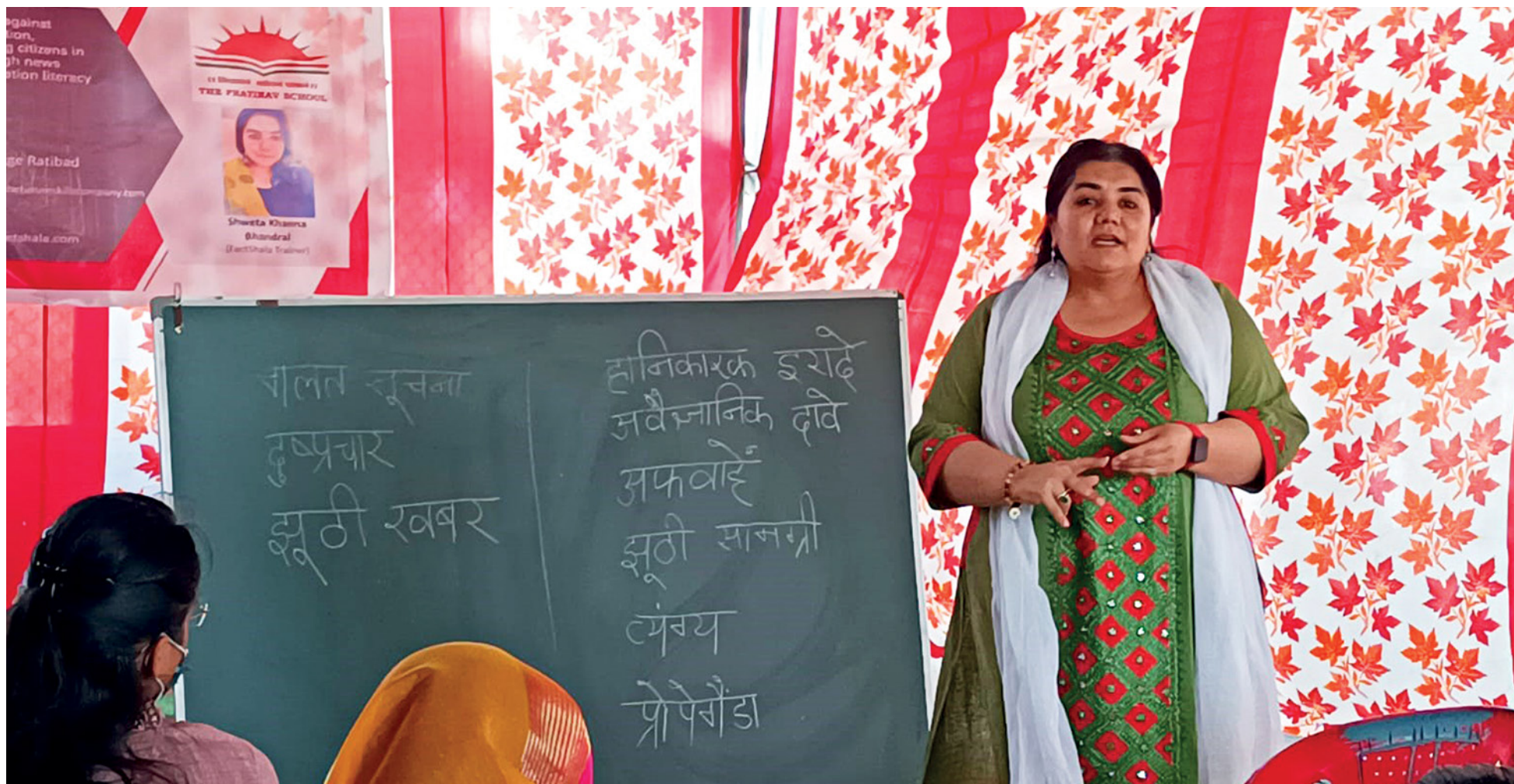
(Above & Facing Page) Tarun Kumar with women of Sankosai Slums in Jamshedpur, Jharkhand





(Above & Facing Page) Rutuja Agam with local police officials and staff of Baramati Municipal corporation at a district park in Baramati in Pune, Maharashtra





Shweta Khanna Bhandral with village panchayat women, shop owners, housewives and teachers at Pratinav School Ratibad Village in Bhopal, Madhya Pradesh



Vishwajeet Singh with Asha workers at Civil Hospital Bhawanigarh, Sangrur, Punjab



A Devaneyan at Tamil Nadu Slum Clearance Board Colony, Semmencherry



Arpna Chandail conducting a workshop for the villagers in Doda district in Jammu and Kashmir



Soumya Ranjan Nayak with the students of SVM Autonomous College at Kantaballavpur, Odisha



Nidhi Shrama at Sanjeevani Sharnam, Hoshiarpur, Punjab



Mashish Yadav from Radio Aravali with the members of the Redcross society at Redcross Bhavan, Narnaul, Haryana



Manish Yadav with the students of Chanakya Academy at Narnaul, Haryana



Shourini Banerjee with Autorickshaw Drivers of Veeraganur, Madurai (Rural), Tamil Nadu



Taha Siddiqui with Seraphina Trust in Dehradun, Uttarakhand



Shourini Banerjee with women Police officers at police headquarters at Madurai, Tamil Nadu



Tarun Kumar with the members of womens group at village Balijudi, Manpur in Jharkhand



Lilly Margrate with the unorganized workers of The Mahatma Gandhi National Rural Employment Guarantee Act (NREGA) at Trichy, Tamil Nadu



Lilly Margrate with Athipattu Tribal Irular community at Thiruvallur district, Tamil Nadu



Tanu Dang at Catholic Diocese Samaj Seva Sanstha in Agra, Uttar Pradesh



Anita Sharma with young women in Village Bhambhori, Rajasthan



Afsana Rashid with the fishermen community in Zurmanz, a village on the lake shore of world famous Wular Lake in north Kashmir's Bandipora district



Rachna Kasna with women farmers of Tigaon village, Haryana



Arulselvi with agricultural labours and farming communities from the Padavedu village panchayat in Thiruvannamalai District, Tamil Nadu



Deveshj Mishra with college students of Nuh district in Mewat, Haryana



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