



*Public Relations and Media Centre*

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***IUST Partners with DataLEADS to Establish Media Literacy Hub under FactShala University Network Programme***

***First Workshop Kicks Off Media Literacy Initiative***

Awantipora, March 24: Under the University's Outreach Program, Islamic University of Science and Technology (IUST) has signed a Memorandum of Understanding (MoU) with DataLEADS, under the Google News Initiative's FactShala University Network Programme, to establish a dedicated Media Literacy Hub on its campus. This partnership marks a significant step in IUST's mission to empower students with essential media and information literacy skills to navigate today's digital landscape responsibly and effectively.

As part of this initiative, the first in a series of workshops took place today at IUST. The session was conducted with the DYOD students of IUST. The workshop aimed at equipping students with critical thinking skills to combat misinformation and develop a nuanced understanding of digital media. The session covered key areas such as: Identifying misinformation and disinformation, Understanding the impact of deepfakes and manipulated content, Enhancing fact-checking and verification skills, and Utilizing advanced search tools through Google's Super Searchers curriculum. Dr. Heeba Din, Assistant Professor, Department of Journalism and Mass Communication (DJMC) and a certified FactShala Trainer conducted this training.

This initiative aligns with IUST's broader community engagement vision by extending media literacy awareness beyond the university. The program will facilitate workshops and outreach events involving students, faculty, and community members, positioning IUST as a regional leader in digital literacy and misinformation countermeasures. By joining FactShala's exclusive network, IUST becomes one of only 50 institutions across India with access to this pioneering initiative, further reinforcing its commitment to academic excellence and societal impact.

*Issued by PR&MC, IUST*