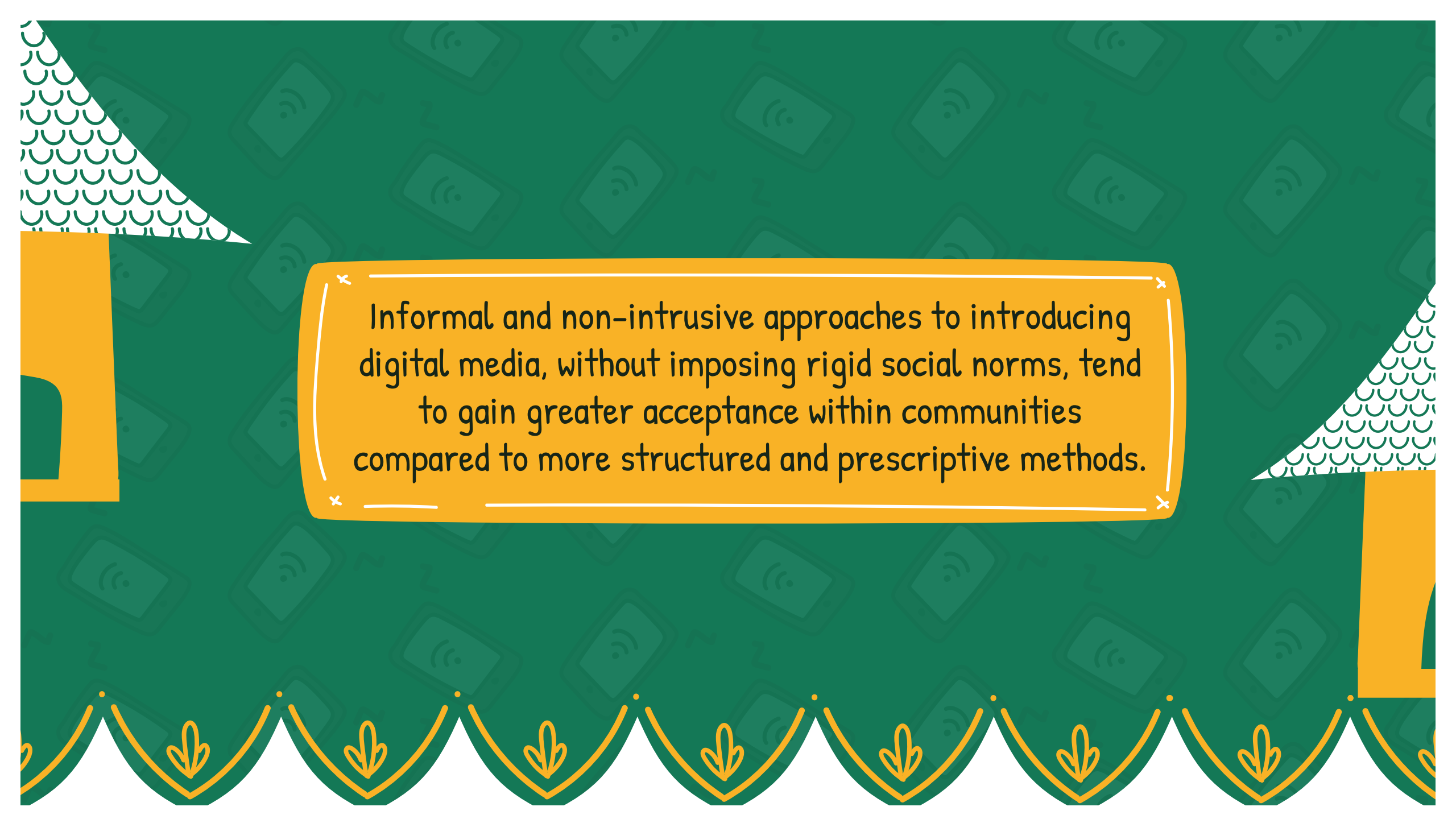




STORIES OF WOMEN PROTAGONISM

Creating a cadre of Rural Fact-Checkers





Informal and non-intrusive approaches to introducing digital media, without imposing rigid social norms, tend to gain greater acceptance within communities compared to more structured and prescriptive methods.





When women lead digital development, when women are involved in digital policy, digital tools and digital enablement, the entire digital media ecosystem becomes contextual, local and domesticated to bring deeper impact and social good.

The DEF daily feed shared by digital women entrepreneurs operating centers and services at the village level shows:

1 Intimate interactions in informal settings

2 Personalised Counselling

3 Services @ doorsteps

4 Use community spaces

5 Mobilise and identify issues

6 Build trust relationships

7 Create innovative and digital solutions

8 Use community spaces for empowerment



9
Keep families together



10
Create social bonds



11
Enable rights and entitlements

INSTANCES OF DIGITAL WRONGS

Fact-Checkers of Rural India


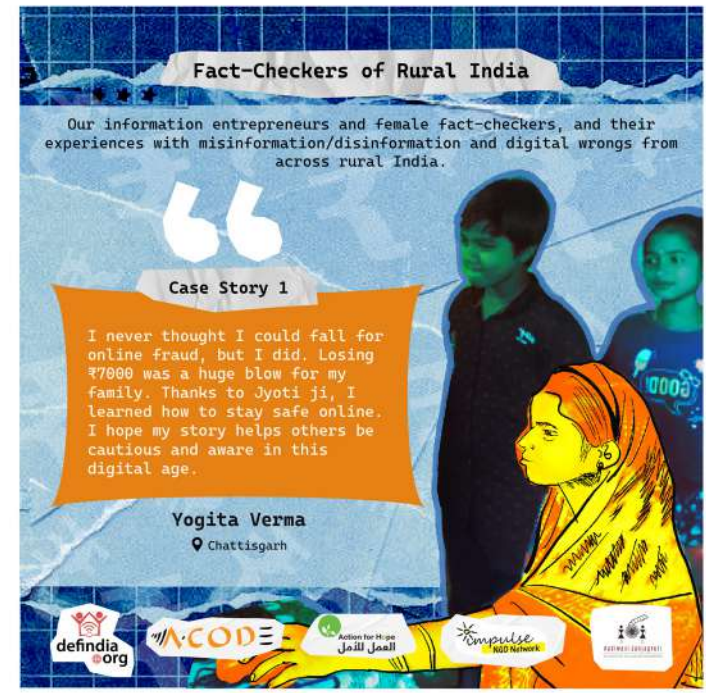
Our information entrepreneurs and female fact-checkers, and their experiences with misinformation/disinformation and digital wrongs from across rural India.

“

Case Story 1

I never thought I could fall for online fraud, but I did. Losing ₹7000 was a huge blow for my family. Thanks to Jyoti ji, I learned how to stay safe online. I hope my story helps others be cautious and aware in this digital age.

Yogita Verma
Chattisgarh



Fact-Checkers of Rural India

Our information entrepreneurs and female fact-checkers, and their experiences with misinformation/disinformation and digital wrongs from across rural India.

“

Case Story 2

Research shows that misinformation spreads rapidly, especially in communities with limited access to accurate information. By focusing on digital literacy and awareness, we can empower individuals to navigate financial systems confidently and safeguard them from harmful rumors.

Kalyani Tandon



Fact-Checkers of Rural India


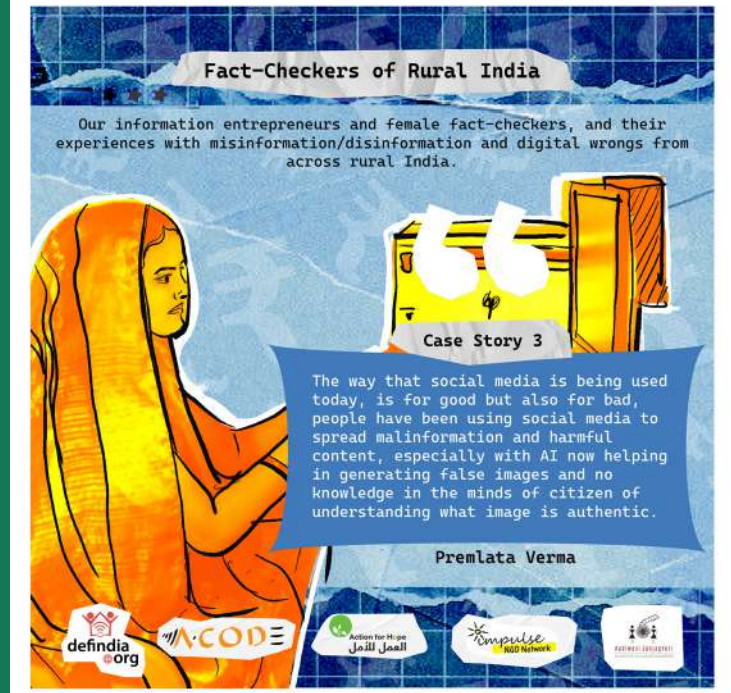
Our information entrepreneurs and female fact-checkers, and their experiences with misinformation/disinformation and digital wrongs from across rural India.

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Case Story 3

The way that social media is being used today, is for good but also for bad, people have been using social media to spread malinformation and harmful content, especially with AI now helping in generating false images and no knowledge in the minds of citizen of understanding what image is authentic.

PremLata Verma



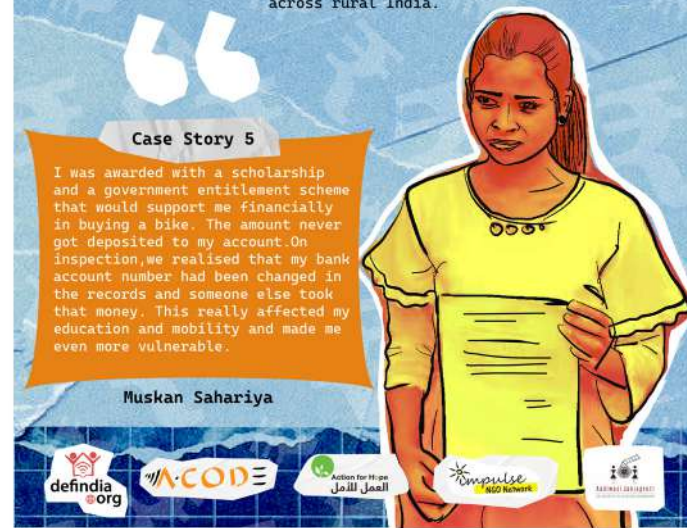
Fact-Checkers of Rural India

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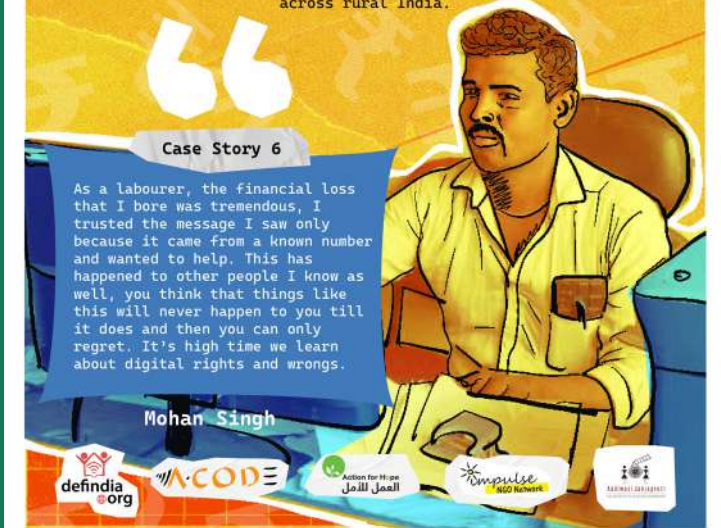
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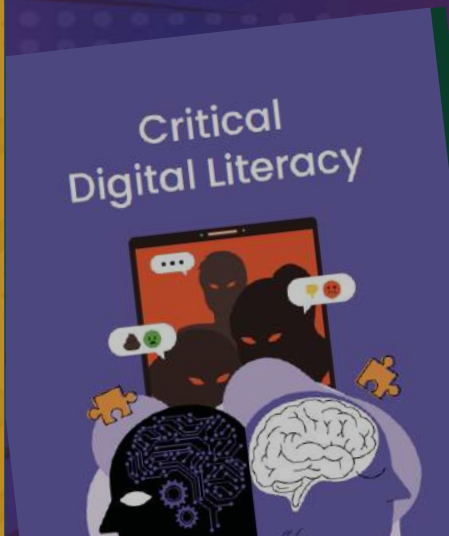


Media information literacy training



Fact-checking course

INCULCATING CRITICAL DIGITAL LITERACY



Modules on critical thinking, cyber threats, tackling misinformation/disinformation



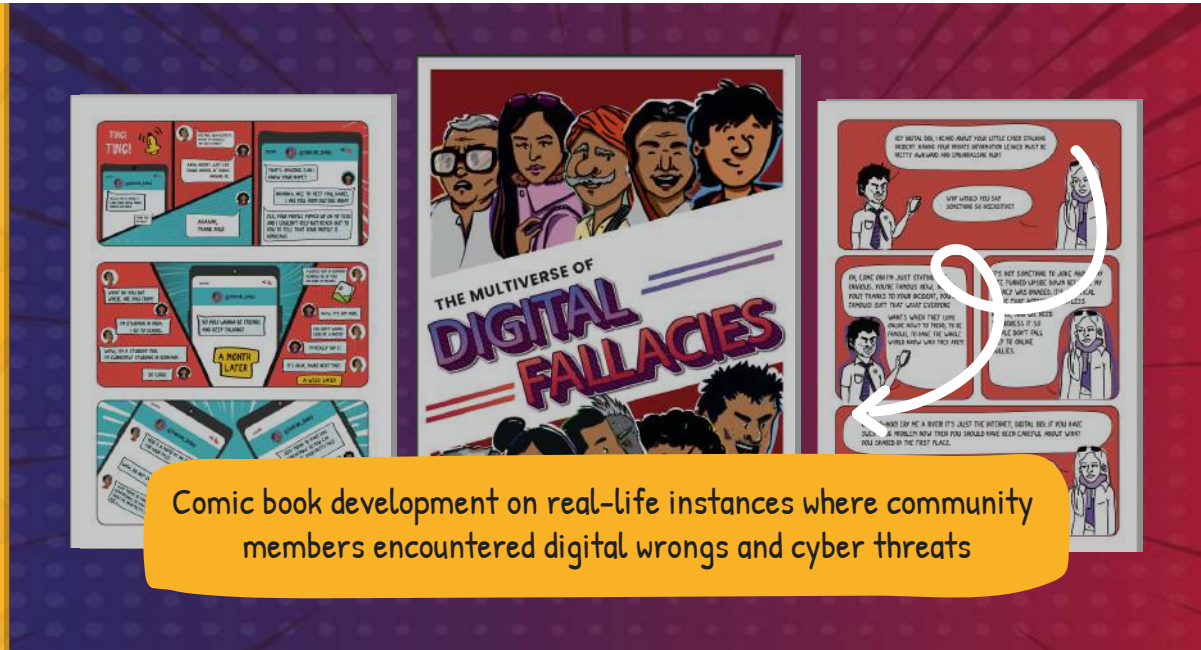
Humara MIL Toolkit to fight Digital Fallacies



Roleplay of critical cyber threats



Gamification of media information literacy



Comic book development on real-life instances where community members encountered digital wrongs and cyber threats



Social behavioural change through creating a cadre of 500 rural women fact-checkers at the grassroots

ABOUT MIL INITIATIVES AND TOOLKIT



Components of the Media
Information Literacy Toolkit

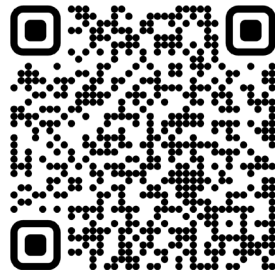
DEF ka MIL Kit for the
Multiverse of Digital Fallacies



COVERAGE ON THE MEDIA INFORMATION LITERACY INITIATIVE



India's War On Fake News: How Disinformation Became India's #1 Threat | Fact Vs Fiction by CNA Insider



India's Elections Offer a Look at the Problem of Deepfakes by DW News:



Educating Against Deepfakes: India's Disinformation Battle Offers Crucial Lessons for Upcoming Elections by National Security News:



India's elections offer a look at the impact of deepfakes | DW News:







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