



Journalists Play a Crucial Role in Taking Government Schemes to the People

Description

- **PIB Conducts 'Vartalap' Media Workshop in Mahabubnagar**
- **Senior Journalist Muddam Narasimha Swamy Participates as Key Speaker**
- **Focus on AI Journalism, Fact-Checking, and Government Welfare Schemes**

Senior journalist Muddam Narasimha Swamy emphasized that journalists play a vital role in effectively communicating government welfare schemes and development initiatives to the public. He was speaking at a special 'Vartalap' Media Workshop organized for district journalists by the Press Information Bureau (PIB), Hyderabad, as part of the nationwide outreach campaign highlighting 12 years of trust, development, and public welfare under the Central Government.

The workshop was conducted under the leadership of Varganti Gayatri, Media and Communication Officer, PIB Hyderabad, and was attended by District Public Relations Officer P. Srinivas.

Addressing the gathering as the key speaker, Muddam Narasimha Swamy elaborated on the challenges, opportunities, and responsibilities of journalism in the era of Artificial Intelligence (AI). He stressed that with the rapid expansion of digital media and information platforms, fact-checking and verification of information before publication have become more important than ever.



He noted that the credibility of journalism can be maintained only through accuracy, balance, ethical values, and responsible reporting. He also highlighted the importance of journalists staying updated with technological advancements while adhering to professional ethics.

During his presentation, he provided an overview of major Central Government welfare schemes, development programs, and governance reforms. He urged journalists to act as active partners in creating public awareness about government initiatives and ensuring that accurate information reaches citizens.

Speaking on the occasion, Varganti Gayatri said that PIB's primary objective is to disseminate government information in a transparent, timely, and reliable manner. She stated that PIB serves as a bridge between the government and the public by ensuring that information about welfare schemes and developmental activities reaches citizens effectively.

As misinformation continues to spread rapidly in the digital age, fact-checking trainer B.N. Satyapriya conducted a special session on the importance of verifying information and combating fake news. She explained various techniques, tools, and best practices used in digital fact-checking and information verification.

The participating journalists actively interacted with experts and discussed emerging trends in journalism, communication, digital media, and AI-powered news platforms. Experts emphasized the need for media professionals to continuously upgrade their skills, uphold ethical standards, and promote responsible journalism.

District Public Relations Officer P. Srinivas remarked that such workshops help strengthen the role of the media in providing accurate, credible, and timely information to the public.

The workshop provided valuable insights into responsible journalism, digital literacy, fact-checking practices, and the media's role in effectively communicating government welfare initiatives and development programs to citizens.

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Tags

1. #PIB #Vartalap #Journalism #AIJournalism #FactChecking #Media #Mahabubnagar #MuddamNarasimhaSwamy #DigitalJournalism #PublicAwareness #GovernmentSchemes #ResponsibleJournalism
2. AI

3. ai journalism
4. fact check
5. muddam narasimha swamy\
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Date Created

June 20, 2026

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editor

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