

DIGITAL LITERACY FLAGSHIP PROGRAMME

by Vishvas News
In Collaboration with Google

Google has launched a special campaign Digital Security for Senior Citizens: Sach Ke Sathi Under it's 'DigiKavach' Program

The main objective of this initiative is to protect senior citizens from online frauds and scams, and to educate them and society about the importance of digital safety.

In this campaign, trainers from Jagran New Media and Vishvas News raised awareness among senior citizens on how to stay safe online.

Ethical AI & Digital Literacy Impact

Knowledge Partner



जागरण

विश्वास.News

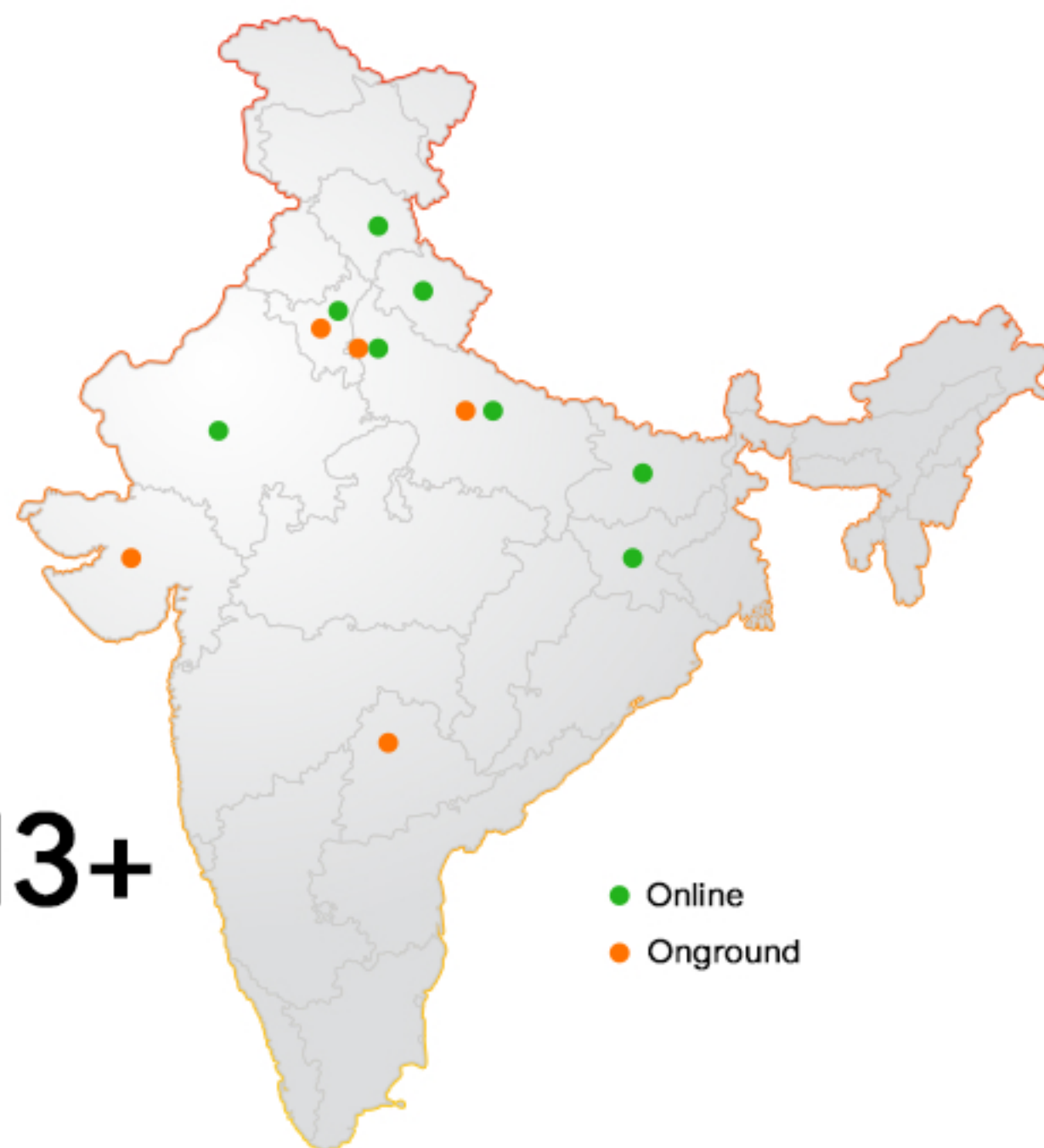
Execution

18 ONGROUND
SESSIONS

Delhi | Uttar Pradesh
Haryana | Gujarat | Telangana

34 ONLINE
SESSIONS

Delhi | Haryana | Uttar Pradesh
Jharkhand | Himachal Pradesh
Uttarakhand | Bihar | Rajasthan



Engagement & Content

5,113
PRE-FORMS

3,418
POST-FORMS:

101,713+
PDF TOT:

Geographical Coverage

32 CITIES
COVERED

Delhi | Ghaziabad | Gurgaon | Noida | Faridabad | Meerut | Lucknow,
Aligarh | Moradabad | Himmatnagar | Gandhinagar | Ahmedabad,
Bareilly | Ayodhya | Saharanpur | Rampur | Agra | Mathura | Prayagraj,
Sitapur | Shahjahanpur | Gorakhpur | Barabanki | Dhanbad | Shimla,
Dehradun | Patna | Jaipur | Jhansi | Mirzapur | Kotputli | Dausa

10 STATES
COVERED

Delhi | Uttar Pradesh | Haryana | Gujarat
Telangana | Himachal | Bihar | Uttarakhand
Rajasthan | Jharkhand

Impact

Direct Reach

Direct reach:
5113
(directly trained)

TOT reach:
1,01,713
(trained by directly
trained seniors)

Indirect Reach

Social media reach:
35,52,506

Print reach
(Advt. & News):
1,09,05,000

Special
community reach:
150+

14.5
Million

Total Reach



1,081,166



1,578,917



201,697



64,517



690,726



10,905,000

Impact Summit

Ethical AI and Digital Literacy Summit



The summit was honoured by Shri Jitin Prasada, Union Minister of State for Electronics & IT, as the Chief Guest, delivering a compelling keynote on Ethical AI, Human Interaction, and Citizen Safety. Google's Safety Engineering team also participated, reflecting collaborative responsibility.

250+ Senior Citizens Attended:

Empowered with tools for safe & ethical digital navigation.

Thought-Provoking Panel:

Discussed ethical AI, misinformation, and digital safety under Google's DigiKavach.

Research Paper Presented:

Impact of Vishvas News' 'Sach Ke Saathi' media literacy initiative.

Sach Ke Saathi Super Champ Recognized:

Celebrating grassroots digital awareness.

For Advertising Queries

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Jagran New Media Impacting 116M** Users And Counting

**Source: Comscore MMX Multi-Platform, Total Unique Visitors/Viewers, Total Digital Population (Desktop, Mobile & Social)

[P] Jagran New Media, Total Audience, Apr'26, India

To know more, visit us at: jnm.digital