

Jagran New Media joins hands with Google for a special campaign - 'Digital Security for Senior Citizens- Sach Ke Saathi' under its 'DigiKavach' initiative

New Delhi, September 25, 2025, Vishvas.News, Jagran New Media's fact-checking wing is proud to announce its association with Google as Knowledge Partners for a special campaign - 'Digital Security for Senior Citizens- Sach Ke Saathi' under its 'DigiKavach' initiative. Google DigiKavach is a national-scale program designed to empower senior citizens with essential digital security knowledge, protecting them from online scams, fraud, and misinformation. Through a blend of online and in-person training, the initiative will reach over 5,000 individuals across India, creating a network of digitally aware senior citizens who can safeguard themselves and their communities.

The initiative builds on Jagran New Media's long-standing commitment to fight misinformation, raise awareness, and provide citizens with tools to navigate the complex digital information ecosystem. By focusing on senior citizens, one of the most vulnerable groups in the digital space, *DigiKavach* aims to strengthen India's defense against cyber fraud and online deception.

Commenting on the collaboration, Gaurav Arora, Chief Operating Officer, Jagran New Media, said, "The digital ecosystem today is overwhelmed with misinformation, scams, and security threats that can have far-reaching consequences, particularly for those less familiar with technology. As an ethical media publisher, we recognize our role not just in informing, but also in equipping citizens with the knowledge to curb safety online. Through our partnership with Google DigiKavach, we aim to bridge this crucial gap and build a more resilient, digitally literate society by going on-ground and reaching out to senior citizens online through our vast network."

Highlighting the role of the editorial and fact-checking teams, Rajesh Upadhyay, Editor-in-Chief, Jagran New Media, added, "Our team at Vishvas News has consistently worked at the grassroots to combat misinformation, and 'Digital Security for Senior Citizens- Sach Ke Saathi' represents a natural extension of this mission. With years of expertise in fact-checking and media literacy training, we are confident in our ability to engage and empower senior citizens on the ground. By combining workshops, training sessions, and accessible resources, we will ensure that participants not only learn to recognize scams and fake news but also develop the confidence to become digital safety ambassadors in their own communities."

Vishvas.News under the DigiKavach initiative will host structured training sessions both on-ground and virtually in 25 cities and 20 states across the country, supported by simplified learning materials in multiple languages. The aim is not only to safeguard participants themselves but to create an impactful effect where trained individuals pass on their learning to peers, families, and local communities.

Over the years, Jagran New Media and Vishvas News have built various flagship initiatives to combat misinformation with campaigns such as *Sach Ke Saathi*—an award-winning media literacy program that has educated citizens across the country on misinformation, fact-checking, and digital awareness. DigiKavach is another significant step in this journey, combining the expertise of a trusted media house with Google’s vision for a safer digital Bharat.

About Jagran New Media:

Jagran New Media has a reach of over 106 million total digital population (*Source: Comscore MMX Multi-Platform, Total Unique Visitors/Viewers, Total Digital Population (Desktop, Mobile & Social), Total Audience, July’25, India) and has consolidated its position among the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos per day. JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information, & Voice towards an Inclusive & Progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujarati.jagran.com, marathi.jagran.com, and thedailyjagran.com. A leading health website in 3 languages, www.onlymyhealth.com; a women-focused portal, www.herzindagi.com, in 3 languages; and a focused website for education, www.jagranjosh.com. A leading fact-checking website, www.vishvasnews.com, in 12 languages, and an in-house production house, rocketshipfilms.com, also contribute to the offering.

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