

EVENT FORMAT

1. Event Banner - (h*w): 300*350 (Pixels)

<https://meet.google.com/pmz-jtgc-wmr>

2. Event Title: Workshop on ADiRA – AI for Digital Readiness & Advancement

+ Event Types- Workshop

3. Event Date and year (Ex-1st Jan 2023): 22/09/2025

4. Event brief description – 200 words

The School of Media and Communication Studies, Galgotias University, organized a one-day ADiRA (AI for Digital Readiness and Advancement) workshop for BJMC students and faculty members to enhance AI literacy and digital readiness in media education. The session was conducted by Dr. Nimish Kapoor, Scientist-in-Charge, Science Communication for Public Engagement (SCoPE Division), Birbal Sahni Institute of Palaeosciences (BSIP), Department of Science & Technology, Government of India, and an experienced AI trainer and media strategist.

The workshop introduced participants to the growing role of Artificial Intelligence in journalism and digital communication. Dr. Kapoor explained key concepts such as Generative AI, Large Language Models (LLMs), Prompt Engineering, and AI Hallucinations while demonstrating practical AI tools including ChatGPT, Perplexity AI, Google NotebookLM, and Google Pinpoint for media research, content creation, and fact-checking. Special emphasis was placed on responsible AI adoption, covering ethics, misinformation, data privacy, bias, and deepfakes.

Through interactive demonstrations, hands-on activities, and discussions, students explored AI-assisted storytelling, summarization, translation, and content generation. Faculty members also discussed strategies for integrating AI literacy into the journalism curriculum. The workshop concluded with an engaging Q&A session, reinforcing the importance of combining AI capabilities with critical thinking, ethical responsibility, and human creativity. The event reflected Galgotias University's commitment to preparing future-ready media professionals for the evolving AI-driven communication landscape.

5.Event Detailed Description- Max 500 words

Date: 22/09/2025

B-401, SMCS, Galgotias University

ADiRA Workshop for BJMC Students and Faculty, Galgotias University

The School of Media and Communication Studies, Galgotias University, successfully organized a one-day workshop under the ADiRA (AI for Digital Readiness and Advancement) initiative for its Bachelor of Journalism and Mass Communication (BJMC) students and faculty members. The session was conducted by Dr. Nimish Kapoor, a distinguished science communicator, AI trainer, and media strategist with over 25 years of experience, currently serving as Scientist-in-Charge, Science Communication for Public Engagement Programme (SCoPE Division), BSIP, Department of Science & Technology, Government of India.

The ADiRA program, developed by DataLEADS and supported by the AI Opportunity Fund: Asia Pacific, a collaboration between AVPN, Google.org, and the Asian Development Bank, is designed to empower professionals across sectors with essential AI knowledge and skills. The initiative aims to enhance AI literacy, digital readiness, and ethical understanding among media practitioners, educators, and students to prepare them for the challenges and opportunities of an AI-driven world.

Dr. Kapoor began the workshop by introducing the objectives of ADiRA and the growing importance of Artificial Intelligence (AI) in the media ecosystem. He explained how AI, Machine Learning (ML), and Deep Learning (DL) are revolutionizing content creation, news verification, and audience engagement. He emphasized that for journalism students, AI is no longer an abstract concept but a practical tool that can enhance storytelling, automate workflows, and ensure accuracy in reporting when used responsibly.

The interactive session covered key AI concepts and terminologies, including Generative AI, Large Language Models (LLMs) such as ChatGPT, Prompt Engineering, and AI Hallucinations. Participants learned how to design effective prompts, critically evaluate AI-generated outputs, and maintain human oversight in AI-assisted workflows. Dr. Kapoor demonstrated several AI tools—such as Perplexity AI, Google NotebookLM, and Google Pinpoint—illustrating their applications in media research, content generation, and fact-checking.

A significant focus of the workshop was on AI ethics and responsible use. Dr. Kapoor discussed issues such as bias in AI systems, data privacy, misinformation, and the rise of deepfakes, urging future journalists to adopt ethical frameworks and verification strategies. He shared insights from the ICMR Ethical Guidelines for AI in Biomedical Research, WHO AI Ethics Framework, and Reuters Institute reports, emphasizing transparency, accountability, and inclusivity in digital communication practices.

Through live demonstrations and group activities, students explored the use of AI in story ideation, summarization, translation, and visual generation, realizing how these tools can complement creativity rather than replace it. The faculty also engaged in discussions on integrating AI literacy into the media curriculum to align with emerging industry needs.

The workshop concluded with an open Q&A session, where students interacted with Dr. Kapoor on practical challenges and ethical dilemmas in AI-based journalism. The session highlighted that AI is a powerful ally when used with critical thinking, human empathy, and professional integrity.

Overall, the ADiRA workshop was a transformative learning experience, equipping participants with the foundational understanding of AI technologies, best practices in prompt design, and awareness of ethical guidelines necessary for navigating the evolving digital media landscape. It reinforced Galgotias University's commitment to fostering future-ready communicators capable of leading responsibly in the AI era.

6. Pictures /Photos/Image

Format – JPEG

Photo Size-(h*w): 300*350 (Pixels)

+ Add name of the pic also (Max 100 words)

7.Mentor Name – Dr. Tasha Singh Parihar

8. Department Name –School of Media and Communications

9.SDGs Linked with images-

+ Add the SDG logo also (MANDATORY)



10.No of Registrations (Numerical data): 92

11.No. of Attendees (Numerical data)

Internal – 92

External – NA

12. Event Outcome

1. Engagement:

Students and faculty actively participated in live AI demonstrations, prompt engineering exercises, group discussions, and an interactive Q&A session, fostering collaborative learning and practical exploration of AI applications in media.

2. Educational Impact:

The workshop strengthened participants' AI literacy by providing hands-on experience with emerging AI tools, ethical frameworks, and responsible journalism practices, preparing them to effectively integrate AI into modern media and communication workflows.

13.Social media Poster - (h*w): 400*1900 Pixels –Not Available

