

Krayon unveils Spot the Fake

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In today's world, digital platforms have become the hub for content and information consumption. It has incredibly changed lives through easy access to information right at the click of a button. While this ease of access has proven to be a boon, it also demands responsible usage, especially credible usage and consumption of information. In lieu of the challenge, Krayon-LXL Ideas has launched an immersive digital literacy workshop - 'Spot The Fake', supported by Coca-Cola India.

This digital literacy training workshop 'Spot The Fake' will be conducted for teachers and parents in schools from the months of September to November, to understand the use of digital platforms as information sharing platforms. The initiative intends to communicate the importance of checking the credibility of information shared for all our valued consumers including those who continue to learn from their teachers and parents.

Mr. Syed Sultan Ahmed, Managing Director & Chief Learner, Krayon-LXL Ideas said, "The amount of information that is thrown at us via social media and digital media is incredible. The challenge is what to trust and what not to trust. Learning to differentiate information and identifying fake information and news is an essential skill that needs to be taught to our children. Our education system must move out of testing information retained by students in exams. Making them aware of the skill to analyse and differentiate information is the new age essential skill."

Commenting on the initiative, Ishteyaque Amjad, Vice President- Public Affairs, Communications & Sustainability at Coca-Cola India and South West Asia said, "The digital space is becoming increasingly widespread and the abundance of information makes it difficult to authenticate the credibility of the content. To address this, we are supporting Krayon to curate a digital literacy workshop for the teachers. Through this initiative, we aim to communicate the importance of checking the credibility of information available to our consumers in today's day and age."

The power-packed digital workshop, through various real-life examples, will shed a light on the influence of prevailing information on us which we often tend to share without checking its credibility.

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