ADiRA Workshop: Empowering Indian Journalists for an AI-Driven Future

KOLKATA, February 11, 2026

The ADiRA (AI for Digital Readiness & Advancement) initiative successfully hosted a transformative workshop in collaboration with the discipline of Journalism and Mass Communication, School of Humanities, Netaji Subhas Open University, Kolkata at Netaji Subhas Open University on 11th February, 2026. The session equipped over 60 aspiring media professionals with the critical competencies required to navigate India's AI-powered 2025-26 economy. Developed by **DataLEADS** and supported by the **AI Opportunity Fund: Asia Pacific**—a strategic partnership between the Asian Venture Philanthropy Network (AVPN), Google.org, and the Asian Development Bank—the event marked a pivotal step in journalistic evolution.



Netaji Subhas Open University-HQ, Kolkata – February 11, 2026

The event emphasized hands-on mastery of Generative AI (Gen AI), Large Language Models (LLMs), and prompt engineering. For evolving journalists, the breakthrough lies in Prompt Engineering, described as the "blueprint" for AI interaction. By mastering role-setting and structured instructions, reporters can leverage AI for ideation, workflow automation, and conversational search



The attendees of today's workshop

Mastering the AI Blueprint

Under the guidance of veteran trainer **Mr. Joydeep Dasgupta**, the session emphasized hands-on mastery of Generative AI (Gen AI), Large Language Models (LLMs), and **Prompt Engineering**. Framed as the "blueprint" for AI interaction, Prompt Engineering allows reporters to move beyond basic search to leverage AI for ideation, workflow automation, and sophisticated investigative research.



With Trainer Mr Joydeep Dasgupta

The curriculum delineated four core domains essential for professional resilience:

- **Artificial Intelligence (AI):** Professional Impact: Automates complex reasoning to execute tasks traditionally requiring human cognition
- **Machine Learning (ML):** Professional Impact: Analyzes vast datasets to improve performance autonomously without explicit programming
- **Deep Learning (DL):** Professional Impact: Leverages neural networks to process unstructured data, powering advanced Large Language Models
- **Generative AI (Gen AI):** Professional Impact: Uncovers hidden correlations to create original content that reflects patterns in training data

Strategic Tools for Journalism

A key highlight of the workshop was the transition from general-purpose chatbots to specialized "research engines" designed to combat data chaos and "hallucinations." Participants engaged with a suite of industry-leading tools:

• **Google Pinpoint:** A game-changer for research, allowing journalists to search, filter, and transcribe thousands of diverse documents and audio files simultaneously.

• **NotebookLM:** An AI-powered platform that works exclusively with a user's own uploaded sources, providing **automatic citations** and references—essential for maintaining journalistic integrity.

• **Perplexity AI:** A "search-first" chatbot specialized in providing real-time, factual, and sourced answers.

Navigating the Ethical Minefield

A significant portion of the session focused on the inherent risks of the technology. Attendees were cautioned against **AI Hallucinations**—misleading results caused by data gaps or biases—and the rising threat of **Deepfakes** in spreading health misinformation.

The ADiRA framework emphasizes that **human oversight** is non-negotiable; AI must augment, not replace, human decision-making. To build public trust, journalists must implement a robust

Ethical Framework prioritizing transparency, accountability, and the rectification of biases within training datasets

Ethical Imperatives and Risk Mitigation

Sessions dissected risks like AI hallucinations (from data gaps/biases) and deepfakes fueling misinformation. The ADiRA framework mandates:

- Regular audits for bias.
- Continuous upskilling.
- Absolute transparency.
- Data encryption.
- Codified guidelines.

The Ethical Mandate

Furthermore, the workshop concluded with a rigorous examination of the ethical imperatives surrounding AI. The **ADiRA framework** mandates that human oversight remains non-negotiable, positioning AI as an augmentative tool rather than a human replacement. To mitigate the risks of deepfakes and data bias, the initiative advocates for a robust ethical framework prioritizing transparency, regular bias audits, and data encryption—aligning with the World Economic Forum's 2030 transformations and the "India Mission AI."



The Path to Superagency

Ultimately, the ADiRA initiative seeks to cultivate **"Superagency"**—a concept framed by McKinsey as the capacity to wield AI as a definitive "supertool" for professional excellence. By synthesizing technical mastery with unwavering ethical responsibility, the program ensures that Indian journalists do not merely adapt to the 2025-26 economy but actively shape it. Through this fusion of innovation and integrity, the Indian media workforce is poised to unlock a future where AI-driven progress serves as a cornerstone for a more inclusive and informed society.

All the deliberations were supplemented with reasonable and resourceful PPT slides.

Discussion and Conclusion

A brief **discussion session** was held, where participants engaged in meaningful exchanges on the ethical use of AI.

The programme concluded with a final **Vote of Thanks**.

THANK YOU