

We can see how to get the flag by using the following command :
file img.jpg

Output :
img.jpg: JPEG image data, JFIF standard 1.01, aspect ratio, density 1x1, segment length 16, comment: "**c3RIZ2hpZGU6Y0VGNmVuZHZjbVE9**", baseline, precision 8, 640x640, components 3

DecodeBase64(c3RIZ2hpZGU6Y0VGNmVuZHZjbVE9) -> steghide:cEF6endvcmQ=

Decodebase64(cEF6endvcmQ=) -> pAzzword

Command :
steghide extract -sf img.jpg -p pAzzword

THE FLAG : picoCTF{h1dd3n_1n_1m4g3_54e31417}
~Z4que