



What can a newspaper do
when a city's air becomes toxic?



Dainik Jagran



Dainik Jagran

Getting a city to Smile Once again



The problem is even worse when the city took pride in its famous slogan: "Smile because you are in Lucknow!"

Beautiful Lucknow was declared the most polluted city in India. Leveraging the city's trademark grace and politeness, Dainik Jagran organized a mass protest which was silent. The protest reflected the city's anguish -- best expressed in silence. This silence was loud enough for the administration to act.



We engaged with our audience, especially our youngest audience of students, demonstrated our solidarity with them and with all citizens, and helped create change.



Dainik Jagran

Lucknow : A City much loved

A 17th Century Poet wrote :

*"Aasmaan ki kya hai taaqat, jo churrae Lakhnau,
Lakhnau mujh per fida hai, Main fida-e-Lakhnau"*

"Lucknow is in love
with me ...and I'm
in love with
Lucknow....no
force do us part"

Lucknow : The city of dreams

Of buildings that have witnessed centuries of history



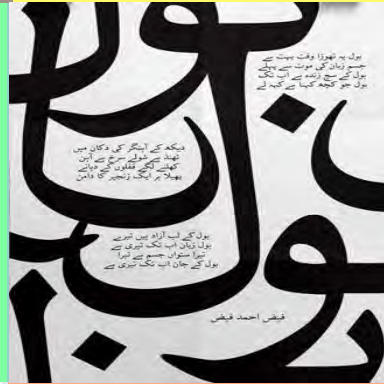
The chime of temple bells



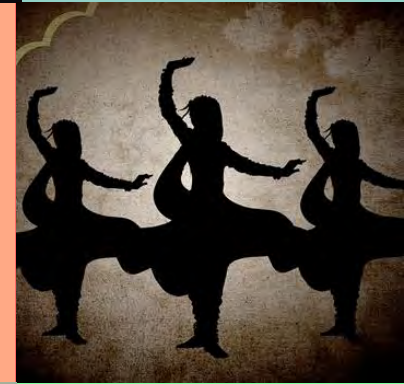
The call of the muezzin



Of soulful lyrics



Of graceful dance



Of exquisite crafts



Of the delicate flavors of cuisine



of etiquettes and politeness

“Muskuraiye, aap Lucknow mein hain”

“Smile, because you’re in Lucknow”

Lucknow : Descent of the beautiful city

Then came very rapid population growth with little urban planning that made Lucknow metamorphose into an economic hub incorporating every imaginable form of urban blight – **traffic, noise, construction**

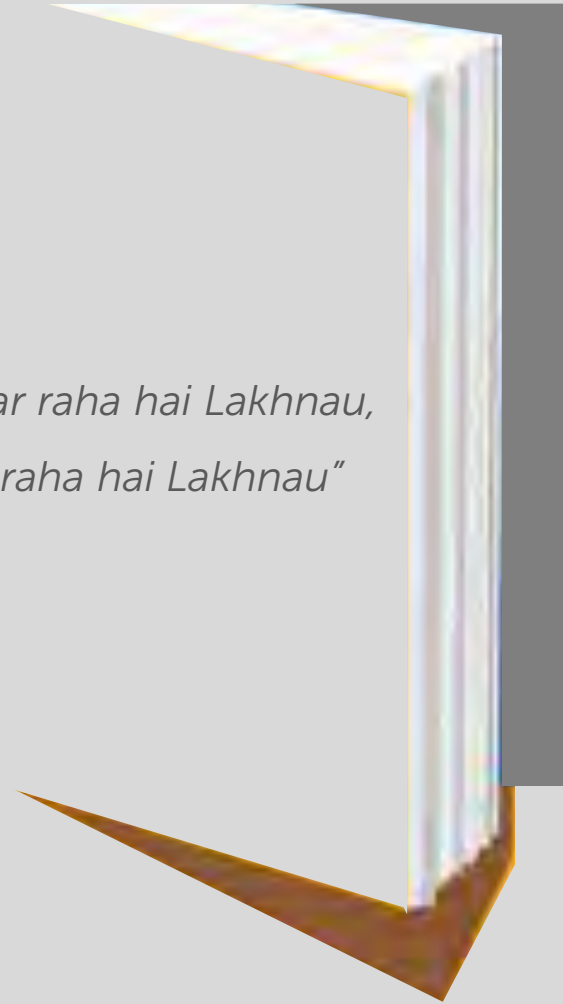


Lucknow : A cry of anguish

A Modern Poet wrote :

*"Mujh se subho-shaam shikwa kar raha hai Lakhnau,
Dekh tujhmein dhere dhere mar raha hai Lakhnau"*

"Lucknow is
complaining to me
every day....your
city is dying a slow
death within you"



Lucknow : No more the beautiful city....

On 14th Nov, the Central Pollution Control Board declared the air of Lucknow the most polluted in India.



दैनिक जागरण
₹3.00

लखनऊ सबसे प्रदूषित
संयुक्त राष्ट्र की प्रदूषण सूची में, दिल्ली को भी पीछे छोड़ते हुए लखनऊ को सबसे अधिक प्रदूषित शहरों में शामिल किया गया है।

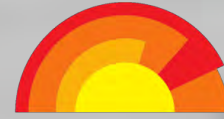
मनमानी फीस नहीं ले सकेंगे स्कूल
शिक्षण विभाग ने स्कूलों को मनमानी फीस लेने से रोकने का फैसला किया है।

चुनिंदा लोगों

RajShree Gold Line PAN MASALA
KP GROUP
Fine in Taste

The beautiful city wasn't livable anymore.
It faced a prospect of its intelligentsia deserting it.

In the wake of a muted response from the city's administration, Dainik Jagran decided to go beyond just talking about it



Dainik Jagran



We rallied Lucknow to fight this battle with the dignity befitting it.

Drawing from the cultural ethos of Lucknow, we launched our campaign on 17th November with a man wearing a black mask and a smiley drawn on it, saying **“Ab Yun Muskuraiye Lucknow Mein”**

(Now, smile like this in Lucknow)



Campaign Objectives

Galvanize community to protest politely

Get the city administration to act

Silence speaks louder than words !!

19400 students marched silently through 9 rallies



Silence speaks louder than words !!

A cricket match with masks !!



Silence speaks...



Spreading the symbolic protest !!

Students distributed 57000 masks to other citizens



Spreading the symbolic protest !!

Newspaper Editorial set up the protest agenda

Pollution is killing us, how do we smile ?

So that the smiles are back in Lucknow

Some relief, but the problem persists

An innocent question...Should we play outdoors ?

The next generation will ask us questions on pollution


Smiles disappearing in the toxic air



70,000 letters compelling action

In Dainik Jagran, we printed a letter addressed to the District Magistrate (DM). 70,000 children cut this letter from the newspaper, put it in a collection box, and we gave it to the DM.

अब कैसे मुस्कुराए लखनऊ ?


दैनिक जागरण

डियन डीएम. अंकल,

हमने शहर लखनऊ में वायु प्रदूषण का स्तर निरंतर बढ़ता जा रहा है। सुबह-सुबह स्कूल जाने में बहुत तकलीफ होती है और शाम को मम्मी-पापा खेलने भी नहीं जाने देते हैं। कहते हैं कि, "यदि ऐसे मौसम में बाहर जाओगे तो बीमार पड़ जाओगे।" हम आपसे पूछना चाहते हैं कि लखनऊ की हवा को प्रदूषित करने में हम बच्चों का क्या कसून है, जिसकी सजा हमको मिल रही है? जिस शहर के बाने में कहा जाता है कि, "मुस्कुराइए आप लखनऊ में हैं" आप ही बताइए कि "अब हम कैसे मुस्कुराएं लखनऊ में?"

धन्यवाद

नाम- _____
कक्षा- _____
स्कूल- _____

बच्चों, वायु प्रदूषण के विरुद्ध इस अभियान से जुड़ने के लिए इस पत्र को काटकर अपना नाम, कक्षा और स्कूल का नाम लिखकर निम्न दिए गए स्थानों पर जाएं और ज़ोंप बॉक्स में डालें। ज्यादा से ज्यादा संख्या में भाग लें और डी.एम. अंकल तक अपनी बात पहुँचाएं।

- जागरण कार्यालय • पारनियर मांटेसरी स्कूल – सभी ब्रांच • लखनऊ पब्लिक स्कूल – सभी ब्रांच
- सीएमएस स्कूल – सभी ब्रांच • जागरण पब्लिक स्कूल • सेठ एमआर जयपुरिया (एयरपोर्ट रोड)
- राजकीय बालिका इंटर कॉलेज • जीपीएस (गोमती नगर) • एलनहाउस स्कूल

अधिक जानकारी के लिए संपर्क करें: +91 70801 08512

"Dear DM Uncle,

Air pollution is getting worse. It's difficult to go to school. Parents aren't allowing us to play outdoors in the evening. We ask you - why are we paying the price for no fault of ours? In a city where we welcome guests by saying 'Smile because you are in Lucknow', now you tell us 'How to smile in Lucknow?'

Thankyou

Name :

Class :

School :

Letter published in the newspaper

Results : Winning for the city

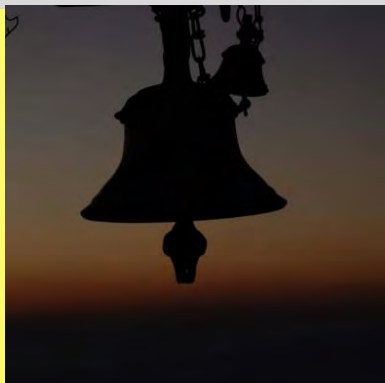
The DM promised that Lucknow will smile again in 45 days.

Made the following policy announcements :

Implementation of law to check polluting vehicles



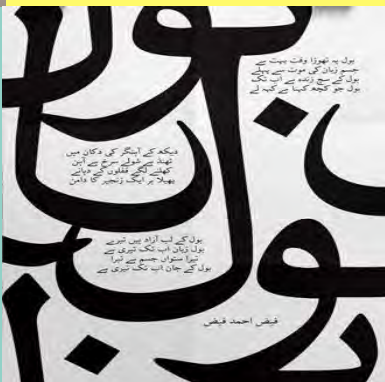
Banned diesel vehicles still being used will be checked and punished



Shifting the Bus Terminus situated in the city to the outskirts, preventing 3000 buses from entering the city daily.



Penalizing the use of vehicles more than 15-year old



All open areas with dust will be patched up



Under construction buildings will be covered



Pollution checks ordered on all industries



More centres for pollution sample collection to be set up

Results

Positive impacts on the Brand

(Highlights from a Brand Research, Dec 2017)

Highest Top of Mind Awareness and an increase over comparable period last year

Dainik Jagran scored the highest on:

“This brand is the market leader”

Dainik Jagran scored the highest on:

“This newspaper makes me a better citizen”

Dainik Jagran scored the highest on:

“This newspaper is innovative”

Dainik Jagran scored the highest on:

“This newspaper takes on relevant issues”

Dainik Jagran scored the highest on:

“This newspaper changes with time”

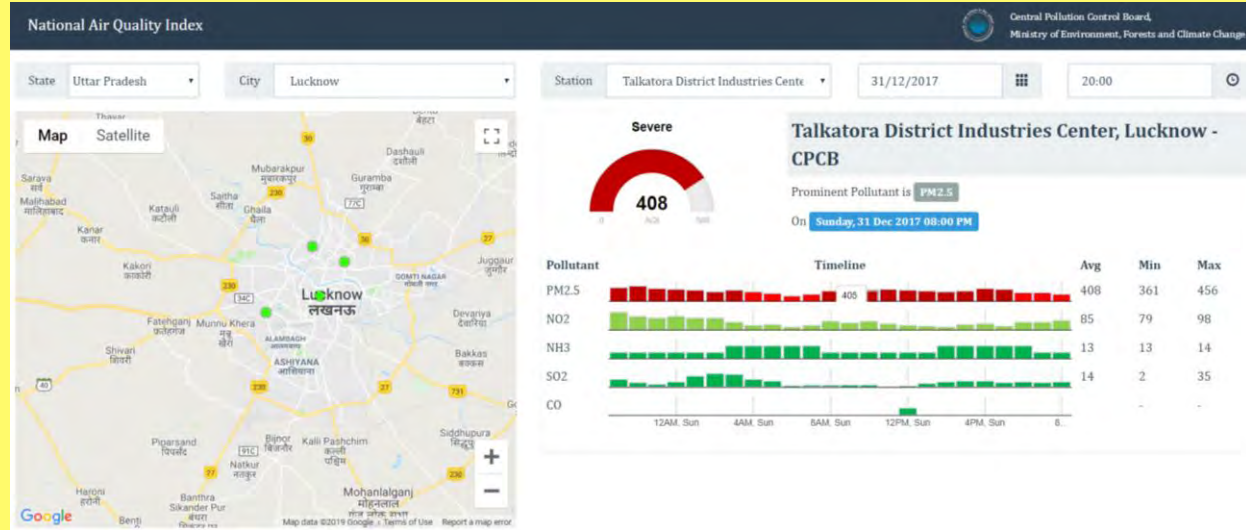
The Big Win

As per the recently released Indian Readership Survey 2017, Dainik Jagran was ranked the No.1 newspaper in Lucknow with a Readership of over 1 mn

Change in situation between 2017 and 2018

The Air Quality Index Improved

In Dec 2017 , Air Quality Index in Lucknow was 408.



In Dec 2018 , Air Quality Index in Lucknow was 331

