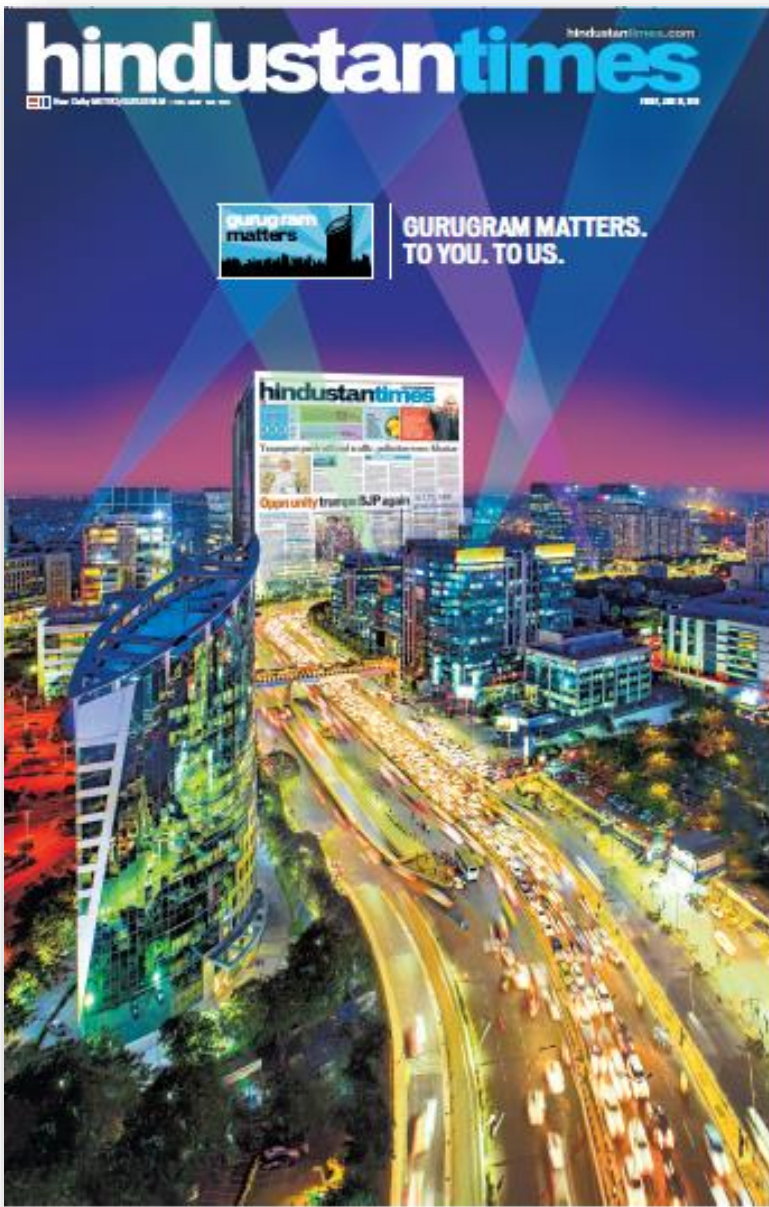




HT Gurugram Launch

June – September 2018

Objective:

- Launch of HT-GURUGRAM on various Digital properties
- Reach out to the right TG with the most relevant information and get the most desired response

Target Audience:

- Age – 20+ years
- Socio-Economic Class – A



Corporates



Families & Women



Millennials



[illegible]

- **B2B**

- Roadblocks across B2B community via trade-media-websites and Emailers
- Branded collaterals
- Emailers / Whatsapp messages / FAQs
- Special Editions for B2B Clients

- Geo-targeted, social campaign on various digital platforms
- Leveraging strength & reach of [hindustantimes.com](https://www.hindustantimes.com)

The All New HT Gurugram

LAUNCH



The All New HT Gurugram

FRONT FLAP

hindus

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editor's note

SUKUMAR RANGNATHAN
Editor-in-Chief



Why Gurugram Matters

Gurugram is a city of over nearly 1 million residents, a buzzing megalopolis that serves not just the population but also that of neighbouring Delhi, a thriving manufacturing centre that houses, among others, the factory of India's largest car maker, home to multinational companies, and the headquarters of India's business process outsourcing (BPO) houses.

It is not a satellite of Delhi as some would believe it to be. It is a city in its own right. And it is a city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.

That's when Maruti Living Ltd, in the company as then called, a joint venture of the Indian government's largest financial lender, set up the first factory in 1983. As in the nature of automobile manufacturing, parts makers supplying to Maruti set up their own factories in the vicinity of the car plant. It would take a little more than a decade for the company to end its role in the sector, but the seed had been planted.

Around the same time Maruti was retooling India's car industry, another company was trying to do the same in real estate. The concept of a 24/7 self-sufficient town with Gurugram was in place in the 1980s, and it was the 1980s again that 111 Maruti building both office and residential properties in the city. Again, it would take a little more than a decade for the company to end its role in the sector, but the seed had been planted.

Back in the 1980s, India didn't really have a real estate sector, let alone a real estate market. It was a time when real estate was just a hobby for a few people. It was a time when real estate was just a hobby for a few people. It was a time when real estate was just a hobby for a few people.

In the late 1980s, General Electric Co. announced that the Indian market had not lived up to its expectations. We looked for ways to make the Indian market live and discovered that the country had what it takes to become a back office in the US. The BPO industry was born. It was in Gurugram that GE set up its first office. In the early 1990s, Gurugram was the BPO hub where Bangalore is today.

An e-commerce company - Gurugram has the kind of diversity in industries that would be the envy of any city, manufacturing, IT, BPO, financial services and retail, consumer products, software, advertising and marketing, real estate and construction, education - we see it all in Gurugram, and more modern good residential estates come up every year in the city. Gurugram, has also been an ever-blooming, ever-growing. Today, Gurugram is home to perhaps one of the highest per capita income in the country.

There were the last things that happened in Gurugram. They were the things that, in the absence of proper city planning, and the lack of thinking about the measures - power, water, roads, hospitals, police force - required to give life to the growth. Gurugram has been built for the future, power, water, roads, hospitals, police force, and more modern good residential estates come up every year in the city. Gurugram, has also been an ever-blooming, ever-growing. Today, Gurugram is home to perhaps one of the highest per capita income in the country.

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Gurugram matters to those who matter

Top CEOs on what they love about the city they call home, and how it can be improved further

by Vidhi Choudhary



SURESH NARAYANAN
Chairman & Managing Director, North India Private Limited
What does the city mean to you?
The city evokes happy memories of professional accomplishments and joyous times with my wife and family.



UMANT SINHA
Chairman & Managing Director, Power Tower Limited
What does the city mean to you?
Gurugram is a comfortable place to live in. It has all the amenities that one needs for a comfortable life.



DEEP KALRA
Founder & group CEO, Make My Trip
What does the city mean to you?
Gurugram is a city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.



KERAAL AGARWAL
Managing Director, Keraal Group
What does the city mean to you?
Gurugram is a city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.



GAUTAM DATTA
CEO, ITC
What does the city mean to you?
Gurugram is a city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.

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My commitment to Gurugram

The city's stakeholders share their vision for its development and ways to make it self-sustainable



MINOHAR LAL KHATTAR
Chief Minister, Haryana
Gurugram is an icon. More than 200 of the Fortune 500 companies have set up their offices here. It is the city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.



ANIL KUMAR
Chairman & Managing Director, Anil Group
Gurugram is a city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.



ANAND KUMAR
Chairman & Managing Director, Anand Group
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Team Gurugram - Because it matters to you, it matters to them

Meet the new HT Gurugram team. Here's what they cover and how to reach them.



NEHA PURI
Chief of Bureau
Gurugram is a city that has grown from a small town in just around two decades, although it had begun going back as far as the early 1980s.



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Chairman & Managing Director, Anand Group
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GURUGRAM FRIDAY, JUNE 8, 2018

WEATHER

Fri 01	Sat 02	Sun 03
Max 42°C	Max 42°C	Max 41°C
Min 29°C	Min 29°C	Min 29°C

Sunrise Friday at 07:14 am
Sunrise Saturday at 07:26 am
Moonset Saturday at 08:20 am
Moonrise Friday at 09:34 pm

COLUMN

ARVIND VJAYMOHAN
 LOCK, STOCK AND GASOL - GURUGRAM IS HOME TO THE WHO'S WHO OF CORPORATE INDIA. WHY, THEN, IS THE CITY UNDERNOURISHED IN CULTURAL QUARTERS? »p4

CAMPUS CALLING

DELHI UNIVERSITY IS LIKELY TO BEGIN TRIALS FOR ADMISSION TO UNDERGRADUATE COURSES UNDER THE SPORTS QUOTA FROM JUNE 20 »p9

gurugram this week

FROM FOOD FIX TO MUSIC THERAPY, A SELECTION OF THINGS TO DO, PLACES TO SEE, OVER THE NEXT SEVEN DAYS »p8

SPORT

ZINEDINE ZIDANE QUIT AS REAL MADRID COACH ON THURSDAY. LESS THAN A WEEK AFTER THE FRENCHMAN LED THE TEAM TO ITS RECORD THIRD STRAIGHT CHAMPIONS LEAGUE TITLE, SAYING A CHANGE WAS NEEDED. »p21

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hindustantimes, NEW DELHI, GURUGRAM
SATURDAY, JUNE 03, 2017

ht for gurugram | CRIME REPORT - PART 1 OF 3

UNSAFE STREETS

Vehicle thieves and snatchers target Gurugram residents at will, instilling fear about leaving property

AUTO THEFT
1. In the past 1 year, vehicle theft has been on the rise in Gurugram. 2. The police have a poor record in tracking vehicles. They are getting more reports each year.

SNATCHING
1. In the city, snatchers are on the rise. 2. The police have a poor record in tracking snatchers. They are getting more reports each year.

CRIME AGAINST WOMEN
1. In the city, crimes against women are on the rise. 2. The police have a poor record in tracking crimes against women. They are getting more reports each year.

CRIME AGAINST CHILDREN
1. In the city, crimes against children are on the rise. 2. The police have a poor record in tracking crimes against children. They are getting more reports each year.

7 vehicles are stolen every day in the city

CRIME ZONE Over 1,500 vehicles stolen in the first four months of the year, only 100 recovered; police blame it on Mewat gangs, say patrolling enhanced

Where snatchers rule, residents fear to tread

In this Mewat village, the stolen motorcycle trade is thriving

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SATURDAY, JUNE 03, 2017

ht for gurugram | CRIME REPORT - PART 2 OF 3

WOMEN TARGETED

Crimes, especially of a sexual nature, against women continue to be a cause for concern

CRIMES AGAINST WOMEN
1. In the city, crimes against women are on the rise. 2. The police have a poor record in tracking crimes against women. They are getting more reports each year.

CRIME AGAINST CHILDREN
1. In the city, crimes against children are on the rise. 2. The police have a poor record in tracking crimes against children. They are getting more reports each year.

Crimes against

Scheme to provide interim relief to rape survivors lost in obscurity

Police force running thin as city struggles to curb crime

OVERWORKED With 2,471 posts vacant, the workload is leading to high stress levels among cops, say officers

UNDERSTAFFED, BURDENED
The police in Gurugram are facing a constant battle to keep up with the rising crime rates. The city is short of 2,471 posts, and the police force is overworked and underpaid.

POLICING IN GURUGRAM
The police in Gurugram are facing a constant battle to keep up with the rising crime rates. The city is short of 2,471 posts, and the police force is overworked and underpaid.

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HINDUSTAN TIMES, NEW DELHI, INDIA, SATURDAY, JULY 04, 2015

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CRIME REPORT - PART 2 OF 3



City suffers as agencies pass the buck

UNLIT STRETCHES Municipal corporation, highways authority fail to install lights on accident-prone Ghazipur Chowk, Okhla Road and Bhagpur Chowk areas despite high court's order and requests by police

Each time
A car is involved in an accident on the Ghazipur Chowk, Okhla Road or Bhagpur Chowk, the Municipal Corporation (MC) and the Delhi Transport Corporation (DTC) are blamed for not installing lights on the stretch. The MC and DTC are accused of passing the buck to each other. The MC says it is not responsible for lighting on the stretch, while the DTC says it is not responsible for lighting on the stretch. The MC and DTC are accused of passing the buck to each other. The MC says it is not responsible for lighting on the stretch, while the DTC says it is not responsible for lighting on the stretch.

ROAD LIGHTING MAJOR CONCERN
The Delhi Transport Corporation (DTC) and the Municipal Corporation (MC) are accused of passing the buck to each other. The MC says it is not responsible for lighting on the stretch, while the DTC says it is not responsible for lighting on the stretch. The MC and DTC are accused of passing the buck to each other. The MC says it is not responsible for lighting on the stretch, while the DTC says it is not responsible for lighting on the stretch.

Police officers often find it difficult to pick up cars on unlit stretch.

Unlit stretch at night.

MARCH 2015: THE PUNJAB AND DELHI HIGH COURT ORDERED THE MC AND DTC TO INSTALL LIGHTS ON THE STRETCH. THE MC AND DTC HAVE NOT COMPLIED WITH THE ORDER.

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Don't buy property BLINDLY
AND...

Cases of snatching, theft rise on dark stretches

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ht for gurugram

CRIME REPORT - PART 1 OF 3



All streets to be illuminated by July-end, say officials

LED LIGHTS Work to replace old lights and install new poles in wards 135 under way as part of ₹22-crore project

Each time
A car is involved in an accident on the Ghazipur Chowk, Okhla Road or Bhagpur Chowk, the Municipal Corporation (MC) and the Delhi Transport Corporation (DTC) are blamed for not installing lights on the stretch. The MC and DTC are accused of passing the buck to each other. The MC says it is not responsible for lighting on the stretch, while the DTC says it is not responsible for lighting on the stretch.

THE MC AND DTC HAVE NOT COMPLIED WITH THE ORDER.

Making Gurugram safer

Advantage of LED lights
The MC and DTC are accused of passing the buck to each other. The MC says it is not responsible for lighting on the stretch, while the DTC says it is not responsible for lighting on the stretch.

LED streetlight project back online

STOOD Number of LED streetlights installed in the city is 1,11,111. The project is expected to be completed by July-end.

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POWER - PART 1 OF 3

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POWER GUZZLER

Just 1.6% of Haryana's total area, the city of Gurugram consumes 20% of power in the state

HARYANA'S POWER SOURCES

Power Source

Capacity (MW)

Share (%)

Thermal

1,600

75

Renewable

400

25

POWER CONNECTIONS IN THE CITY

City Connections

City Connections

City Connections

2,10,000

46,000

32,000

GURUGRAM'S POWER DEMAND/SUPPLY

400 MW

1,600 MW

2,100 MW

20%

15%

6-7 hrs

HOW THE POWER FLOWS TO YOUR HOME IN GURUGRAM

Generator

Supplier

Transmission agency

Distribution

Consumer

Haryana Power Corporation Limited (HPCCL)

State Load Dispatch Centre (SLDC)

Haryana and Vidyut Prasthhan Nigam (HVNPN)

Dakshin Haryana Vidyut Prasthhan Nigam (DHVN)

Your house or shop

POWER THEFT

20%

15%

6-7 hrs

Rickety power infra takes sheen off glitzy Gurugram

OVERVIEW Residents claim the infrastructure has not been able to keep pace with the fast growth of the city, resulting in frequent power cuts and dependence on generators

Gurugram, a city of 1.6 million people, is a shining example of modern infrastructure. With its sleek buildings, wide roads, and advanced technology, it is a city that has transformed the way we live. But behind the glitz and glamour, there is a hidden crisis: a crumbling power infrastructure that is struggling to keep up with the city's insatiable demand for electricity.

The city's power supply is a patchwork of different sources, each with its own set of problems. The Haryana Power Corporation Limited (HPCCL) is the main provider, but its infrastructure is outdated and inefficient. The State Load Dispatch Centre (SLDC) is responsible for the distribution of power, but it is also facing challenges. The Haryana and Vidyut Prasthhan Nigam (HVNPN) and the Dakshin Haryana Vidyut Prasthhan Nigam (DHVN) are also part of the mix, but they too have their own issues.

The result is a city that is constantly plagued by power cuts and voltage fluctuations. Residents are forced to rely on generators, which are not only expensive but also pollute the environment. The city's power infrastructure is a ticking time bomb, and it is only a matter of time before it explodes.

Thieves run riot, steal 150MW daily in summer

Overview The city's power infrastructure is under attack by thieves who are stealing millions of dollars worth of equipment each day

In the heart of Gurugram, a city known for its wealth and modernity, there is a dark underworld of power thieves. These criminals are not just stealing electricity; they are stealing the city's future. Every day, they steal millions of dollars worth of power equipment, leaving the city's power infrastructure in a state of disrepair.

The thieves are targeting the city's power lines and substations, which are the backbone of the city's power supply. They are using sophisticated tools and techniques to break into the facilities and steal the equipment. The city's power companies are struggling to keep up with the thefts, and the situation is getting worse by the day.

The thefts are not only causing financial losses but also putting the city's power supply at risk. Without the stolen equipment, the city's power infrastructure would collapse, leaving millions of people without electricity. The city's power companies are desperate to stop the thefts, but they are facing a lot of challenges.

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POWER - PART 2 OF 3

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TOXIC POWER

Due to lack of uninterrupted supply, diesel generators are used in residential, commercial and industrial areas

GURUGRAM'S POWER DEMAND/SUPPLY

400 MW

1,600 MW

2,100 MW

1,500 MW

1,600 MW

2,100 MW

3-4 hrs

6-7 hrs

ALL GENERATORS PUT TOGETHER CONSUME 50,000 LITRES OF DIESEL EVERY HOUR

19 months of earth can be taken

19 months of earth can be taken

HEAVIEST DGS SETS

90

100

110

COST OF POWER

10

20

30

ENVIRONMENTAL IMPACT

10

20

30

Only Smart Grid can save city from the power crisis

IMPROVING EFFICIENCY Expected to be ready by 2022, the project will curb theft and technical faults to save 120-150 MW electricity in the city every day

The city's power crisis is a complex problem that requires a comprehensive solution. The Smart Grid project is the key to solving the problem. It is a project that will revolutionize the way the city's power is distributed and consumed. It will save millions of dollars and prevent the city from facing a power crisis in the future.

The Smart Grid project is a multi-phase project that will be completed by 2022. It will involve the installation of smart meters, sensors, and communication systems. It will also involve the development of a smart grid control system that will be able to monitor and control the city's power supply in real-time.

The project is expected to save 120-150 MW of electricity every day, which is a significant amount. This will not only reduce the city's power costs but also reduce the environmental impact of power generation. The Smart Grid project is a game-changer for the city, and it is the only way to save the city from the power crisis.

NON-STOP SUPPLY

The Smart Grid project is expected to be finished by 2022 and will provide uninterrupted power

The Smart Grid project is a project that will ensure that the city's power supply is uninterrupted. It will eliminate the power cuts and voltage fluctuations that have plagued the city for so long. It will ensure that the city's power supply is always on, and it will be able to handle the city's growing demand for electricity.

The project is a project that will save the city from the power crisis. It is a project that will ensure that the city's power supply is uninterrupted. It is a project that will save the city from the power crisis. It is a project that will ensure that the city's power supply is uninterrupted.

WHAT 7,000

The project is expected to save 120-150 MW of electricity every day

HOW IT WILL HELP

The project is expected to save 120-150 MW of electricity every day

WHO

The project is expected to save 120-150 MW of electricity every day

WHERE

The project is expected to save 120-150 MW of electricity every day

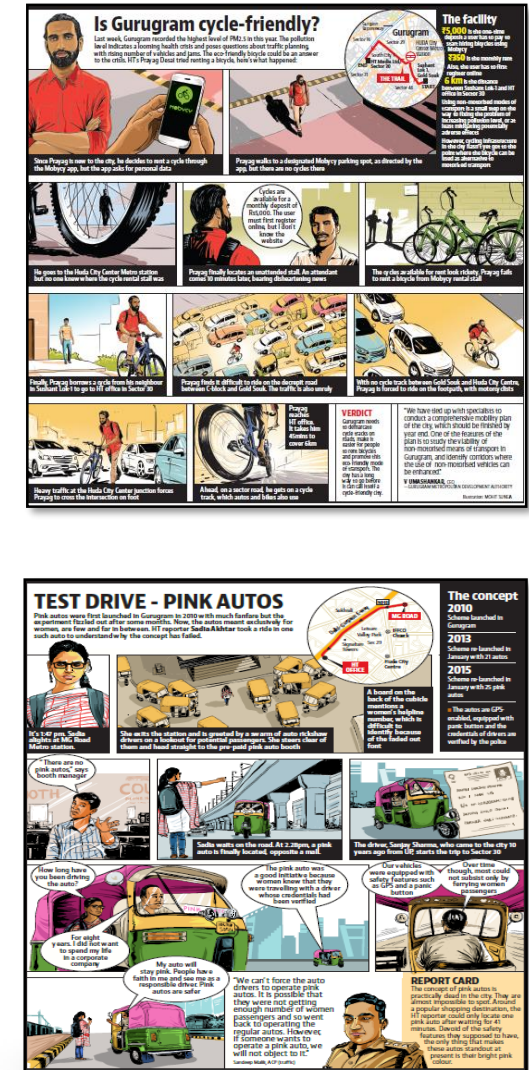
WHEN

The project is expected to save 120-150 MW of electricity every day

HOW MUCH

The project is expected to save 120-150 MW of electricity every day

NEW STORYTELLING STYLES: TEST DRIVE



The All New HT Gurugram

NEW STORYTELLING STYLES: 5 STEPS

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5 STEPS FOR TENANT VERIFICATION
gurgaon.haryanapolice.gov.in

- 1 VISIT** Visit gurgaon.haryanapolice.gov.in and download servant/tenant verification form that is available online in the quick links section on the home page.
- 2 FILL THE POLICE VERIFICATION FORM** Give details of name, age and permanent address, paste photos, identification marks, mobile numbers, permanent address, current address and identity proofs. Three copies of the form should be filled.
- 3 ATTACH ID** With the form, identity proofs, such as a driving licence or a copy of passport must be attached. A challan of ₹500 should be attached with the form. Registered rent agreement or lease deed should also be attached with the form.
- 4 SUBMIT FORM** Present the form at the local police station. Within three days, cops will visit the residence to verify the antecedents. In some cases, letters are written to home districts of natives of neighbouring states and the verification is completed upon a reply.
- 5 YOUR COPY** After verification, the cops will stamp a copy of the verification form, which shall be a proof that the process has been completed.

HELPLINE NUMBER FOR INFORMATION, CALL ON **100** OR CHECK THE WEBSITE OF THE HARYANA POLICE.



The All New HT Gurugram

NEW STORYTELLING STYLES: PHOTO FEATURES



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SPECIAL INFLUENCER COLUMNS

RUSH HOUR

AMIT BHATT

Three traffic myths behind mobility chaos in Gurugram

'BAD PLANNING'

The most popular mode of travel in the Gurugram is walking. So, why is the city catering only to cars?

Gurugram, with a population of 8.7 lakh as per the 2011 census, accommodates more than 250 of the Fortune 500 companies and is ranked as the most prosperous city in India. It is also a prime driver for Haryana's economy with an estimated two-thirds investment in the state happening in Gurugram alone.

On one hand, it is known as the 'Millennium city' but on the other, it is also 'Gurugram' because traffic is notoriously bad.

There are numerous reasons for the chaotic mobility in Gurugram, but the three major traffic myths are probably the root cause of it, and they are:

1. **Everyone in the city moves by car**
A study by the Gurugram Metropolitan Development Authority (GMDA) in 2018 on its city bus survey points out that within its Municipal Corporation Area, the largest mode of travel is walking (27%), followed by motorised two-wheelers (26%), car users (10%) and cyclists (4%).

The remaining 33% comprises people using both formal and informal modes of public transport systems, such as autos, taxi, buses, Metro and trains.

The results from this study are not surprising at all because even the decade-old, Integrated Mobility Plan for Gurugram estimated that one-third of the population was walking

and cycling; one third using formal and informal public transport; and the remaining third was using cars and two-wheelers.

Therefore, it's a myth that everyone in Gurugram moves by car and the 2008 and 2018 data show that only 10 percent of the people do that.

2. **More road space means less jams**

The man who created the famous Say's law, Jean-Baptiste Say, stated "supply creates its own demand" and this may be applied to transport planning as well, i.e. if more roads are built, there will be more motor vehicles. And while the law may have been formulated

THREE REASONS FOR CHAOTIC MOBILITY IN THE CITY ARE THE MYTHS THAT EVERYONE MOVES BY CAR, MORE ROAD SPACE MEANS LESS JAMS AND REMOVING JUNCTIONS EASES TRAFFIC FLOW. IT'S TIME THAT THE CITY PRIORITISES PLANNING FOR WALKING, CYCLING AND PUBLIC TRANSPORT

more than a century and half back, transport planners/ engineers in Gurugram fail to understand this fundamental concept. The city is obsessed with building more flyovers, underpasses and widening roads, as a result of which there is increasing traffic.

Gurugram's Golf Course Road is a classic example for such a mishap of how not to design an urban road.

The signal-free road that was meant to provide signal-free connection to people living around the golf course to NH 8 is now frequently in now for traffic jams. Therefore, if the 16 lanes of road could not remove jam on the Golf Course Road surely 18 lanes won't do much better.

3. **Removing intersections eases traffic flow**

Of late there is a trend in the city to replace intersections with U turns, which is neither a clever form of planning nor traffic engineering. From the planning perspective, traffic signals are an important part of city's transport system as it helps various modes of transport, including pedestrians and cyclists, in crossing the road. They provide access to people on either side of roads that have continuous development such as Sohna Road, Old Gurugram Road or any other road inside the city. Removal of these intersections forces cyclists and pedestrians to violate traffic rules as detours are often lengthy and impractical, leading to accidents and often deaths. From an engineering perspective, it is well documented that an intersection with traffic signal has much more throughput than if the same is replaced by U turns. A simple stroll in the morning or evening hours on Sohna Road, HUDA City Metro Station, etc, will reveal the true picture of this experimentation.

It's time that the city moves towards prioritising planning for walking, cycling and public transport and a starting point of this is planning multi-modal streets, rather than streets only for cars. Else, it will be locked in, with no escape.

Amit Bhatt is Director - Integrated Transport, WRI India

SAHDEV VERMA/HT

JAPANTOWN

KEIJI NAKAJIMA

'I was just a visitor on work. Now, India is my home'

Gurugram has an advantageous location. It is sought after also because it is very close to the airport and lies in the middle of Delhi and Manesar, a flourishing commercial district

As I am perhaps the oldest Japanese living in India. I have lived here for 20 years. No surprise then that I am called 'sawanya per cent Indian' by my countrymen as well as friends.

I first visited India 45 years ago as an employee of Sumitomo Corporation, which is one of the biggest Japanese trading firms, for the sale of spare parts to Indian Railways.

I decided to remain in India to become a small bridge between India and Japan. I thought India was a very important country for Japan and by supporting India, I could contribute to Japan.

Another reason was that I loved India and Indians. Every country has good and bad people. India is no exception. I used to have a lot of problems due to differences of culture, way of thinking and perception, etc., between the two nations. So, I was initially sceptical of India. However, because of my work I made many Indian friends who have been supporting me unconditionally.

During my early days in India, I used to visit Gurugram frequently. There was only a Maruti factory and a few auto-related companies and most parts of this city were just farm fields. The roads between Delhi and Gurugram were worse with narrow and bumpy roads. It used to be very dark at night as there were no street lights. I could not have imagined back then that Gurugram could become such a big and modern city.

Many years later, I made it my home. I was provided a house by a good friend here. The improvement in living conditions was phenomenal with good houses, shopping malls and many restaurants, including the Japanese ones. Secondly, Gurugram has an advantageous location. Gurugram is sought after also because it is very close to the airport and lies in the middle of Delhi and Manesar, a flourishing commercial district. Many of my fellow expats, who are here for work, will understand its importance.

There has been Gurugram from becoming a truly developed world



DURING MY EARLY DAYS IN INDIA, I USED TO VISIT GURUGRAM FREQUENTLY. THERE WAS ONLY A MARUTI FACTORY AND SOME AUTO-RELATED COMPANIES AND MOST PARTS OF THIS CITY WERE JUST FARM FIELDS

class city?

In 1945, Japan lost the war and was devastated. But in the next, it became the world's second largest economic country.

The biggest and the only reason for this is the Japanese spirit, their indomitable mental strength. Human resources are the only properties for Japan. India can learn the Japanese spirit, I am sure that India will develop further and prosper.

Therefore, I have been trying to share the Japanese mind set and ideas with Indian friends as much as possible.

Also, many Japanese friends I meet in the city seem to have prejudices. They need to learn more about this place and what it has to offer.

The decision to remain in India has brought a lot of happiness to me. I am enjoying my life in India by having joint family in India, which is almost impossible in Japan, especially in Tokyo.

I think that it is my duty and my mission to increase the number of Japanese who can understand India rightly and grow so like my second country.

I truly thank India.

(Keiji Nakajima runs a chain of restaurants in Gurugram, Manesar and Delhi. He has also served as an advisor to the Haryana government)

SAHDEV VERMA/HT



SPECIAL WEEKEND
PAGE:
GURUGRAM THIS
WEEK

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The All New HT Gurugram

INTERVIEWS EVERY MONDAY

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‘Gurugram will be Super Smart’

MISSION FOR MILLENNIUM CITY Expressways and underpasses, CNG buses, more Metro routes, and a new metropolitan authority - Haryana CMM and the Lt Governor share his government's plans for one of India's fastest-growing urban sprawls that has its share of problems but the promise of an even brighter tomorrow

HT INTERVIEW

MANOHAR LAL KHATTAR, Haryana Chief Minister

Why Gurugram?

The Gurugram Development Authority (GDA) has been the driving force behind the city's growth. It has been the only authority in the country that has been able to manage a city of this size and complexity. It has been the only authority that has been able to manage a city of this size and complexity. It has been the only authority that has been able to manage a city of this size and complexity.

What are the challenges?

There are many challenges. The first is the lack of a clear vision. The second is the lack of a clear vision. The third is the lack of a clear vision. The fourth is the lack of a clear vision. The fifth is the lack of a clear vision. The sixth is the lack of a clear vision. The seventh is the lack of a clear vision. The eighth is the lack of a clear vision. The ninth is the lack of a clear vision. The tenth is the lack of a clear vision.

How do you see the future?

I see a bright future. I see a bright future. I see a bright future. I see a bright future. I see a bright future. I see a bright future. I see a bright future. I see a bright future. I see a bright future. I see a bright future.



Manohar Lal Khattar, Haryana Chief Minister, is seen gesturing while speaking during the interview.

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REPORTER'S DIARY

REPORTER'S DIARY

Women forgotten at peace meeting

There were no women at the gathering. Can't they be effective in endorsing peace?

Last Sunday morning, I set out for Sir Chhotu Ram Bhavan in Jharsa to cover a mahapanchayat comprising people of different faiths from 36 villages. As I entered the one-room hall, I looked around and saw a sea of white—more than 200 turbaned men, seated on the floor, gathered to discuss the ongoing controversy surrounding namaz being offered in public spaces.

Portraits of Sir Chhotu Ram, a Jat politician from the early 20th century who founded the Unionist Party with three Muslim statesmen, adorned the walls.

Determined to set an example of social conscience, they resolved to not allow divisive forces vitiate the atmosphere. In between taking notes,

I scanned the gathering. There were no women. Wouldn't it be helpful for the gathering to know what the women in their family



Residents at mahapanchayat warn rightwing outfits, call for harmony

thought? Can't they be equally effective in endorsing peace, I wondered.

Just then, the moderator made a surprise announcement. "For the first time, two women are also a part of our panchayat. One of them, Vinita behen, will now address the meet."

Dressed in an off-white plain salwar-kurta, Vinita Singh walked to the centre of the gathering, confidently. There was no stage. She spoke about the principles of equality, federalism and secularism enshrined in the Constitution, which she held in her hand.

Singh had come as a member of the Gurugram Nagrik Ekta Manch, a citizen's group based in the city. "It was interesting to note how most members of the panchayat would start their

speeches by addressing male members of the audience. They would use words like hamare bhai despite our presence. However, some looked at us and addressed us while starting their speeches. I could imagine they were also surprised by the presence of women but were trying to cope with it," Singh said.

The other woman participant was Arti Jaiman, from the same group. Jaiman and Singh had been invited because both had been involved in resolving the namaz issue.

It wasn't unusual for Singh to go to such an event. But for the gentlemen there, women participants in a mahapanchayat are a paradigm shift. Khap panchayats in Haryana traditionally do not allow women to be members. Most decisions, at home and outside, are still taken by men.

"Women are not called for these panchayats. Even if we do call them, they are reluctant to come. We cannot force them to come," Mahindar Singh Thakran, the pradhan of Jharsa 360 khap and organiser of the panchayat said.

Jaiman summed up: "The panchayat was surprisingly welcoming. But you do realise that in a dialogue that is essentially about communal harmony, they've forgotten the women."



Women are not called for these panchayats.

MAHINDAR SINGH THAKRAN, organiser of the mahapanchayat

REPORTER'S DIARY

'A politics of space plays out when roads are built'

What our correspondent learnt while covering Dwarka e-way

Pranay Arora Desai
@pranaydesai

On June 1, I was covering a development related to the upcoming Dwarka Expressway—described by a resident of Gurugram as "the single most important infrastructure project in the city".

This resident, whom I met on a Metro ride one night after work, explained that many developing sectors are awaiting the construction of this 28-km stretch, particularly those along the Northern Peripheral Road. The implications of the expressway, I learned through my conversation with this Gurugram resident, fit into our broad understanding of what 'development' should constitute.

Homebuyers who have paid for condos and apartments along the highway would be able to move into their homes once it opens. It holds the promise of better water and electricity services, of better streetlights and streamlined civic administration. This resident was one of those several homebuyers and the anticipation in his voice was palpable. "Agar yeh development chahiye toh public sadak toh banana padegi hi (if you want development, this road has to be built first)," my acquaintance said.

I'd learnt in school that roads are engines of growth. And as with other utilities that help cities grow, like water and power, roads are inherently political. There is a politics of space and class that plays out when roads are built, demolished, remodelled, widened or cordoned off. In the course of my reporting, I began to see the politics of the Dwarka Expressway unravel and was introduced to the stories of multiple stakeholders: residents, homebuyers, administrative bodies and local politicians.

That morning of June 1, I met over a 20 residents of New Palam Vihar and Kherki Daula village who had gathered at the Huda offices. Their homes were being razed to free up space for the expressway, and they had come to petition the authorities for leniency. Many of them are new homebuyers, and many wanted more time to wrap up their personal affairs before moving to their new homes. There were tears, anger, resentment in the air, as palpable as the anticipation in the residents' voices when I had spoken to the previous night.

Through news reports, Twitter and random conversations on the Metro, I have learnt just how crucial the expressway is. But I have also learnt that growth, while imperative, is most often not as inclusive as we'd like it to be.

On the stairwell of the Huda offices, a framed photograph of the upcoming expressway was hung on the wall. Some



'Dwarka expressway to be ready in 18 months'

Hindustan Times report on the Dwarka expressway on June 2

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Roads are engines of growth. And

REPORTER'S DIARY

Choking in summer heat and dust

How workers are the worst affected by the city's burgeoning construction waste problem

Pranay Arora Desai
@pranaydesai

A couple of weeks ago, a construction site near the Huda offices was the site of a protest. After a night of a few days, a photograph of a construction site near the Huda offices was the site of a protest. After a night of a few days, a photograph of a construction site near the Huda offices was the site of a protest.

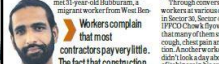
The construction industry is a leading source of pollution in Gurugram, and the city's burgeoning construction waste problem is a major concern. The industry is responsible for a significant portion of the city's air pollution, particularly in the summer months when the heat and dust are most pronounced.

As long as building is going on, there will be dust. Multiple residents spoke to me about the dust that is a constant problem in their neighborhoods. They said that the dust is not only a nuisance but also a health hazard, particularly for children and the elderly. The dust is also a major source of pollution, contributing to the city's air quality index (AQI) and making it difficult to breathe.

There is another aspect to the dust problem. It is not just the dust that is a problem, but also the heat. The summer months in Gurugram are particularly hot, and the heat is a major source of discomfort for many people. The heat is also a major source of pollution, contributing to the city's air quality index (AQI) and making it difficult to breathe.

Workers themselves have little control over the dust and heat. They are often working in the heat of the sun, and they are often wearing heavy clothing. They are also often working in the dustiest parts of the construction site, where the dust is most concentrated.

Through conversations with other workers, I learned that the dust and heat are a major problem for them. They are often working in the heat of the sun, and they are often wearing heavy clothing. They are also often working in the dustiest parts of the construction site, where the dust is most concentrated.



Most contractors pay very little. The fact that construction waste is harmful is alien to them.

for the owner. Angi, who works at a construction site in Sikanderpur, was painting her fence at the risk of being fined for not wearing a mask.

All the construction workers with whom I spoke were migrants from villages in Haryana. They were working on the construction site, and they were all wearing masks to protect themselves from the dust.

Workers complain that most construction sites in Gurugram do not have proper waste management systems. They say that the waste is often dumped in the open, and it is a major source of pollution. They also say that the workers are often paid very little, and they are often working in the heat of the sun.

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SPECIAL STORIES

THE CHANGE-MAKER

She is waging a war on pollution

WASTE BURNING Ruchika Sethi launched a citizen's initiative to curb waste burning and dumping of debris, which she says are major sources of pollution in Gurugram

Sonal Verma
a sonal.verma@ht.com

Ruchika Sethi, a resident of Nirvana Country in Sector 50, shifted to Gurugram from Noida in 2008 with her husband and their 16-year-old daughter in search of a cleaner environment. The former general manager of a textile company and an advocate for child safety and inclusion, Sethi left her job in 2002 to look after her daughter, Manavi, who was diagnosed with a neurodevelopmental disorder. "That is when I started paying attention to the external environment and how it has a direct effect on our health," she said.

Initially, in 2012, Sethi came to know that an empty plot next to the boundary of her society was a common site for waste burning. Out of curiosity, she visited the spot to find that it was the society's 'horticultural' waste that was being dumped and burnt there. "When I questioned the workers who were dumping the waste, they told me that if they don't dump here somewhere, they'll eventually dump somewhere else," 36-year-old Sethi recalled. "According to doctors, the main causes of upper respiratory disorders in Gurugram are the smoke from the rampant waste burning and the dust from construction and demolition waste," she said.

Concerned over the rising air pollution, Sethi, in 2016, started a citizens' movement which was named 'Citizens for Clean Air (CPCA)'. "Nearly 400 people including health professionals and teachers joined us in our first protest against waste burning in November 2016, at Leisure Valley in Sector 28, Soos, the community started growing people started asking what they can do help. We talked out ways like composting, recycling, segregation, etc.," Sethi said. The CPCA group has a strong social media presence, with around 256 members, part of the WhatsApp group has actively helped each other enhance sustainable ways of living.

The group sent a petition, signed by 25,000 residents, to the municipal corporation in October last year, identifying problems of open garbage dumping and burning and provided possible solutions. "People could identify with the local triggers," she said. "A few children

and their mothers and about 10,000 people signed it. But when I, representing the citizens, approached the MCO, the officials were dismissive and didn't want to recognise the problem. That's when you realise you don't have a voice in the city. We were not only putting out problems but had also presented a roadmap. We wanted them to build the infrastructure for waste management."

Sethi said her movement's aim is to address both civic and civil apathy, and make the residents a part of the solution. "I wish that each person feel a responsibility enough that it's not just the government, and question the government," she said. However, her fight hasn't been an easy one. "I have even trailed tractor trolleys carrying

garbage to the point that my husband says I get into trouble one day," she said.

"After spotting multiple instances of mass burning of waste, I soon realised that you can only report a civic deficiency but the authorities don't have a ready solution, which is why, starting 2014, I started researching on how we can curb the garbage menace," she said. "I found that all the laws for waste management were already in place in the city. The real problem was the city's poor infrastructure and the lack of initiative on part of the civic bodies."

In 2015, Sethi came up with a campaign titled 'Why waste your waste?' in which she encouraged residents to treat waste as their home. Sethi, who herself practices waste segregation and com-



Ruchika Sethi holds a placard on the problems caused by waste burning at Golf Course Extension Road, Gurugram.

SANJEEV VERMA/HT PHOTO

Hindustan Times e-Paper - Gurugram - 6 Jun 2018 - Page #10

Road plan threat to 113-year-old stepwell

BADSHAHPUR BAOLI Built in 1905 by Lala Mohanlal, the heritage structure is being used as a waste dumping yard by the local residents. A plan to fill it up with sand and build a road through it is threatening the stepwell's existence

gurugram matters

Sonal Verma
a sonal.verma@ht.com

As an ardent lover of heritage, Sonal Verma was not surprised when she found out that the Badshahpur Baoli, a 113-year-old stepwell, was being threatened by a road plan. The plan to fill the baoli with sand and build a road through it is threatening the stepwell's existence.

The baoli, built in 1905 by Lala Mohanlal, is a heritage structure that is being used as a waste dumping yard by the local residents. A plan to fill it up with sand and build a road through it is threatening the stepwell's existence.

The baoli is a heritage structure that is being used as a waste dumping yard by the local residents. A plan to fill it up with sand and build a road through it is threatening the stepwell's existence.



The Indian National Trust for Art and Cultural Heritage (INTACH) had in 2009 listed the Badshahpur Baoli as a heritage structure and had the government that it was an important monument which needs to be protected.

06 gurugram hindustantimes

Cherishing food traditions this Eid

TREAT Living far away from home, residents are keeping their food traditions alive by sharing it with new people

Sonal Verma
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gurdas The Gul Air, a home chef and food blogger, says that the food traditions of her community are being lost. She says that the food traditions of her community are being lost. She says that the food traditions of her community are being lost.

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Gul Air, with her daughters Maitun (left) and Sarah.



Kids taking up trash canons, in their aim to build a greener world.

On summer break, kids take a fancy to robotics, programming

STARTING EARLY A far cry from the days when they were glued to TV on holidays, kids are now getting started in hi-tech activities to face the future

Sonal Verma
a sonal.verma@ht.com

It's a far cry from the days when they were glued to TV on holidays, kids are now getting started in hi-tech activities to face the future. They are taking up robotics, programming, and other hi-tech activities.

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Kids taking up trash canons, in their aim to build a greener world.

SPECIAL STORIES

Farming keeps residents in sync with nature

HEALTHY LIVING City dwellers take to permaculture, rent out small plots, engage workers and produce fruits and vegetables for their consumption

Sonal Verma
A Hindustan Times Staff Writer

GURUGRAM: It's like a small village in the heart of the city, a place where the hustle and bustle of the city is replaced by the tranquility of the countryside. In the heart of Gurugram, a small community of city dwellers has found a way to connect with nature and grow their own food.

What brings these city dwellers, who work in multinational corporations and live in expensive localities, together, is an urge to eat healthy food and to connect with nature. They have found a way to do this by growing their own food in small plots of land.

"I once bought a small plot of land from a market near my house and was surprised to find that it had been used to grow vegetables and fruits," said Sonal. "Most of the fruits here are grown in a very natural way, without the use of pesticides and fertilizers."

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Sonal Verma, a Gurugram resident, is seen with a batch of sweet potatoes. It generally takes around 100 days to grow a batch of potatoes.

City dwellers engaged the space as a vegetable garden. They have been growing various vegetables and fruits, including leafy greens, root vegetables, and fruits. The garden is a small plot of land, but it is a great way for city dwellers to connect with nature and grow their own food.

"I got into gardening when I got my first apartment in Gurugram," said Sonal. "I was looking for a way to connect with nature and grow my own food. I found a small plot of land and started growing vegetables and fruits."

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It was a natural choice for them to take a natural fertilizer for their garden. They have been using a natural fertilizer made from cow dung and compost. This has helped them to grow healthy plants and vegetables.

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TIPS TO GROW FOOD

1. Choose the right location: The location should be sunny and well-ventilated.

2. Choose the right soil: The soil should be rich in nutrients and well-drained.

3. Choose the right plants: Choose plants that are easy to grow and suitable for the climate.

4. Water regularly: Water the plants regularly to keep them healthy.

5. Fertilize regularly: Fertilize the plants regularly to provide them with the nutrients they need.

6. Harvest regularly: Harvest the plants regularly to enjoy the fruits of your labor.

7. Share your produce: Share your produce with friends and family to enjoy the benefits of your garden.

8. Keep a record: Keep a record of what you have grown and when you have harvested it.

9. Enjoy the process: Enjoy the process of growing your own food and the benefits it brings.

10. Grow your own food: Grow your own food and enjoy the benefits it brings.

This Gurugram park has a French connection

MONIAL PARK Mohali Colony residents are oblivious to the tomb of a French soldier believed to have served in Begun Sarai's army

Prachi Mishra
A Hindustan Times Staff Writer

MONIAL PARK: A small, quiet park in the heart of Gurugram, Mohali Colony, has a hidden history. It is the resting place of a French soldier who served in the British army during the 19th century.



The monument is believed to be the tomb of a French soldier who served in the British army during the 19th century.

The monument is believed to be the tomb of a French soldier who served in the British army during the 19th century. It is a simple, white, rectangular stone with some text on it. The park is a small, quiet place with some trees and plants.

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Gaming addiction leaves youth depressed

DISORDER Doctors say number of people battling the addiction has increased in the last few years, most affected are boys and men aged 12-25

Prachi Mishra
A Hindustan Times Staff Writer

GURUGRAM: A young man, 22 years old, is seen sitting at a desk, looking at a computer screen. He appears to be playing a video game. The screen shows a colorful, abstract game with various shapes and colors.



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SPECIAL STORIES

04 **gurugram** hindustantimes

Mother of 18 in Mewat seeks govt help, says one meal a day is feast

MISERABLE Bissar says she gets no pension, nor BPL status for her family

see Dharshar
news@hindustantimes.com

MEWAT: In the dusty village of Akera in Mewat, 40 kilometres from Gurugram, there is a woman with whom people want to click selfies. Her name is Bissar, 48, and the reason for this is of late she is the only woman in the village to have a smartphone. Bissar was married to her husband, Mohammad Ishtak, in 1976, when she was just 15 years old. Ishtak was five years older than her. Over the next four decades, Bissar would become pregnant 18 times. The babies didn't survive. "We made chhale galeya they kept dying," she said, then asked how she lost the babies. The youngest of her surviving four is six-year-old Sabir and the oldest is 30-year-old Subhan.

Today, the mother of 18 is a woman who is struggling to make ends meet and who says she is sad for her fertility is disastrous. She says that after Ishtak died in 2014, she's seen a curious show of aunts for her she has been in a Hindi media. "My daughter has been told by her aunts that they will desert her if I give an interview to a media person as her childhood picture had gone viral and they had brought shame to the family," said Bissar.

Now, when people come up to her, they don't seem to notice the sheer poverty in which Bissar is struggling to survive. "Two weeks ago, some friends had come to meet me for some research. I turned them away," Bissar said.

"Nobody offers to help. They just want to talk about our personal life. They should pay us for taking selfies," said her son, 7-year-old Fariduddin.

Village has a lower literacy rate than the state average. In 2011, Akera's literacy rate was 52.91% compared to 75.56% in Haryana. Only 21.88% of the women were literate. While the literacy rate in the village population was 71.84%, Bissar, like many in her village, is illiterate as are her children. "My husband worked hard to ensure the children got the best, in terms of food and lifestyle, but we never thought of their education. We never sent them to school. Hardly anyone from our neighbourhood went to school," said Bissar.

After Ishtak's death, she's slipped further into poverty. "One meal a day is a feast for us," said Bissar, who now suffers from short-term memory loss according to her family and other villagers.

While Bissar's fertility has been written about in Hindi media, Ishtak was the family's breadwinner. "My husband used to carry goods for shopkeepers in his camel cart and worked extra time as a labourer at a construction site, but he fell seriously ill in 2010 and was bedridden. All of a sudden, the income stopped and we started selling our goat," Bissar said.

Ishtak was diagnosed with tuberculosis, heart issues, and asthma. For treatment, Bissar had to take him to a hospital in Alwar, when he was kept for four months. There are government hospitals in Nuh and Mandi Khara village which are one of the best.

According to the villagers, these hospitals are better than private clinics around and the facilities are much better than Bissar's home in Akera as the husband had already visited that private hospital and wanted his treatment to be done from there. He had no faith in government doctors, she said.

POOR OUTREACH OF FAMILY WELFARE PROGRAMS

There are various schemes under Family Welfare Programme in Mewat starting with Copper-T330, which is a new programme to the system in 2013, which has been since the early 2000s and is now close to 10 years. Introduction of this will give a check to the number of children. However, the



Bissar (standing) with her son Shokaruddin (in T-shirt) and relatives at Akera village in Nuh, Mewat. Married in 1976, Bissar is a widow who says that after her husband's death in 2014, she has become a curiosity show of sorts after being featured in Hindi media.

▶ We have no schemes [that apply to Bissar]. In such cases, we check all facts and see what the administration can do. Her old age pension was stopped due to technical issues

ARVIND KUMAR SHARMA, deputy commissioner

are adamant and stop interacting with people who talk about work in Akera, locals tell a different story.

While Shokaruddin claims village elders' talk about social workers to work in Akera, locals tell a different story. "We are not even aware of any schemes provided by the government so we have never applied for any nor any officials have ever visited us to inform us regarding any benefits," said Subhash Chandra, surgeon of Akera.

NO HELP FROM THE STATE

Ishtak's treatment at the hospital in Alwar, where he was bedridden for four months, cost the family Rs 4 lakh. They had to sell the camel cart, losing one critical element of earning a livelihood. He passed away in 2014 and ever since, Bissar has slipped deeper and deeper into poverty.

The fact that she's been a widow for nearly 10 years has not helped her. She is not a regular voter, but it isn't enough to get her a widow's pension. "I have approached government officials and local politicians many times in the past year, but no one is ready to help. I have also written to the chief minister of Haryana to help

Bissar to get old age pension, but haven't received any reply from them," said Chand.

Bissar has approached the district administration repeatedly over the past three years, but this too has been dead-end. "I have not almost 20 officials and have submitted written requests but they have ignored it," said Bissar. "None has ever turned up even to see if my children and we are alive. They humiliate and harass me during my visit to my children."

The old age pension she got from the government in 2016 was a relief, but that stopped after a year, when a villager complained she wasn't old enough to be eligible.

"Someone from the village had helped and my husband got a pension, as I never had a birth certificate or document to establish my age. The people who conducted the survey confirmed that we were eligible and we started getting a pension," Bissar said, insisting she had no idea that the pension was for a year-old pension.

A year later, there was a complaint, following which the district administration stopped the pension. Now they've said that the widow's pension will be granted only after Bissar has paid back the Rs 30,000 she got as old-age pension from the govern-

ment. This is an impossible task for Bissar, who lives with seven of her children. Only two sons work, but they earn irregular daily wages. Bissar, the mother of 18, has no fixed earning. However, she doesn't qualify for the below poverty line (BPL) category.

According to the officials who conducted survey said she does not qualify to fall under BPL category. "If we do not fall in the BPL category then, who does?" asked Bissar. "When I raised a question about the survey, I was told I was uneducated and illiterate. I don't know the technicalities of the scheme. The officials who conducted the survey asked me to pay Rs 30,000 if my family was not marked as BPL, but even when I pay the bribe when I can barely afford it."

When asked there was some way for the state to help Bissar, deputy commissioner Ashok Kumar Sharma said, "We have no schemes [that apply to Bissar]. In such cases, we check all facts and see what the administration can do. Her old age pension was stopped due to technical issues."

For Bissar, his hardship is a death knell. "If the situation remains the same, I will soon become news for dying of starvation," she said.

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htspotlight

WORLD REFUGEE DAY



In the Bhindoli camp, about 100 people are living in a single shelter. The situation is dire for the refugees. They are not getting any food or shelter.



Refugees in the Bhindoli camp are living in a single shelter. The situation is dire for the refugees. They are not getting any food or shelter.

In search of an elusive home

REFUGEES IN HARYANA Fleeing violence in their country, the Rohingyas from Myanmar are living in pathetic conditions in seven camps across Mewat region

DELHI: The Rohingyas, a Muslim minority in Myanmar, are fleeing violence in their country and seeking refuge in India. They are living in seven camps across Mewat region, a district in Haryana. The situation is dire for the refugees. They are not getting any food or shelter. The camps are overcrowded and the conditions are unsanitary. The refugees are not allowed to work or study. They are being treated like second-class citizens. The government is not providing any assistance to the refugees. The situation is a humanitarian crisis.



▶ If we don't start to help them, they will starve to death. Bissar is a widow who says that after her husband's death in 2014, she has become a curiosity show of sorts after being featured in Hindi media.

Print Ads

- Ads highlighting the various content themes for Gurugram
- CTA includes beat-wise reporters names & email address to start conversations

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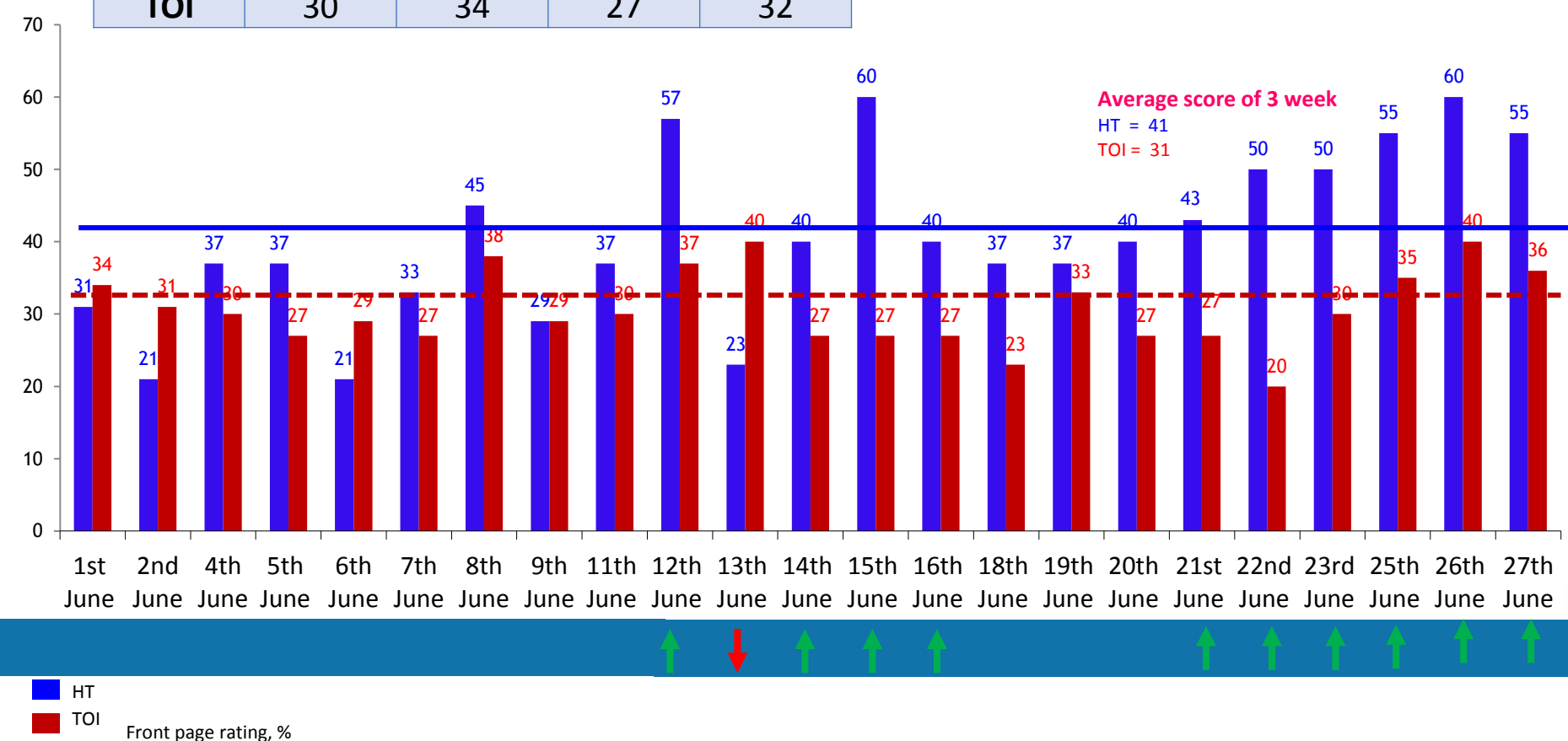
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Product Ratings increasing steadily

DUAL	HT > TOI	HT = TOI	HT < TOI	Net Wins
June 2018 (Till 27 th)	10	12	1	9

	Wk 1 Avg	Wk 2 Avg	Wk 3 Avg	Wk 4
HT	30	39	43	55
TOI	30	34	27	32

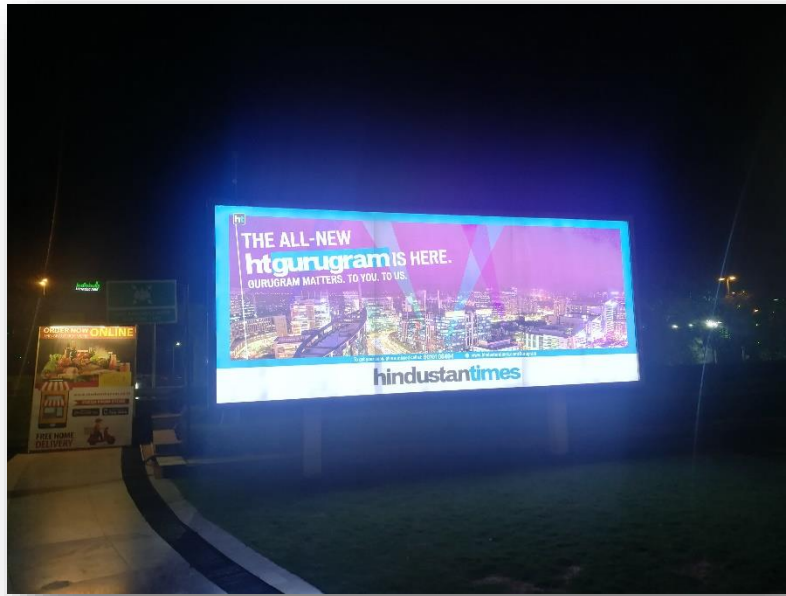


Lead on all major content pillars

Core Content Pillars	Avg Weekly Cols		
	HT	TOI	Diff
Crime	40	37	3
Commuting Infrastructure & Traffic	11	9	2
Communities	3	1	2
Lifestyle & Entertainment	28	7	21
Corruption	0.63	1.4	-0.77
Local Administration / Politics Concerns	36	37	-1
Pollution & Environment	17	14	3
Others	94	72	22
TOTAL	229	179	50



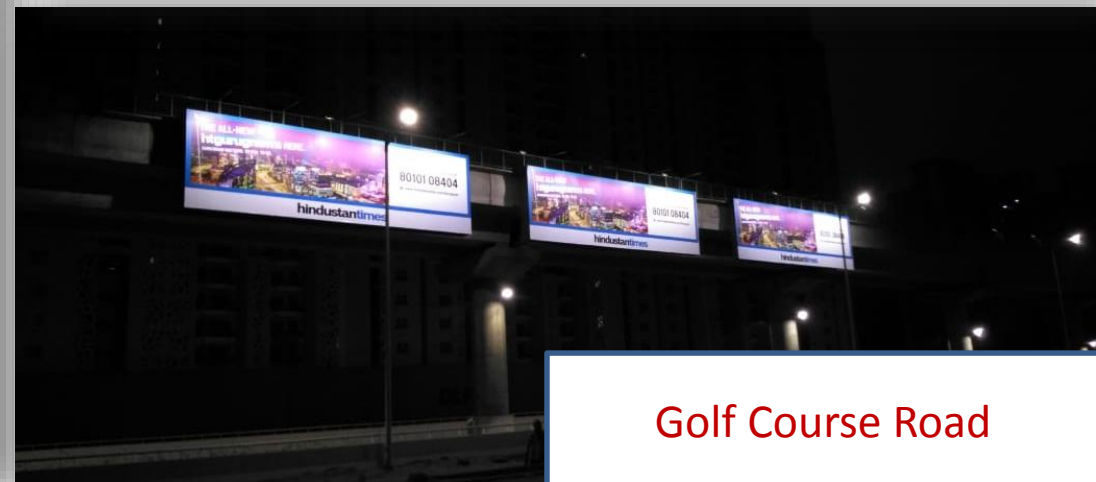
Outdoor campaign across key Gurugram sites



Cyber Hub



Galleria



Golf Course Road



200 Boards across key sites of Gurugram

- 28 Govt Offices
- 70% of Police Stations
- 41% of Govt Colleges
- Hospital, Stadiums & other prominent locations



Commissioner Office



Police Station Sadar



Sector 14 Girls College



Tau Devilal Stadium



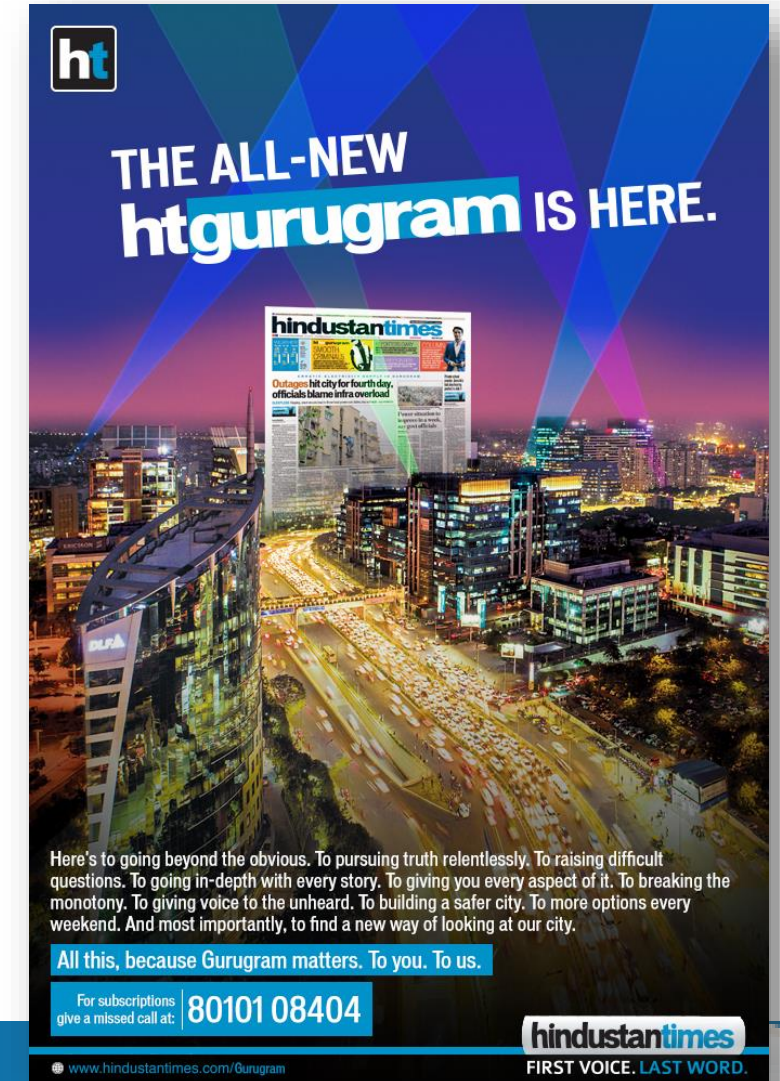
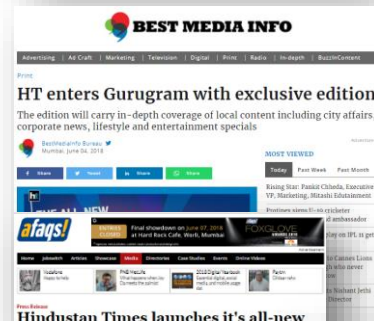
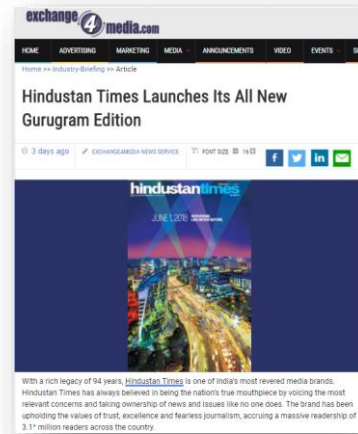
Rao Narbir Singh(MLA)



Haryana Vidyut Prasaran Nigam

Roadblock across ALL B2B platforms

Site-captures + PR + Emailers: Reach 15 lakhs



Site-captures

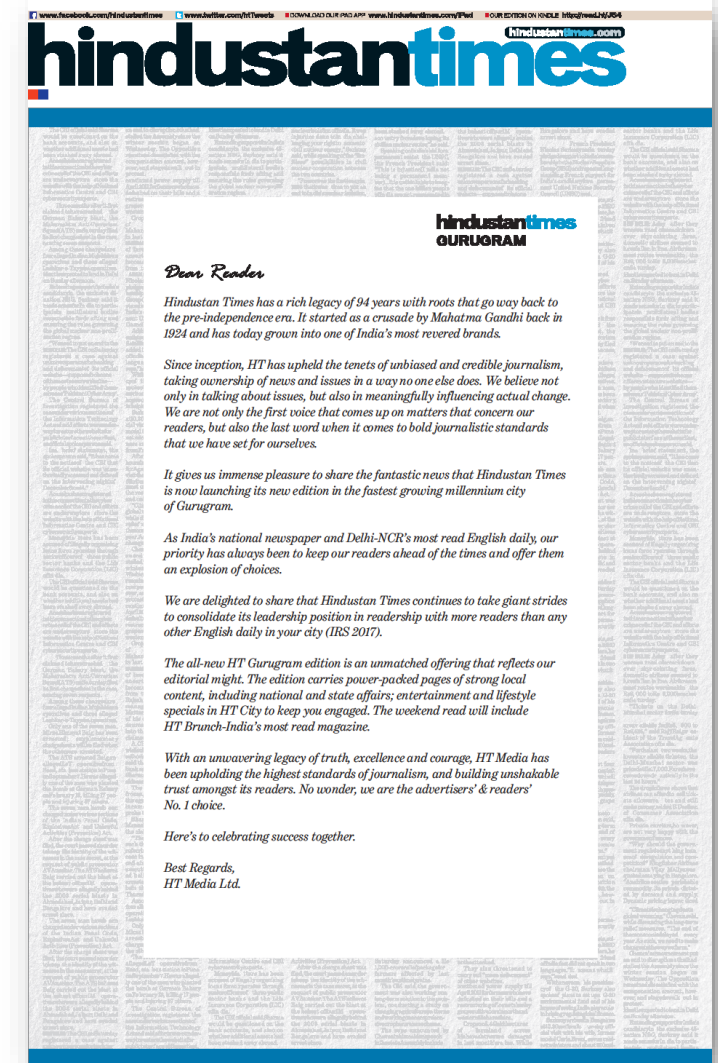
PRs

Emailers

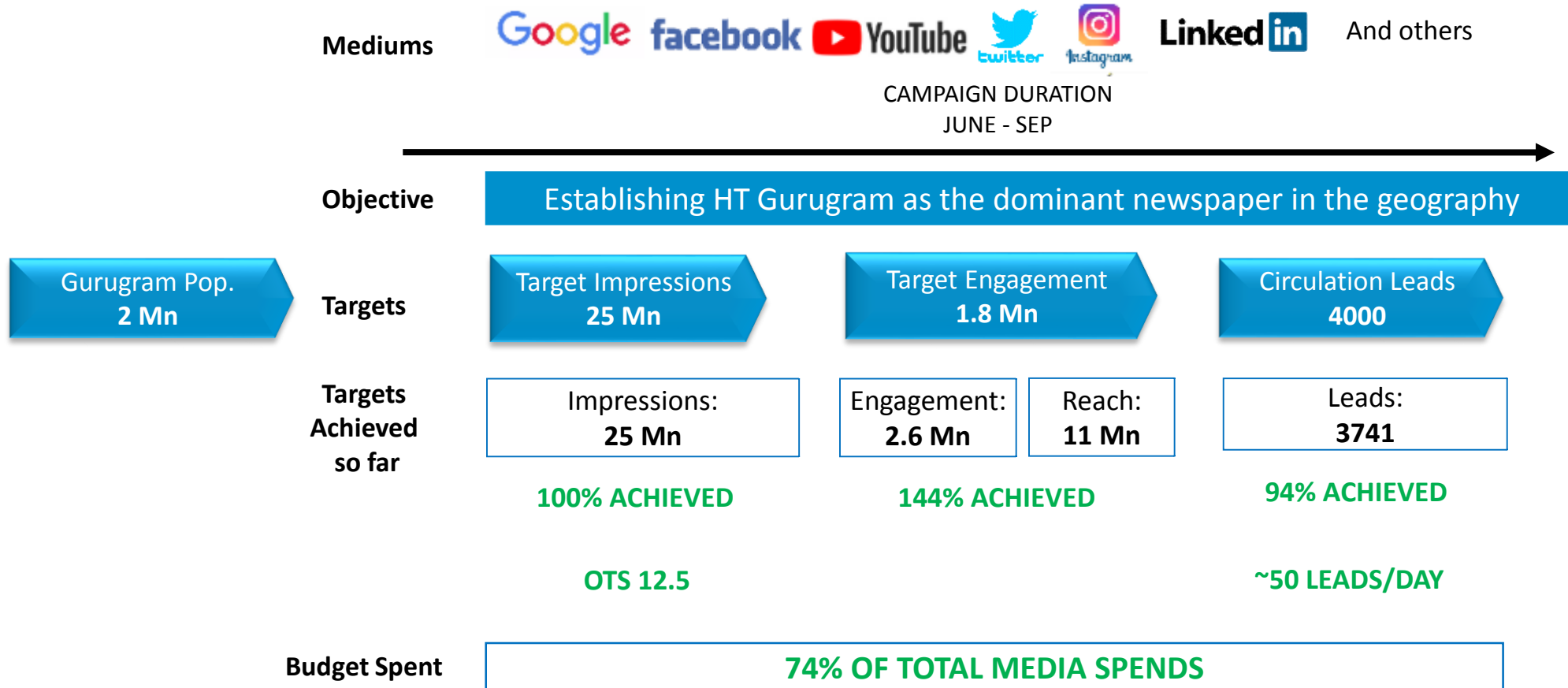
Custom Edition for 800 stakeholders

Advertisers + Influencers

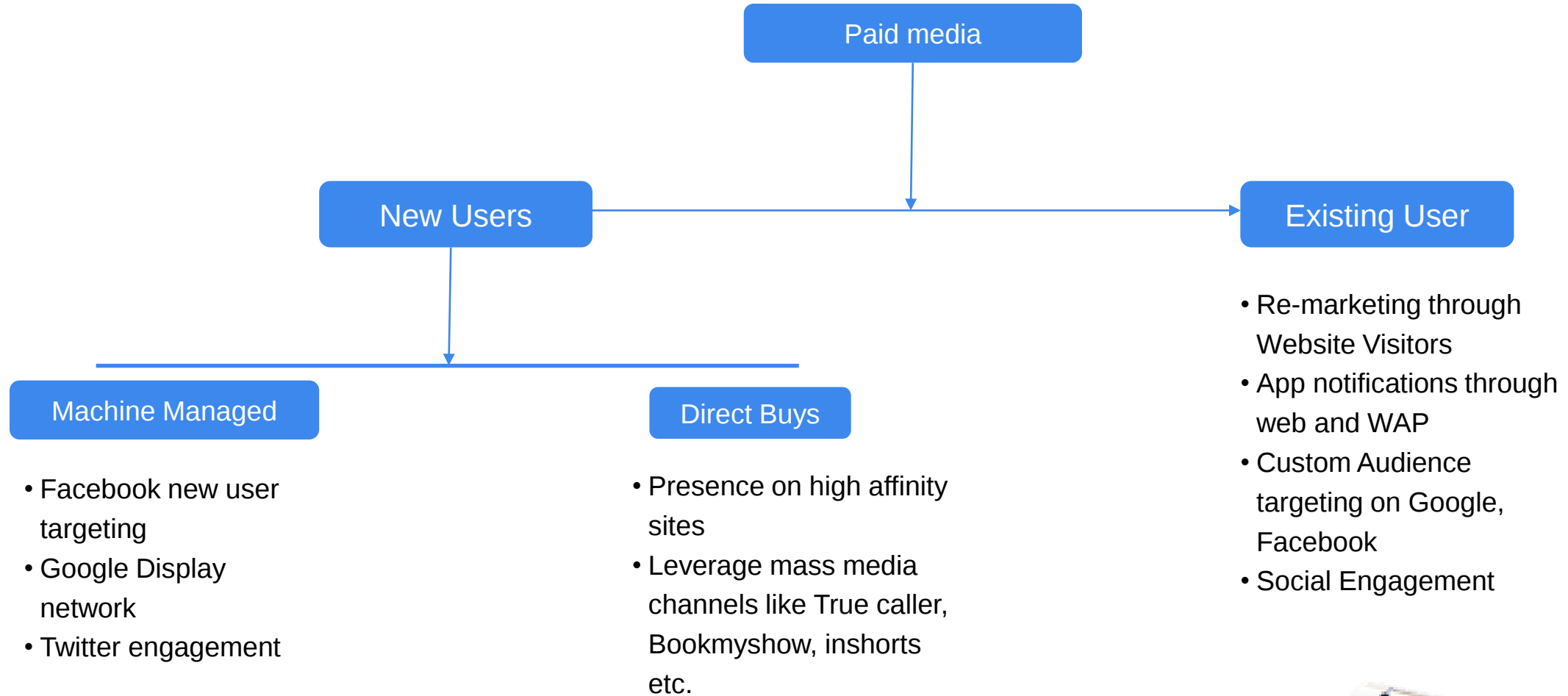
- A special edition is curated for the important stakeholders of HT
 - Priority List of Circulation
 - Delhi-NCR Influencers from Media Marketing
- A 4-pager Jacket including the letter to the reader is enveloped over the June 01 release and sent separately



Digital KPIs Achievements @ 74% Budget



Media Vehicles



HT Gurugram Launch: Digital Overview



HT.com

- Improved Discoverability of HT Gurugram Content on HT.com
- Home page Widget + Banners



GOOGLE DISPLAY

Google ads targeting Gurgaon residents on Google Search + Gmail based on their Interests AND media consumption



PAID SOCIAL

Reaching the right audiences through precise interest & demographic targeting
Also including Beta ad formats



VIDEO

Building awareness through Youtube & other video platforms through ads
6sec Trueview ads + Bumper ads



MOBILE APPS

Reaching discerning users through app & mobile browser targeting
BookMyShow
Snapchat and inMobi



MAILERS

Emailers based on interest
Specifically to Gurgaon audiences including key MM contacts + Trade Media databases



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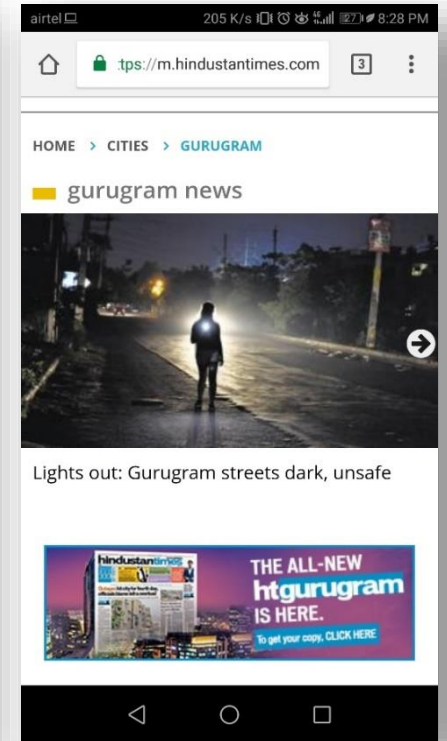
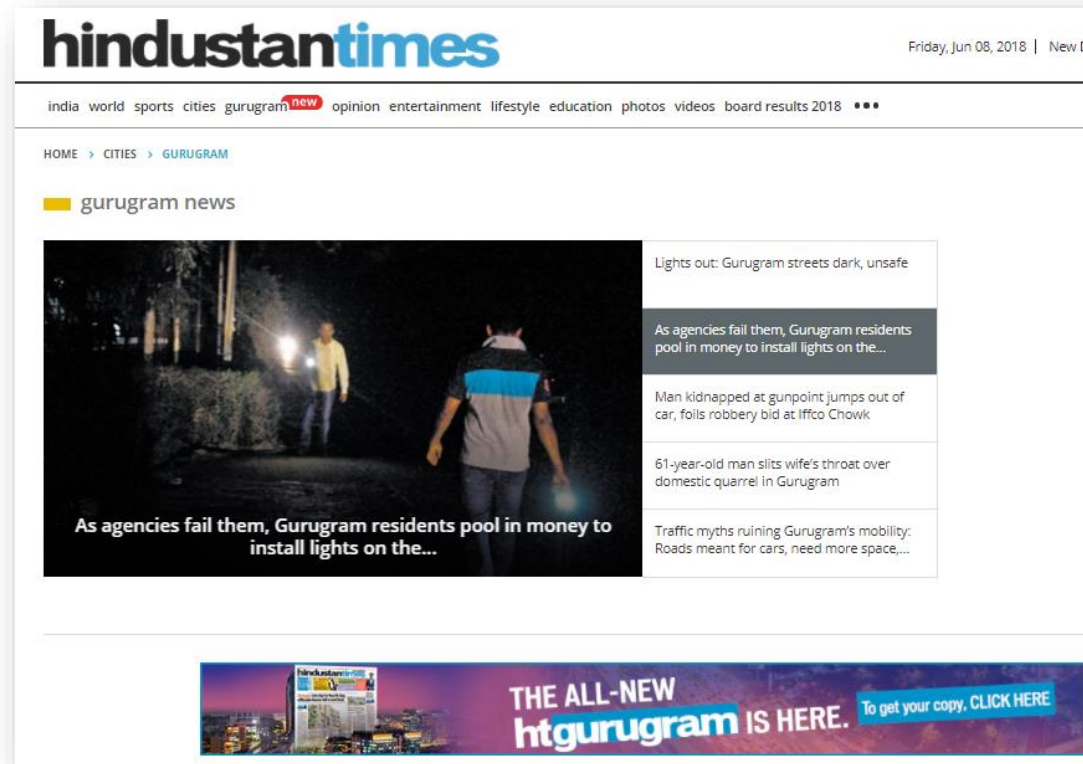
Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



In-house Website Banners driving subscriptions



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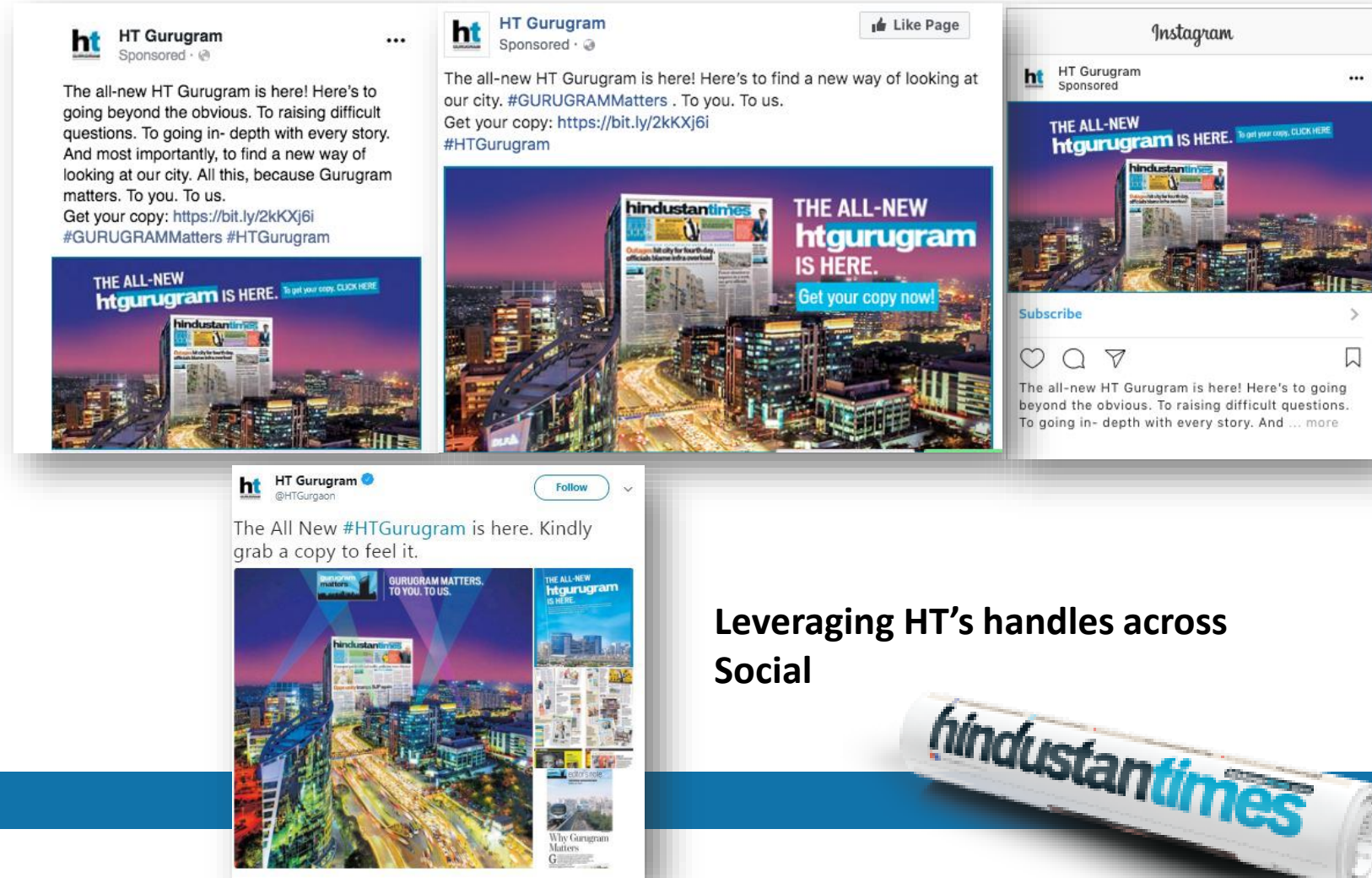
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- Instagram
- LinkedIn
- Twitter
- Youtube

In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



Leveraging HT's handles across Social

Leveraging strength of Google + Using Prerolls on Youtube

Google Search

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Google Display Network



Communities of Gurugram



The All New HT Gurugram is here



Infra of Gurugram



Leveraging & Recreating Editorial Content



Facebook Top Organic Posts

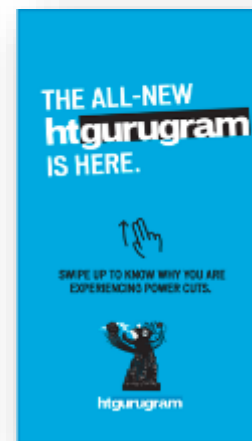
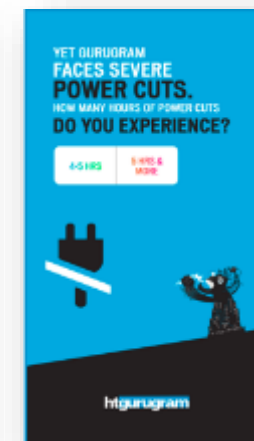
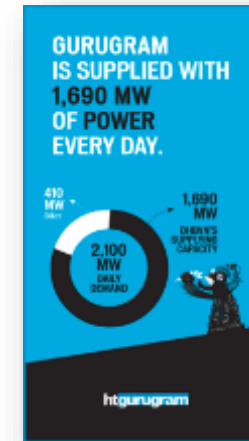


Facebook Paid Campaign



facebook

Power Cut Edit Series



Community-based story



Instagram

Leveraging FIFA WC News Cycle for Gurugram



Videos



GIFs



Static Posts



Insta / FB stories

Cross-Promoting HT Friday Jam



Engaging Influencer Columnists



has
and it

htgurugram

NEELA KAUSHIK

PRERNA SINGH BINDRA

RAJAT CHAUHAN

SHIKHA JAIN



ARE YOU CONCERNED ABOUT YOUR CHILD'S SAFETY?
Asks Neela Kaushik,
Founder Gurgaon Moms.

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AMIT BHATT

ARVIND VIJAYMOHAN

AMIT BHATT

KEIJI NAKAJIMA



Amit Bhatt
June 27 at 7:07 AM · G

#RushHour

#RaahgiriDay: How a small experiment in Gurgaon become a national rage.

My today's column in Hindustan Times

Prabhat Sarika Rajesh Latika Manas Manish

RUSH HOUR

AMIT BHATT

Our cities should be designed for people, not just motor vehicles

RAAHGIRI DAY
Research by WRI India suggested that in Gurugram and Mumbai, around 30% of people who participated in the Raahgiri campaign went and actually bought bicycles after the event

[illegible]

AS PER THE CENSUS 2011, 23% OF PEOPLE WALK TO WORK, 13% CYCLE TO WORK AND ONLY 2.7% PEOPLE DRIVE TO THEIR WORKPLACE. YET, PLANNERS CONTINUE TO DESIGN CITIES FOR MOTOR VEHICLES, GIVING MORE PEOPLE THE REASON TO SHIFT TO MOTORIZED TRANSPORT (OR BUY PRIVATE VEHICLES). THE RESULT: MORE THAN 50% OF THOSE WHO ARE KILLED IN ROAD ACCIDENTS IN OUR CITIES ARE PEDESTRANS AND CYCLISTS.

DAILY
WISDOM

the country. During the 1990s, the country's economy grew by an average of 7 per cent a year, but the growth was uneven, with some areas developing more rapidly than others.

In 2001, an election took place for the first time in 15 years. Every voter was given a ballot paper with a photograph of the candidate and a number. The candidate with the most votes won. This was a big change for the country, as it was the first time that the people had a say in who ran the country.

After the first election, the country's economy continued to grow, but at a slower rate than in the 1990s. The government decided to introduce a new tax system, which was designed to encourage people to work longer hours and to invest in the country's infrastructure.

The country's economy has continued to grow, but it is still facing many challenges. One of the biggest problems is the country's high level of unemployment. The government is trying to create more jobs by investing in the country's infrastructure and by encouraging people to start their own businesses.

Another problem is the country's high level of poverty. The government is trying to help the poor by providing them with food and shelter, and by giving them access to education and healthcare.

The country's future is uncertain, but it is clear that the people are determined to make their country a better place. They are working hard to improve the country's economy and to create a better life for themselves and for their children.

(Ann Smith is a writer in New Zealand. She has written many books about the world.)

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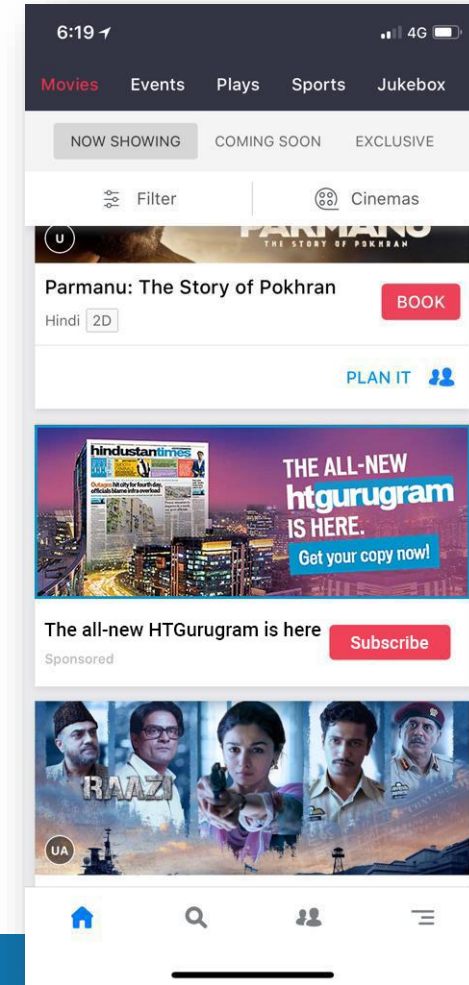
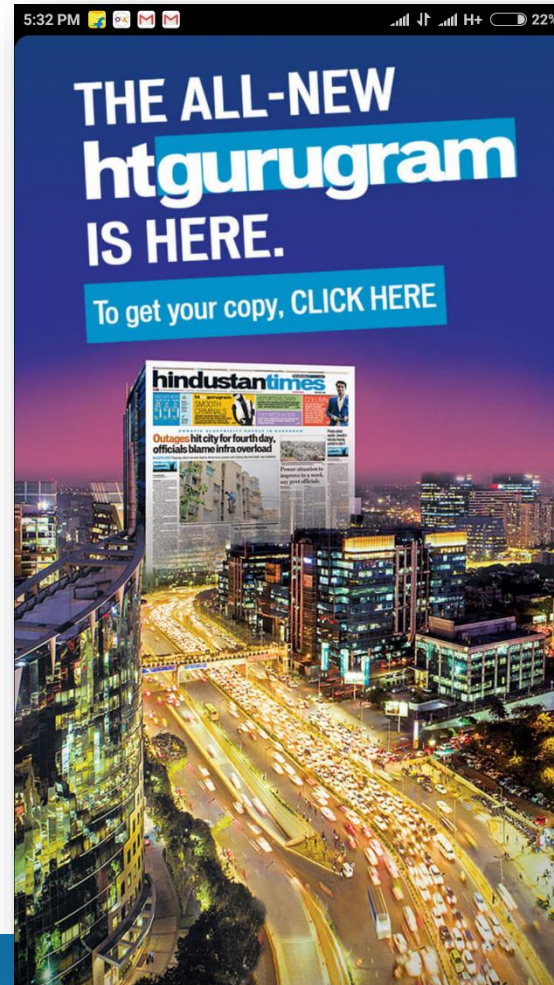
Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



Geo-based targeting on Inshorts & Bookmyshow



Reaching out to the city – digitally.

In-house Banners

- Hindustan Times Website

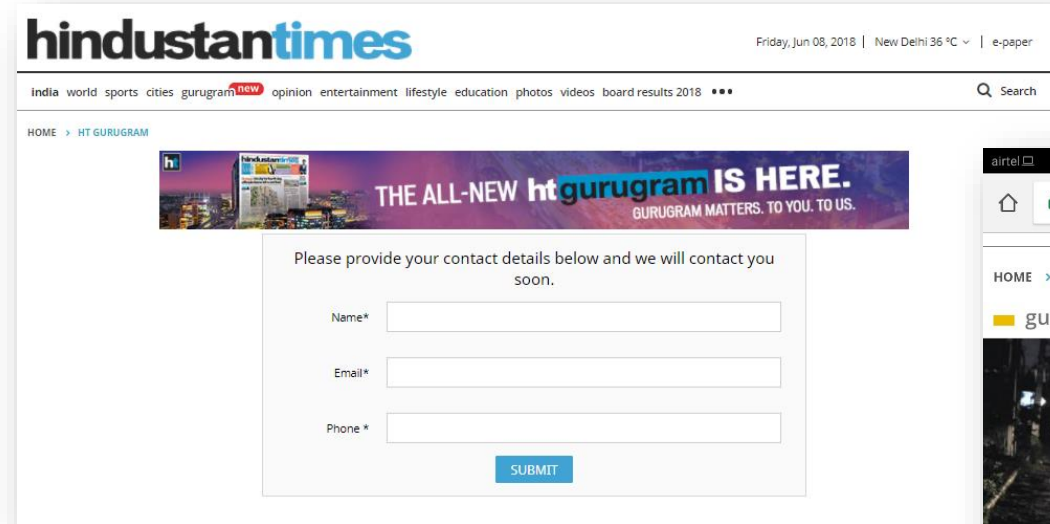
Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

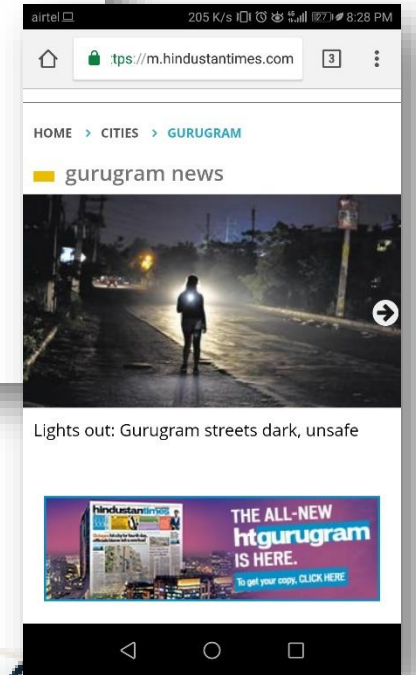
In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



In-house Website Banners to drive subscriptions



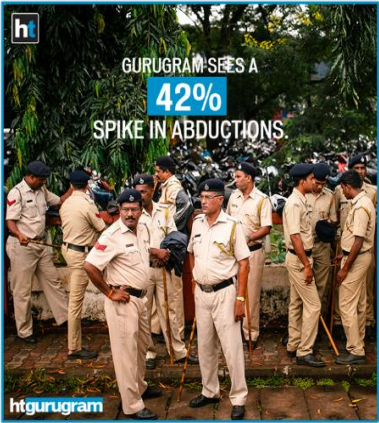
Starting Conversations



Starting Conversations

Lack of street lights is a major reason behind the rise in crimes in Gurugram. Do you feel safe in this city?

#HTGurugram #GURUGRAMMatters
#CrimeReport #Abductions #Gurgaon
#BeSafe



2:28 PM - 2 Jul 2018

Mohit @mohitgarg34 · Jul 3
Replying to @HTGurgaon
Though they have given contract to install 40k streetlights, but I guess many of them have already stopped working. They need some permanent solution for that. Electric poles are not in a good condition to handle these street lights.

Vishal @guptavishal7982 · Jul 2
Replying to @HTGurgaon
Not feel safe coz of missing street lights. Let alone the sectors, even main sohna road does not have street lights. It's pathetic condition on the potholed roads leading to sectors 65 and above. @cmohry @nitin_gadkari

Prashant Sharma @Prashan56132546 · Jul 2
Replying to @HTGurgaon
Poor Police to People Ratio ,Dark Spots ,Lack of Civil Sense in People and Attitude to local people with Jaat Gujar Stickers on the Vehicles gives them right to flout every road rule

Balaram @balaramshodangi · Jul 2
Replying to @HTGurgaon @HTTweets
As if lights will stop crimes. What about daylight robbery ???

Shree Harsha M H @the_raceagainst · Jul 2
Replying to @HTGurgaon @HTTweets
@gurgaonpolice are getting salary from public money to sleep in that dark? They also might hold some credible role in these abductions.. who knows..!!

CHOTAA BHEEM @Chotaa_Bheem · Jul 2
Replying to @HTGurgaon
Bc yaha ghar me light nahi aati tum street light ki bat kar rahe Ho

DuttaShipi @TheAcoustic · Jul 2
Replying to @HTGurgaon
I have made several failed attempts to ask authorities for street lights in specific areas. The request fell on deaf ears obviously and I stopped pleading. Who listen to common people ?

ravinder malhotra @malrav1 · Jul 2
Replying to @HTGurgaon
LACK of traffic police, police, night surveillance too are missing.

Krina Gada @GadaKrina · Jul 2
Replying to @HTGurgaon @HTTweets
Do you feel safe in this city?

The question itself is completely improper and contradictory to the current situation!

Janak mamtani @Janak16952073 · Jul 3
Replying to @HTGurgaon
No street light DLF 1 to valley view Estate gwalpahari. It's very difficult to drive night time.

Mohit @mohitgarg34 · Jul 3
Replying to @HTGurgaon
Though they have given contract to install 40k streetlights, but I guess many of them have already stopped working. They need some permanent solution for that. Electric poles are not in a good condition to handle these street lights.

Manish Chopra @ChopraManish · Jul 14
Replying to @HTGurgaon
Unless we can name and Shane people who are responsible for this abysmal infrastructure, things will never improve. Can we not launch a drive to name responsible babus with every picture posted. @HTGurgaon @Outspoken_India

Divesh Kumar @diveshkumar786 · Jul 14
Replying to @HTGurgaon
@HTGurgaon Who are you complaining to??? You don't even care to tag the relevant authorities

PaSha @PaParth0007 · Jul 13
Replying to @HTGurgaon
Take a picture this year and again the same picture next year? What's the point?

samarpit foundation @samarpitindia · Jul 13
Replying to @HTGurgaon
Does sharing the picture will change the situation ?

Anurag Lal @anuraglal · Jul 13
Replying to @HTGurgaon @7kartikkumar
Nothing is going to change ever in this useless place, with this useless govt., useless babus, useless NHAI. Nothing. Do what you want!!!

Mohit @mohitgarg34 · Jul 3
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Param Kaur @param_kaur · Jul 13
Replying to @HTGurgaon
Only platitudes. Car-surfed today for 23km.



DuttaShipi @TheAcoustic · Jul 13
Replying to @HTGurgaon
A city with no drainage ,Walled concrete jungle built without common sense.

2- way conversations

Citizen Journalism



KPIs achieved on 74% budget consumption

Phase	Targets				Achieved			
	Impressions	Reach	Engagement + Clicks + Views	Leads	Impressions	Reach	Engagement + Clicks + Views	Leads
Phase 1	10,652,274	2,484,284	725,969	1,858	13,102,564	6,875,345	1,167,682	1,653
Phase 2	8,565,735	3,033,318	584,212	3,480	5,503,448	1,895,079	664,130	958
Phase 3	5,779,682	2,559,136	513,668	797	4,113,083	1,938,526	148,479	1,130
TOTAL	24,997,691	8,076,738	1,823,849	6,135	22,719,095	10,708,950	1,980,291	3,741

- **Over 300 posts created in 3 months covering various buckets**
- Have reached **10.7Million+ audience** in Gurugram generating **3.7K leads** with a **validation ratio of 8%**
- Around **2 Million engagements & views** generated so far
- **Revenue Generated over 1 Cr in first quarter**



92%
People engaged
are Men
80% of them are in the fan
category



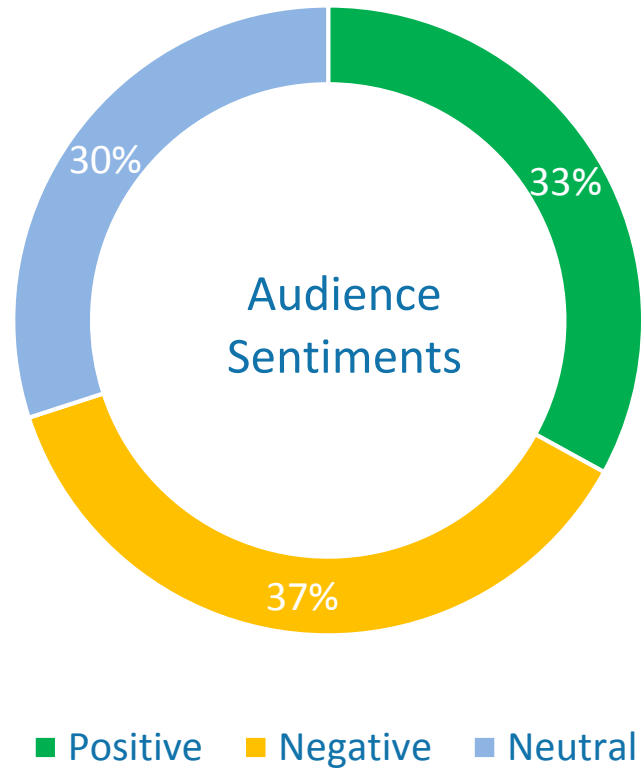
3.37 Million+
Impressions
On Instagram stories



18-24
62% of engaging
audience
25-34 is next with 29% of
engaging audience



Sentiment Analysis



Source: Keyhole

To become No 1 in Gurugram within 12 months

Identified 120 key condo's and plan to dominate them

- Society Activation
 - Insert Detailers
 - Various brand & event activities
 - Early Delivery through premium societies: Legend, Close North, Close South
- Innovations
 - HT Ambassador with Full Cover Price Offer – Westend Heights
 - Sampling Activity
 - Early Delivery through premium societies: Legend, Close North South
- Domination in new societies / upcoming areas
 - Golf Course Extension roadR
 - Dwarka Expressway

• Overall Impact on Circulation – On Track

PO at Start: 62.5 K | DEC Exit : 70 K+ | May 2019: 74 K

**THE ALL-NEW
HT GURUGRAM IS HERE**

HT Gurugram focuses on the millennium city and offers in-depth coverage on local news, entertainment, sports & lifestyle.
Get your copy of HT Gurugram for just Rs 2340 for 15 months

The unbeatable all-new edition dedicated to Gurugram

GURUGRAM SPECIAL EDITION

SUNDAY MAGAZINE

POWERFUL WEEKEND READS

Saturday Special

Sunday Special

To book your copy of HT or to advertise, contact your resident,
HT Preferred Partner, Mrs. Shobhna Mehta at 9818670290

ht hindustantimes
PREFERRED PARTNER

To book your copy of HT or to advertise, contact your resident,
HT Preferred Partner,
Mrs. Shobhna Mehta at 9818670290

Attractive offers available

CONTACT FOR ALL AD TYPES

- BUSINESS**
Ads relating to your new start-up, upcoming business venture, or already established brand
- LEGAL / STATUTORY**
Ads pertaining to name changes, selling/buying of property etc
- CELEBRATION**
Ads commemorating birthdays, anniversaries or any special occasions
- OTHERS (OBITUARY)**
Ads pertaining to all kinds of emergency news

HT GURUGRAM SPECIAL EDITION

IMPACTFUL DAILY READS

POWERFUL WEEKEND READS

SUNDAY MAGAZINE

Saturday Special

Sunday Special

hindustantimes **GURUGRAM'S NO.1 NEWSPAPER**



Gurugram Revenue Going up

L2L:

Special team created for L2L revenues in Gurugram
56 Features done resulting in 36 L of revenue

N2L:

Standalone pricing for N2L
Focused efforts to get additional standalone ads



4 Page Restaurant
Feature



Education

Independence Day

Lifestyle



World Heart Day

Friendship Day
&
Rakshabandhan

Total Target: 15 Cr Annual
Achieved: 5.2 Cr YTD Nov

On Track



Before The Launch

- Gurgaon offering was Delhi Edition + 2 pages of local content inserted after Delhi metro coverage

- Lower daily local content viz a viz competition

	Edit Col GGN	Edit Col Delhi	Total
HT	13	24	37
TOI	20	19	39

- Inadequate edit strength vs competition

	Edit Manpower
HT	7
TOI	21

- No flexibility in local ads placement beyond 2 pages

After The Launch

Local Coverage hierarchy based on reader research

- Crime, Commute and Infrastructure
- Lifestyle and Entertainment
- Community Connect
- Corporates and Real Estate

Core Content Pillars in Jun	Avg Weekly Cols		
	HT	TOI	Diff
Crime	40	37	3
Commuting Infrastructure & Traffic	11	9	2
Communities	3	1	2
Lifestyle & Entertainment	28	7	21
Pollution & Environment	17	14	3
Others	94	72	22

Created standalone Gurugram Bureau with Increased strength of 20

1 Bureau Chief | 1 Dy. Bureau Chief | 13 Reporters |
2 Photographers | 3 Desk

Opened Revenue opportunities across Metro Section & HT City Edition

Gurugram Keys to Success

- **Product & Brand**

- Short-term: Weekly Product Panel Target: +4 wins / week
- Quantum of stories in Core Content Areas

Current: +3 wins
On track

- **Revenue**

- L2L + N2L extraction Target: 15 Cr
- Market Share Target: 50%

Current: 5.20 Cr
Current: 45%

- **Circulation**

- Total Copies Target: 74 K copies (May 19)

Current: 70 K + (Dec 2018)

