

## Indore Ranks First Followed By Lucknow in Jagran.com's 'My City My Pride' Liveability Index

*The 'My City, My Pride' campaign with KPMG (Registered) as Process Advisors & Evaluators measured 10 emerging cities on 5 key pillars – Healthcare, Infrastructure, Education, Safety and Economy through public participation*

- *Indore ranked first across all parameters except Safety*
- *Dehradun ranks 1<sup>st</sup> in Safety*

**Mumbai, October XX 2018:** Jagran.com– the Hindi news and information website of Jagran New Media has announced the findings of its city liveability survey under their citizen connect initiative – 'My City, My Pride'. The survey was undertaken in conjunction with KPMG as the *Process Advisors & Evaluators* and International Centre for Journalists (ICFJ) as the Knowledge Partner. Facebook has partnered this initiative as a presenting sponsor and have supported the program by promoting citizen led communities, where issues pertaining to each city are raised and solved.

The campaign was launched to measure and drive development of cities in an interactive way through public participation. With growing development, rapid industrialization and influx of people, there was a need to quantify the liveability of emerging cities and take timely corrective actions. The key objective of the campaign was to produce data driven insights that will help raise citizen awareness and generate ideas of change through collaboration leading to an actionable plan for development of cities.

During the first stage, the program invited citizens to score their respective cities across five fundamental pillars - health, infrastructure, economy, education and safety. The survey was conducted both online and offline across 10 cities. A total of 14,630 people participated in the survey (online and offline-physical survey combined) out of which 13805 were considered for the computation of the liveability score. These scores were analysed by KPMG (*Registered*) as *Process Advisors & Evaluators* along with Jagran's editorial teams.

In the next phase of the campaign, the survey findings were shared at round table conferences conducted across the 10 cities with government bodies and influencers. During these meet-ups the findings around each pillar were discussed to find workable solutions towards the identified problems presented in the report. During this stage, 90 round table conferences were held across the 10 cities with participation from 1173 influencers and resulted into 545 ideas/solutions being shared collectively.

Out of the 545, 11 solutions per city were shortlisted and announced during forums held across the 10 cities, attended by citizens, civic authorities and ministers.

The campaign will culminate with monthly roundtables held across cities to review the solutions implemented across the 5 pillars.

Commenting on the initiative campaign, **Ms. Apurva Purohit, President, Jagran Prakashan Ltd.** said, "In our organisation, we firmly believe that change begins at home and media houses can play a pivotal role in driving it. Through this campaign, we decided to collaborate with the government and other civic bodies to initiate change in the required sectors of each of the emerging cities. With 'My City My Pride', we aim to build the cities of tomorrow with active participation of the citizens. The

survey conducted in conjunction with Facebook and KPMG (*Registered*) as *Process Advisors & Evaluators* is a perfect example of Public Private Partnership model and it has been a stupendous success.”

**Mr Bharat Gupta, CEO Jagran New Media** said, “We place a strong emphasis on generating content through data driven journalism in order to generate content that is credible. It’s our responsibility to drive conversations on topics that are most pertinent to our readers. This campaign has helped us do that. Basis the findings, we have and will be tweaking the content to focus more on topics and themes most relevant for the people of these cities.”

### **City Liveability Score – Overall**

| <b>City</b>     | <b>City Liveability Score</b> | <b>Rank</b> |
|-----------------|-------------------------------|-------------|
| <b>Indore</b>   | <b>3.69</b>                   | <b>1</b>    |
| <b>Lucknow</b>  | <b>3.37</b>                   | <b>2</b>    |
| <b>Dehradun</b> | <b>3.31</b>                   | <b>3</b>    |
| <b>Varanasi</b> | <b>3.23</b>                   | <b>4</b>    |
| <b>Raipur</b>   | <b>3.20</b>                   | <b>5</b>    |
| <b>Ranchi</b>   | <b>3.18</b>                   | <b>6</b>    |
| <b>Meerut</b>   | <b>3.13</b>                   | <b>7</b>    |
| <b>Ludhiana</b> | <b>3.12</b>                   | <b>8</b>    |
| <b>Patna</b>    | <b>3.07</b>                   | <b>9</b>    |
| <b>Kanpur</b>   | <b>2.94</b>                   | <b>10</b>   |

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### **About Jagran.com**

Jagran.com is one of the largest Hindi language news and information site in India with 29.6 Million users who collective account for 191 Million page views. It provides meaningful content to consumers through DATA DRIVEN JOURNALISM which informs, educates and helps them to take better life decisions. With its various initiatives like My City, My Pride, Jagran Junction etc, it provides readers multiple platforms, where they can raise and discuss the life issues. The brand has an overall aim of reshaping the online Hindi news segment in Hindi heartland with a compelling customer experience and user engagement.