



Document submitted to MI Awards

**Mumbai Mirror ; the ‘voice’ of the city ...**

**Mumbai  
Mirror**

Our Mumbai

“As it is, as it should be”

Amplifying Mumbaikar’s voice against civic & social issues

... believes in challenging the bad about the city ... **MumbaiMirror**



Khataaras - abandoned & dead vehicles  
are found across Mumbai City

Blocking precious public space, breeding ground for mosquitoes,  
housing anti-social elements & an eyesore on the roads





... and took up the cause against “Khataaras”

**MumbaiMirror**



### Well done, Mirror

Our front page report *The wheels are turning* published on June 6 — part of our ongoing drive against rotting vehicles clogging the city — was well received by our readers who continue to send us similar stories in their area. Appreciating Mirror's

TALKBACK |

**'Congratulations on Operation Khataara'**

- Mumbai Mirror, the city's favourite tabloid, launched “Operation Khataara” in May 2018, declaring these abandoned cars as the ‘most-wanted-criminals’
- Mumbai Mirror acted as the platform where citizens could connect with authorities and report Khataaras in their neighbourhood



A snapshot





**PROBLEM:** With more than 20 Million people bustling, the biggest problem of Mumbai is SPACE. While overpopulation is a constant pester, there is an often overlooked menace, plaguing this mega city. This menace is the dead and abandoned vehicle, colloquially called a 'Khataara'. And, the city is undoubtedly filled with thousands of them, stacked up on roads causing hassles like:

- Traffic congestion & road accidents
- Breeding mosquitoes
- Defaming the cityscape
- Sheltering small-time criminals



**#OPERATIONKHATAARA**

USED AS AN OFFICIAL HASHTAG OF PROTEST BY MUMBAI CITIZENS

**SOLUTION:** Mumbai Mirror launched an initiative, 'Operation Khataara' which took charge to get rid of these Khataaras. The multi-media campaign kicked off with a print ad claiming Khataaras as "the most-wanted criminals" with an exclusive Whatsapp number and email-ID, urging the citizens to report wherever they spotted one. Although, khataaras were hiding in plain sight, Mumbai Mirror handed this issue over to the traffic authorities, bringing it to the spotlight. Print ads in city editions of dailies, radio spots, videos and digital posts were launched to grab the attention of citizens. And, to reach a younger demographic, youth influencers were roped in, giving a quirky spin to the campaign.

## PRINT CAMPAIGN



## SOCIAL MEDIA RESPONSE



## PROMINENT MUMBAIKARS SHOW SUPPORT

Some of Mumbai's most influential people like politicians, citizen activists, industrialists and NGOs spoke up to support the cause.



## RESPONSE

**1M+**  
VIEWS  
ACROSS



**10M**  
IMPRESSIONS

**2000+**  
WHATSAPP  
MESSAGES

## IMPACT ON SOCIETY

**827**  
KHATAARAS  
REMOVED  
FROM ROADS

**3997**  
KHATAARAS  
REMOVED FROM  
JUNKYARDS

## IMPACT ON BRAND

**PAGE  
VIEWS  
UP BY**

**55%**

**UNIQUE  
VIEWS  
UP BY**

**41%**







# The What & How



# Editorial push: Citizens voice heard by authorities **MumbaiMirror**



Residents have gathered data, including photos, of more than 50 abandoned vehicles that will be handed over to the BMC and the RTO, after which these vehicles will be towed away

## **BMC panel to fix auction prices of 1,779 dead vehicles**

Committee to meet today, online auction to be held through e-tender



**Mumbai Mirror's Operation Khataara gets high court lift**  
**State, BMC's duty to act on complaints about dead vehicles**

- This initiative began in May 2018 in a part of Mumbai (Kandivali)
- Mirror's relentless pursuit resulted in 'Operation Khataara' being taken up in other parts of the city (Goregaon, Andheri)
- Initial successes in the form of towing of few vehicles and municipal corporation announcing auction of abandoned cars
- High court order impressing on BMC to act on complaints
- To give this initiative a lift and take it pan-city, Mumbai Mirror launched its own helpline number & email address



# Multimedia campaign urging citizens to report the most wanted criminals



An evocative campaign personalizing Khataara's as the 'Most Wanted' criminals in town

Citizens were urged to send pictures of Khataaras on the roads with its location



Use of multi-media to spread the message

1. Print ads in Mumbai Mirror, Times of India & Maharashtra Times
2. Campaign video + multiple fun & quirky influencer videos/infographics/posts on social media platforms

Also, burst of radio-spots to spread the message







## 2. Digital deployed to spread the message

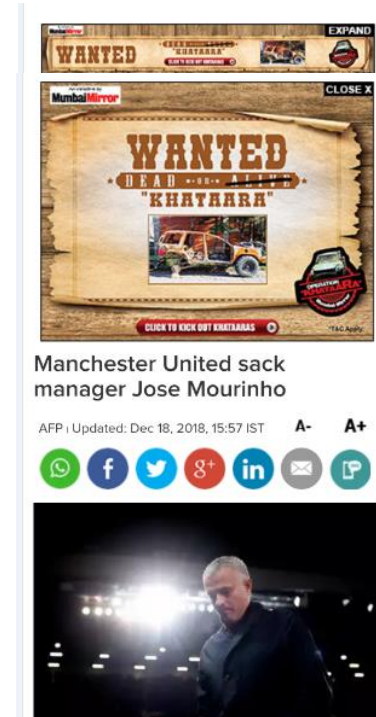
**MumbaiMirror**

Promotion videos with ~1 mn views on multiple platforms

Impact inventory on websites



<https://www.facebook.com/themumbai-mirror/videos/2337853149618540/>



was opened, people rushed in and were falling on each other.

"There was a crowd of over 2,000 people," police official said.

Senior Police Inspector Mahadev Wavhal said, "Those injured are out of danger and the police are investigating the matter."



An official from the BMC's Disaster Management Cell said, "The accident took place during a programme arranged at Mithibai College. Eight people were injured."

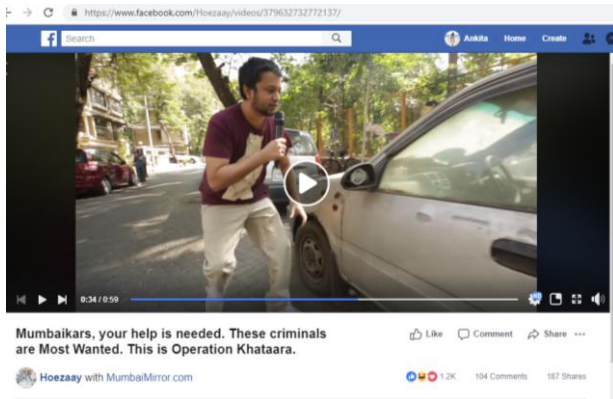


# ... especially among the youth

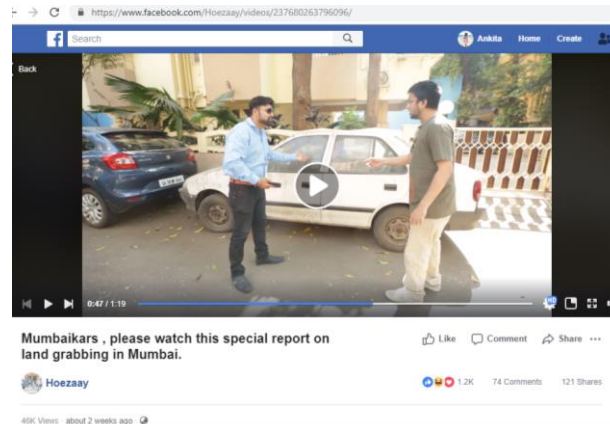
To relate to a younger demographic, humour was used to tackle this serious campaign effectively

A series of short, funny yet impactful videos were created to spread the message

Mumbaikars, your help is needed.  
These criminals are Most Wanted.  
This is Operation Khataara.



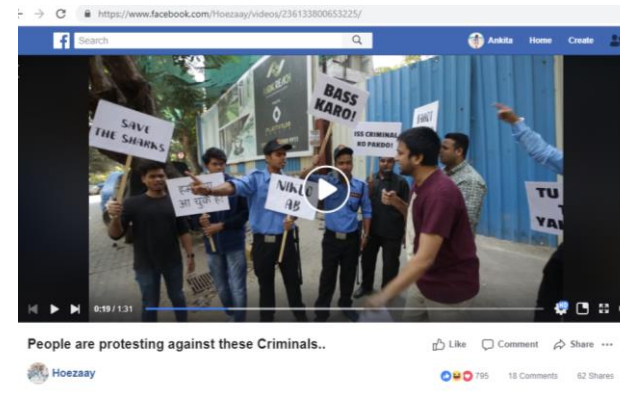
<https://www.facebook.com/Hoezaay/videos/379632732772137/>



Mumbaikars , please watch this  
special report on land grabbing in  
Mumbai.

<https://www.facebook.com/Hoezaay/videos/237680263796096/>

People are protesting against these  
Criminals..



<https://www.facebook.com/Hoezaay/videos/236133800653225/>



Mumbaikars beware. People are  
using our spaces to spread terrible  
messages in our city

<https://www.facebook.com/themumbaimirror/videos/1852708534841040/>







**BMC stretches 48-hr deadline for discarded rides to 3 mths**

Officials stuck notices on clunkers in Goregaon in Oct and forgot about them



**IF YOU SPOT A KHATAARA, REPORT ON**

**MIRROR HELPLINE**  
What? When? Where? How? Call us on **9372772277**

**Mumbai Mirror Bureau**  
mumbai@bmmirror.com

**TWEETS @bmmirror**

In October last year, the civic body stuck notices on several khataaras in Goregaon, giving the owners 48 hours to remove them or watch towing vans haul them to a scrapyard. Three months on, the cars continue to clog up narrow residential spaces, blocking the BMC's drive to remove such encroachments.

The BMC can seize abandoned vehicles under section 514 of the Mumbai Municipal Corporation Act, 1884, after giving the drivers two days to claim them. While notices are promptly posted on such cars, further action takes months. This annoys residents, who wonder if there

**CONTINUED ON PAGE 2**

## BMC's drive against clunkers a 'sham'

CONTINUED FROM PAGE 1

IS ANY POINT IN HANGING KHATAARAS TO SCRAPYARDS?

"The khataara system is a waste of time and money. It is not supposed to be a long-term solution. It is just a temporary measure to clear the roads. The BMC should focus on removing the vehicles from the roads and not just hanging them to scrapyards."

Local complainee Sandeep Patel said that, while the BMC has the power to remove clunkers, it is not doing so. "The BMC has the power to remove clunkers, but it is not doing so. It is just hanging them to scrapyards."



disappear and the RTO. This has become a legal predicament for both of them," he said.

Patel said to send photos and location of clunkers to civic officials. "After the report is received, the BMC should take action. The traffic police have started a

drive against clunkers and are now taking up public space," he said. Ad- ditional traffic police have been sent to clear the roads of clunkers. "The BMC should take action. The traffic police have started a

Local Authorities not getting dead vehicles removed

**City MumbaiMirror**

## Police, RTO must deal with khataaras, not BMC

Government resolution puts the onus of clearing abandoned vehicles on traffic department and RTO; BMC must only provide space to dump the clunkers

**UPDATES**  
Mumbai Mirror  
TWEETS @bmmirror



The BMC has said that it will continue its drive against khataaras

A government resolution passed to tackle the menace of abandoned vehicles has put the onus squarely on the traffic police and the transport department. There is no mention of BMC's role in the removal of dead vehicles from the roads. The resolution, passed by the Maharashtra Transport Commission (MTC) on October 5, 2018, directs the traffic police and the RTO to take action on 'clunkers' and 'khataaras' (abandoned vehicles) under Section 514 of the Maharashtra Motor Vehicles Act, 1989 and Section 514 of the Maharashtra Motor Vehicles Act, 1989.

The resolution also states that the BMC should provide space for the dumping of clunkers. It also states that the BMC should provide space for the dumping of clunkers. It also states that the BMC should provide space for the dumping of clunkers.

**IF YOU SPOT A KHATAARA, REPORT ON**

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**Mumbai Mirror Bureau**  
mumbai@bmmirror.com

**TWEETS @bmmirror**

Residents talking about handing over khataaras to Police/RTO and BMC to focus on clearing out dumpyards

BMC not discarding vehicles for 3 months instead of 48 hours





# The Impact



# Besides goodwill towards the campaign, location of khataaras highlighted by citizens

Mumbai**Mirror**

## Comments on social media

adv.roshankarar @kajalkaurkhatri nice work !!👏👏



**Pandurang Naik** Trying to attract attention for years  
Thanks

Like · Reply · 5w



**Umar Farooque** It was about time

Like · Reply · 12h



**Navodaya Chourasia** Fantastic initiative.

Like · Reply · 21h

potriceisprem I like this initiative a lot .  
Khataras from my area removed.  
Created more space for other cars and  
2 wheelers. We need more such  
programs in mumbai



**Roads of Mumbai** 🇮🇳 @RoadsOfMumbai · 13 Dec 2018

Replying to @writemeenal @MumbaiMirror

Brilliant campaign. Much needed to get rid of all Khataaras from  
@RoadsOfMumbai

- Within 8 weeks of launch of hotline **over 2000+** responses received over WhatsApp & Emails
- These include inquiry about Operation Khataara, congratulatory & good luck messages and reporting of **1452 Khataaras**
  - Reported khataaras occupy over 1,70,624 sq ft in Mumbai
  - Space that could be used to build 4 Schools/ 5 Gardens/3 Football Grounds/280 houses

ursingh\_99 Good awareness



**Global BoyTV** @globalboytv · 13h

Replying to @HoeZaay @RoadsOfMumbai @MumbaiMirror

This is just a political media PR stunt just to make good videos. Stop fooling people on Social Media, get your ass fire up and do some work.

\*WhatsApp number of #OperationKhataara is dead as @mtpttraffic handle Mr.@HoeZaay

1   Reply   Like

## • Impact on Brand

Page  
views  
up by

55%

Unique  
views  
up by

41%





# #Operationkhataara became the official hashtag of the battle against khataaras

Mumbai**Mirror**

## WEBHITS

3 most-read articles on the Mirror site

- 1 Upset at being woken up and called to work, doc hits child with torch
- 2 Operation Khataara
- 3 Pranab Mukherjee accepts RSS invite; Cong raises eyebrows

## He'll pay to take your clunker off your hands

Mahindra Acello managing director Sumit Issar plans to set up an automotive recycling unit in Panvel by March next year; also keen on buying all vehicles at BMC's auction next month

Linah.Baliga  
@timesgroup.com  
TWEETS @MumbaiMirror

**T**here's no excuse for leaving your old and dying vehicle on the road anymore. Nor do you need to wait for the BMC or the traffic department to tow it away. Throwing his weight behind Operation Khataara — an initiative of Mumbai Mirror and citizens — Sumit Issar, managing director of Mahindra Acello, a steel processing and automobile recycling wing of Mahindra & Mahindra, says his team will come to your doorstep, pick up your end-of-life vehicle and recycle as many components of it as possible. Mahindra Acello, and Centre-owned MSTC Ltd set up an eco-friendly automobile recycling unit — said to be the first of its kind in India — in Delhi-NCR in March this year. Issar plans to establish a similar plant in Panvel by next March.

Excerpts from an interview:



Sumit Issar, managing director of Mahindra Acello, says with just a call or an online post, people can get rid of their dead vehicles and get paid for it

**6mn**  
Tonne of steel India imports annually. Recycling can reduce that dependency

Hema Malini gets Juhu cops to remove 50 khataaras from posh neighbourhood

## Nahiin...These cars don't belong here!

Action taken by cops after the BJP MP asked newly appointed Mumbai police commissioner, Subodh Jaiswal, to remove the eyesores



**“**It is a posh locality and these scrap vehicles are such an eyesore. Juhu can look much better without them  
**—Hema Malini**

Most of the vehicles had been dumped on Vankhede Mehta Road

Linah.Baliga  
@timesgroup.com  
TWEETS @MumbaiMirror

**E**yesores in the form of abandoned cars were removed from a posh Juhu neighbourhood by the Mumbai police after actor-turned-MP Hema Malini put in a request to the new police commissioner of the city, Subodh Jaiswal. Over 50 dead vehicles had encroached on Vankhede Mehta Road in Juhu for the last four years.

“When the newly appointed commissioner of police Subodh Jaiswal had come to meet me at my residence in Juhu, I had requested him to tow away those vehicles. It is a posh locality and these scrap vehicles are such an eyesore. Juhu can look much better without them. They have been lying on that road for years. I am happy that they have finally been towed away,” the BJP MP told Mirror.

Senior police inspector P S Wadhwa of Juhu police station said, “On VM Road alone, there were 40 abandoned vehicles and pedestrians had lost their right to a footpath and the road. Another 14 vehicles were towed from near Juhu police station.

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GUJARATI

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GUJARATI



A khataara sticker on an abandoned car in Kandivali. Instead of towing the car away, workers concretising this stretch turned it upside down and moved it a little

Operation khataara ads used as posters by citizen group to draw attention of authorities

Right here!

## STICKERS TO TREAT BMC'S BLIND SPOT FOR CLUNKERS

Kandivali residents post khataara labels to remind officials to remove cars



Linah.Baliga  
@timesgroup.com

TWEETS @MumbaiMirror

**E**verybody sees them but the BMC — dirt-covered khataaras that take up Mumbai's precious space. It's such a big blind spot for the civic body that it didn't bother to remove them while concretising roads in Kandivali, choosing to only shift them a few inches by overturning them.

Now, residents have started to put special stickers on abandoned vehicles so officials don't miss spotting them. They hope the stickers, inspired by and designed after Mirror's 'Operation Khataara' campaign, will serve as visual reminders for officials to tow them away. The labels list Mirror's helpline for reporting dead rides.

CONTINUED ON PAGE 30



**IF YOU SPOT A KHATAARA**

WhatsApp its photo and location to

**9372772277**

or email at  
**operationkhataara**  
**@timesgroup.com**

Politicians & industrialists lent their support

Citizens groups & activists part of this journey



# Support from civic & traffic authorities – clearance of junkyards and towing of cars

Mumbai**Mirror**

Khataaras removed from Road

827

Khataaras removed from Junkyard

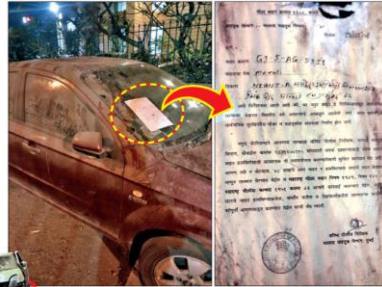
3,997

## Year after complaints, action against encroaching vehicles

CONTINUED FROM PAGE 1

message being left unattended by the authorities despite a number of complaints by residents. On Saturday, the traffic police's Malad division passed intimation notices on the vehicles, warning the owners that they would be declared abandoned and towed away. Under Section 314 of the Mumbai Municipal Corporation Act, once the notices are posted on vehicles, their owners have to clear them away within 48 hours, else the clunkers would be sent to the city's junkyards. Declaring such vehicles would entail a penalty of Rs 170 per day up to a maximum of Rs 8,100 and payment of Rs 6,800 towards the towing charges. Owners of abandoned vehicles can also be booked under the Motor Vehicle Act, the Central Motor Vehicles Rules, and the Maharashtra Police Act.

G Bhavsar, senior police inspector of Malad traffic division, confirmed that the vehicles would be towed away if their owners do not remove them. Residents said they had raised the issue of vehicles resting in front of interface Heights



The notice posted on one of the abandoned vehicles in Malad warns the owners that the clunkers would be towed away if they are not cleared in 48 hours

**IF YOU SPOT A KHATAARA, REPORT ON**  
MIRROR HELPLINE  
WHATSAPP ITS PHOTO AND LOCATION TO  
9372772277  
OR EMAIL AT  
operationkhataara@timesgroup.com

## 45 'dead' vehicles towed away in Goregaon West

### Vakola traffic cops tow away 5 khataara autos

Action comes after Mirror report that vehicles were abandoned at the spot for four months



The Vakola traffic police on Saturday towed away five khataara autos parked on the road for four months. The vehicles were found in a narrow lane near the Vakola station. The traffic police said they had received complaints from residents about the vehicles blocking the road. The vehicles were towed away and will be sent to the city's junkyards. The police said they will continue to monitor the area and tow away any more abandoned vehicles.

## Clean-up drive begins at city's biggest junkyard



Abandoned vehicles being removed from Juhu junkyard

## 1,364 khataaras cleared from Juhu junkyard, 799 to go

BMC removes two-wheelers and three-wheelers, four-wheelers to be cleared by end of this month, clearing the space for more khataaras to be accommodated

## BMC BEGINS TOWING ABANDONED VEHICLES



**BMC tows away more dead cars**

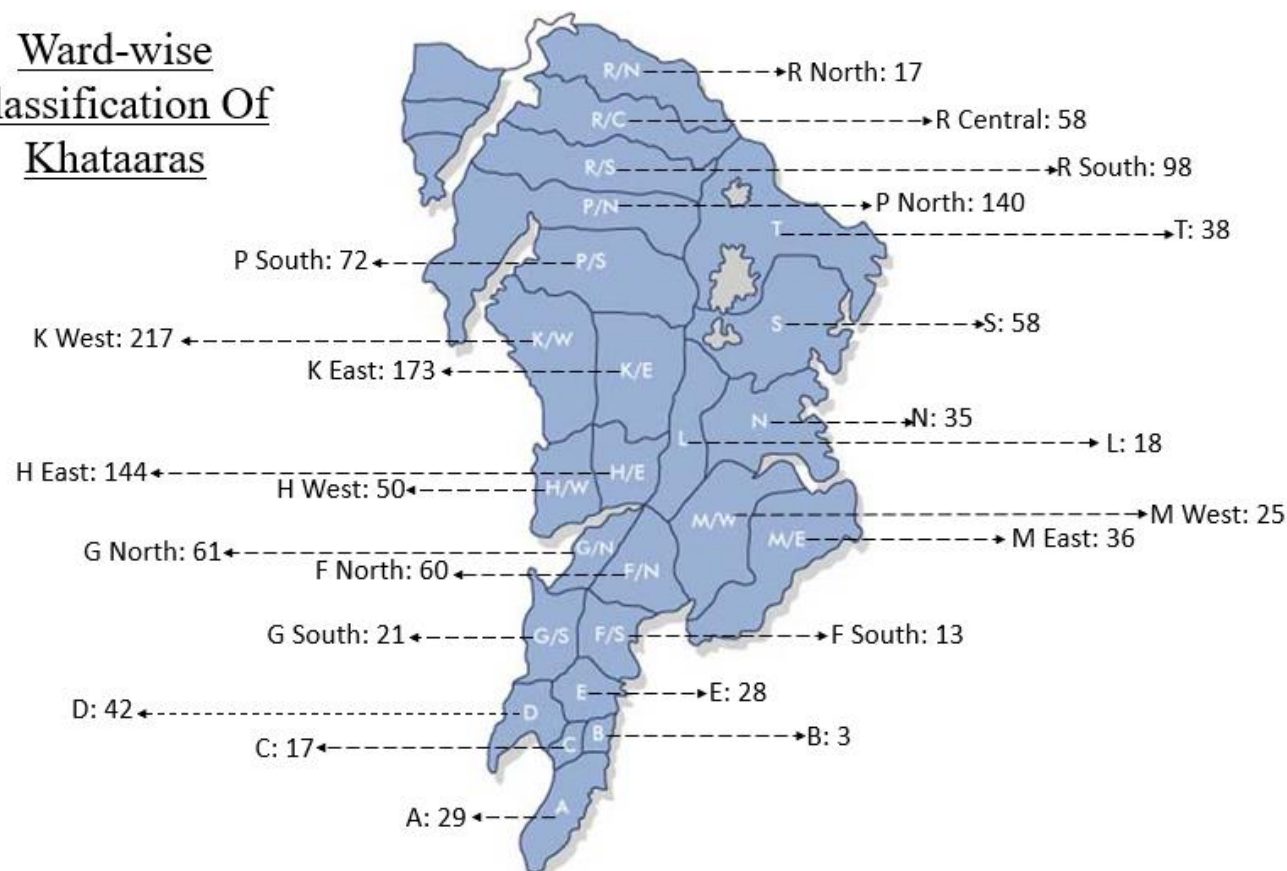
Clearing space for more cars to be towed away from city roads



# Detailed report on location of khataaras submitted to traffic authorities for removal from roads

## 'Khataara' Map

### Ward-wise Classification Of Khataaras



Joint Commissioner of Police (Traffic) Amitesh Kumar with the Mirror report on Thursday

## Traffic cops to crack down on 1,452 khataaras

Mirror hands over list of clunkers in 73 locations compiled during campaign

Irani Siddique  
@timesgroup.com

TWEETS @MumbaiMirror

The traffic police have been handed a comprehensive list of 1,452 vehicles abandoned in 73 locations across 24 wards.

The list was compiled from December 10, 2018 to January 31 by Mumbai Mirror during a sustained campaign against khataaras through a helpline open to the public. Citizens sent 1,869 responses over WhatsApp and email.

The top 10 offenders as per the complaints are Andheri West (167 khataaras), Andheri East (106), Malad West (98), Goregaon (72), Bandra West (68), Santacruz East (63), Kandivli East (55), Borivli West (43), Kandivli West (43) and Malad East (42).

Joint Commissioner of Police (Traffic) Amitesh Kumar said action will be taken on these complaints. "Within 48 hours of pasting notices on these vehicles, they will be cleared from the streets."

Once a notice is pasted on a vehicle, its owner is given 48 hours to remove it. Else, it is towed away to junkyards.

The traffic police, who have also received around 1,500 complaints, will compare them with the Mirror report. "Every new complaint will be acted on and a monthly review of the action taken will be taken," said Amitesh.

Meanwhile, the traffic police, who are dealing with a paucity of space to keep clunkers that are towed away, are all set to auction for the first time in 15 years 250 vehicles on their own. "The first batch will be auctioned in the next 15 days," said Amitesh.

To register complaints about khataaras with the traffic police, call/WhatsApp on their helpline—8454-999-999—or send an email to [complaints.mumtraffic@mahapolice.gov.in](mailto:complaints.mumtraffic@mahapolice.gov.in).





Mumbai Mirror will continue to amplify Mumbaikars voice  
reporting Mumbai 'as it is' towards a Mumbai 'as it should be'