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CONCEPT/CONTEXT

To fight terror, we need to secure not only our borders also the minds of our people from the hatred that creeps in and divides us. We need to bring people together.

This year, on the 10th anniversary of the 26/11 Mumbai terror attacks, the initiative marked its 3rd year in bringing together thousands of people to pay homage to the inspiring stories of courage in a memorial directed by Feroz Abbas Khan

Chief Guest
Shri Devendra Fadnavis
Hon’ble Chief Minister of Maharashtra

Guest of Honour
Shri Piyush Goyal
Hon’ble Union Minister of Railways & Coal

Featuring
Shri Amitabh Bachchan
THE MICROSITE IE2611.COM

Story showcased on the website, special section created on indianexpress.com. Dedicated microsite featuring articles & videos
STORIES OF STRENGTH

With at least 166 people losing their lives and over 300 injured, the attacks, that lasted over three nights, shook Mumbai's core. The Indian Express spoke to over 70 families of those who were affected, and have stood up, determined to live their dreams.

26/11 Stories of Strength: An evening of memories

Mumbai heard tales of courage and fortitude brought alive at the memorial event, 26/11: Stories of Strength, organised by The Indian Express Group and Facebook.

TIMELINE

November 26, 2008 was one of the darkest days in the history of Mumbai. Here is a 360-degree look at what happened that fateful night and the days that followed.

- Here's what happened during those fateful three days
- Remembering our security personnel who put their lives at risk
- Defining moments of Mumbai's resilience
- Perpetrators and masterminds of 26/11: Mumbai attacks
10+ opinion pieces published in the Indian Express newspaper

David Hardiman: Emeritus Professor of History at the University of Warwick and author of Gandhi, in his times and ours.

Alok Rai: Former professor at the Department of English, Delhi University
3 OPINION PIECES

**THE IDEAS PAGE**

**Away from the spectacle**

To face up to 2017, we need to confess to the mendacity, identity politics that led to actions, and transformations in India and the world.

**Conquering without fighting**

Building a non-violent society requires an engineering of the mind. This task can be carried out only through education — not in formal systems.

**Sharpening the moderate**

The key is to not view the middle ground as a convenient and passable space, but one that calls for deep and lifelong engagement and a ground.

Pratap Bhanu Mehta: Vice Chancellor of Ashoka University

Maulana Wahiddudin Khan: Islamic spiritual scholar and Founder, Centre for Peace and Spirituality International, New Delhi

Prasoon Joshi: Writer, Poet and Chairman, CBFC
OPINION PIECES

THE IDEAS PAGE

Age of prejudice

"Age of terror" may be an inadequate term for our times. Ours is an age where suspicion and loathing infest police stations, courtsrooms, newspapers, TV and 사용 unduly on social media.

Rajmohan Gandhi: Research Professor at the Center for South Asian and Middle Eastern Studies, University of Illinois at Urbana-Champaign

THE IDEAS PAGE

Trade vs Terror

A relationship based on connectivity and the trade is the only recipe that will work in a world tired of India-Pakistan conflict.

Khaled Ahmed: Consulting Editor, Newsweek

Pakistan

THE IDEAS PAGE

Terror in the age of freedom

Terrorism may never succeed in overthrowing a government or controlling large territories. But terrorists have managed to implant the idea of violence and tortured everywhere.

Eka Kurniawan: Indonesian writer and renowned for his novels 'Beauty is a Wound' and 'Man Tiger'
OPINION PIECES

THE IDEAS PAGE

Spirituality vs Terror
It is a daily battle, which arises from the interaction between the human and the divinity. This struggle is not just external, but also internal, within the individual. It is a battle between the mundane and the divine. It is a battle between the material and the spiritual.

Sri Sri Ravi Shankar: Founder of Art of Living and the International Association For Human Values.

THE IDEAS PAGE

Reconciliation, above all
Instead of building walls in our imaginations, we need to tear them down. It helps us all of us.

Martha C. Nussbaum: Writer, Ernst Freund Distinguished Service Professor of Law and Ethics at the University of Chicago, and winner of the 2018 Berggruen Philosophy Prize.

THE IDEAS PAGE

Terror as commodity

Gayatri Chakravorty: Scholar, literary theorist and University Professor at Columbia University.
At Badhwar Park, how a ODI match saved many from terrorists’ bullets

NAYAUR JAINWALWAR
THE INDIAN EXPRESS

The sun has set, the sky is dark, and the city of Badhwar Park is bustling with activity. The park is a popular spot for people to enjoy a night out, but tonight, something unexpected happened. A terrorist attack had taken place.

A man was seen running with what appeared to be a weapon. The police were quick to respond and positioned themselves around him. The man then pulled out a gun and started shooting randomly.

At least 50 people were wounded in the attack, and some of them were critical. The police immediate launched a full-scale investigation to find the attackers.

In an interview, a police officer said, "We received reports of a terrorist attack at 8:30 PM. The attackers were targeting the crowd with a range of firearms. Fortunately, our quick response and efficient teamwork helped us to neutralize the threat.

The terrorists were later identified as members of a banned organization. The investigation is ongoing, and we expect to make more arrests soon.

10 years on, what’s changed at CSMT

NEERAJ KALARI
THE INDIAN EXPRESS

AROUND 9:30 PM, the chaos at the CSMT station was at its peak. The station is a major hub for commuters in the city and is known for its crowded platforms. The terrorist threat at CSMT is a constant worry for the authorities.

The police have increased security measures at the station. They have added more CCTV cameras, and additional personnel are on duty.

"We are constantly monitoring the situation at CSMT, and the security measures have been heightened," said a police officer. "We have increased patrolling and are always on high alert."

A small candle can fight darkness, Nariman Light House is that candle: Chabad Rabbi

According to Rabbi Shmuel Blitstein, the head of the Chabad Lubavitch of Mumbai, the terrorist attack has made people more aware of the need for safety.

"The attack today shows how important it is to have strong measures in place," he said. "We must learn from the past and ensure that our communities are safe.

The Chabad Lubavitch is working with the authorities to provide security services and has trained volunteers to assist in emergencies.

"We are here to support and protect our community," said Rabbi Blitstein. "We are committed to making sure that our people are safe and feel secure."

The Indian Express | indianexpress.com
26/11 lessons at Cama hospital: 87 CCTVs, 70 guards keep vigil

Honouring the survivors of 26/11, their stories today

Security stepped up, but securing coastline still work in progress
Published
23rd & 25th Nov 2018 (100cc)
26th Nov 2018 (Jacket Ad)

- The Indian Express
- Financial Express
- Jansatta
- Loksatta

Reach
5.5 Million+
4 SOCIAL MEDIA

Campaign announcement & regular posts on all social media platforms
SOCIAL MEDIA

Reach 0.5 Million+
OUTDOOR BRANDING

Hoardings placed in key 25 locations in Mumbai
OUTDOOR BRANDING

Reach
15 Million+
OUTDOOR BRANDING

Bus back branding on 30 ‘Best’ buses

Reach
2.2 Million+
6 EVENT COLLATERALS

Formal invite

Card - Inside, left & right

Card - Front & Back

Envelope

The Indian EXPRESS | indianexpress.com
Video links

- Aditya Sharma: https://youtu.be/weUfl_TbkKg
- Floyd Martis: https://youtu.be/I9x4G8xDz-J
- Anjali Gupta: https://youtu.be/NWRQ0NwbB5k
RADIO CAMPAIGN + LIVE EVENT DAY

RJ Dilip with all artists of 26/11
No. of spots: 96

Reach 2.5 Million+
VODAFONE SMS BLAST

Reach 4.5 Million+

On the 10th anniversary of the 26/11 Mumbai terror attacks, join us at the Gateway of India, 26th November, Monday 6 PM for a special memorial directed by Feroz Abbas Khan featuring Amitabh Bachchan. Free registration on bookmyshow. Supported by vodafone. bit.ly/IE26-11

VM-611112
Re 300. Cashback valid for 7 days. TnC Apply. Download App. https://goo.gl/CTlZZ2
India's thousand-year-old tradition of tolerance and philosophy of ahimsa are very necessary in today's world. With my prayers

His Holiness The Dalai Lama
Ten stories of strength from the survivors of 26/11 edited by The Indian Express
Published by Penguin Random House & presented by Facebook

Ten stories of strength, of grieving and healing

EXPRESS NEWS SERVICE
MUMBAI, NOVEMBER 24

ALMOST a decade since he spent two terrifying nights in a little restaurant outside the Taj Mahal Hotel that was under siege, Govind Singh Rathore (40) welcomed his baby boy, Chaitya, into the world earlier this year. It was a major breakthrough for Govind, who struggled with mental illness for years after the trauma he suffered during the 26/11 terror attack. He turned a decisive corner. “I didn’t imagine this much for myself,” he told The Indian Express about the early years after the incident.

In his foreword to the book, Amithabh Bachchan writes that moderates, the prime victims of terror and also 70 per cent of the

Introductory editorial
26/11 STORIES OF STRENGTH - THE BOOK

Published
24th Nov 2018 (100cc)

• The Indian Express
• Financial Express
• Jansatta
• Loksatta
VENUE BRANDING

LED screen

Side panel

The Indian EXPRESS | indianexpress.com
26/11 MEMORIAL AT GATEWAY OF INDIA

Anant Goenka
Executive Director, Indian Express Group

Shri Devendra Fadnavis
The Hon'ble Chief Minister of Maharashtra

Piyush Goyal
Union Minister for Railways, Coal & Corporate Affairs
26/11 MEMORIAL AT GATEWAY OF INDIA

Shri Amitabh Bachchan
Javed Akhtar
Poet-Lyricist
Shri K. Unnikrishnan
Father of Late Major Sandeep Unnikrishnan
Ankhi Das
Director of Public Policy, Facebook India
Sudhanshu Vats
Group Chief Executive Officer, Viacom18
Anjali Gupta
26/11 victim's family
26/11 MEMORIAL AT GATEWAY OF INDIA
26/11 MEMORIAL AT GATEWAY OF INDIA
26/11 MEMORIAL AT GATEWAY OF INDIA

Key partners & guests during the National Anthem | Performed by Indian Navy Band
26/11 MEMORIAL AT GATEWAY OF INDIA

Footfall
2300+
LIVE MEDIA COVERAGE

Event covered live by ABP News & Republic TV

Reach
5 Million+
POST EVENT TELECAST

Event telecast
ColorsTV • 120 mins • 9th Dec, 2018

Television broadcast
Reach 4 Million+

Broadcast emailer
OTHER MEDIA COVERAGE

NDTV

Our Unity Too Strong To Be Broken By Cowards: Amitabh Bachchan On 26/11

Mid-Day

DOUBLE DOWN ON YOUR HEALTH

Terror Shall Never Breed in Our Homes: Amitabh Bachchan on 26/11

The Quint

On the tenth anniversary of the 26/11 Mumbai terror attacks, Bollywood actor Amitabh Bachchan said on Monday, 16 November, a resolve to never give in to terror.

The Tribune

26/11 सुंदब ओम दर्शाव कुल चौबिस में शामिल होने वाले ढिब्बे, गिराये छायाकृति हो गई बी पैटर्न में पता, जो खाली पूरी हो तो जो पूरी हो रही है, दीक्षाओं के मुभ माध्यम से जनजीवन का आरोग्य बना रहा है, भारतीय वास्तव में जब आत्मा हो जाता है, जिसका नाम चित्त ही हो जाता है और फाले तो लोगों के सोच देखने में आता है.
Power of solitary cannot be broken by cowards: Big B on 26/11 terror attack

India TV

If a nation isn't united, it shouldn't be called nation, says Amitabh Bachchan

Outlook India

Our solidarity too strong to be broken by cowards: Amitabh Bachchan on 26/11

The Week
THANK YOU