'Mumbai will be much more beautiful in next five years'

With the outdoor media gaining fresh momentum in the wake of the general economic recovery, big ticket city development projects based on public-private partnerships will also move up the priority list of civic bodies. The city of Mumbai is at the threshold of many such key projects. City beautification is one key area that Brihanmumbai Municipal Corporation (BMC) is looking at very intently. **Shradha Jadhav, mayor of Mumbai**, who is also the chief of BMC, talks about the city beautification plan and the role of outdoor media in an interview with **network2media's Anil Tiwari** .

Excerpts:

What are the initiatives being taken for the beautification of the city of Mumbai?

We are doing a lot for the beautification of the metropolitan city. A large number of projects are underway in this regard. We have already completed the mural work in Shivaji Park. You will find a large number of people trying to get a glimpse of the newly made Maharashtra Museum. This is an example of the quality work we have done so far. We are waiting for the Heritage Committee's green signal for the Jeejamata Udyan project. As soon as we get permission, we will start working on this project. When completed, it will be another milestone in the beautification of the city.

Are you happy with the level of public-private partnership in the city development initiatives?

Private-public partnership has been a success, but I cannot take any decision on this on my own. It has got to be a collective decision. **Are you getting good revenue from outdoor media? If so, are you planning any new initiative in this respect?**

Yes, we are getting good revenue from outdoor media. We are talking to the administration regarding this. Only after that we will make new plans to increase our revenue from this segment.

Are you taking private outdoor companies' help to make the city more beautiful?

Generally, we don't take the help of private companies in beautification programme. BMC is doing its best in this direction. They have done a good job until now. We may think of taking the help of private companies but not on a large scale.

Would you consider offering space for more large-format LED screen in the city?

It will depend upon the revenue that comes from these properties. If the returns are good, we will certainly promote the installation of more large format LED screens in the city.

Would you encourage the use of solar-based billboards?

That too will depend on the revenue factor. We will certainly encourage them.

How beautiful would be the city of Mumbai in the next five years?

It will be much-much better than what it is today. Mumbai will really look like Mumbai. It will be a beautiful city. However, the population pressure will put additional pressure on civic amenities. You can contact Shradha Jadhav here

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