



#UNITED  
#BENGALURU



To,

16 August 2019

**Shri B. S. Yediyurappa**

Hon'ble Chief Minister of Karnataka  
Vidhana Soudha, Bengaluru.

**Sub: Implementation of undiluted BBMP Outdoor Signage and Public Messaging Bye-laws 2018.**

Dear Sir,

The new draft byelaws on outdoor signage and public messaging published by the BBMP on 25 September 2018 (copy enclosed) is a step in the right direction. But recent developments raise suspicion among common citizens that the interests of Namma Bengaluru's primary stakeholders i.e., citizens are being overlooked to suit the demands of vested interest, including influential landlords and advertising agencies.

The draft byelaws come in the aftermath of public opposition to the degradation of the city's urban landscape and the risk posed by unplanned and dangerously placed public messaging boards and infrastructure. Moreover, rampant use of plastic in banners (flex) across Bengaluru, which is yet to come to a complete halt even after multiple High Court orders (the most recent directive in August 2018) continues to be a Public Health and Environmental Hazard.

These issues highlight the need for a strong citizen friendly law that regulates signages and public message across the city. We therefore urge you to prioritise the interest of citizens and not succumb to the pressures from vested interests to dilute the draft byelaws.

Additionally, we hope that these laws will bring accountability and streamline revenue generation from advertisements and prevent loss of revenue like the Rs.2000 Cr Hoarding scam which took place due to ugly nexus between corrupt officials and vested interests as highlighted in Mathai Report.

Thanking You,

H.S. Doreswamy

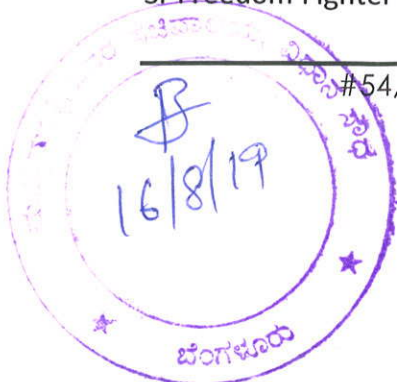
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CC:

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