A STUDY ON RESENT TRENDS IN OUTDOOR ADVERTISING AND ITS IMPACT ON MUMBAI CITY

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ABSTRACT

In last few years Outdoor Advertising has change drastically and lots of improvements have been noticed in size, shape, colour, quality of materials, easy to fix and detachable billboards etc. Outdoor advertisings are found in the forms of hoardings, billboards, posters, banners, handbills, sandwich boards, computerised boards, wall writings, wall paintings, sky writing, display, etc. It has been commonly noticed that political-party advertising and TV serial advertising boards are found too may in Mumbai city. Such boards cause clutter, haphazard and degradation of social, cultural and aesthetic value of Mumbai city. I love Mumbai ‘green Mumbai clean Mumbai’ has brought a new perception about cleanliness in the society and accordingly Mumbai corporation-BMC has become conscious about cleanliness and the adverse effects of outdoor advertising.

Recently BMC Has collected 59 lakhs - revenue for 7,435 legal hoardings. In 2009 only 4,962 legal holding were erected which earned the department the revenue of 36 lakhs. In Mumbai city there is a low load shedding and there is uninterrupted and continuous supply of electricity, but this boon has become curse because advertisers take undue advantage of this and waste this electricity 12 to 18 hrs a day.

Keywords: Advertising; Outdoor; Awareness; Cleanliness; Codes; BMC

INTRODUCTION

It is said that ‘we are watching daily more than one thousand advertisements’. Since the day starts to the day ends we come across innumerable advertisements i.e. from morning cup of tea to Ice-cream in the night. When we step out of our house we come across hundreds of advertisement from a small pan shop to retail stores, railway station to inside the train, railway-side walls, Bus depot etc., either in one or another form. The new forms of outdoor advertisings are like sky writing, wall paintings, displays, electric board, neon sign board, acrylic board, florescent lights, moving vehicle, computerize board, around the column round TV., sandwich board etc. further such advertisements consume lots of electricity.

Small metal boards, hoardings and banners are commonly used by social activists at the time of festival. Even political advertising are found before during and after election. Now a days such hoardings and banners are commonly found in every nooks and corners of the streets. Even party member’s birthday boards, their achievements and multiple photos of party members along with the tree-chart are very common.

IMPORTANCE OF STUDY

Recently outdoor advertising has become worldwide famous and found everywhere in every nooks and corner of the street. It has created a drastic impact in the minds of consumers. The metal boards, banners, and other outdoor advertising found near the railway station, bus depots and in commercial

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area remain successful in attracting number of consumers, especially selling food items, stationery, books, bags, trendy cloths etc. At the same time the adverse side of outdoor advertising is that it causes social, cultural and environmental problems.

Role of Outdoor Advertisement

1. Awareness
2. Launching -products
3. Attracting customers
4. Raise competition
5. Sales promotion
6. Persuasion
7. Education
8. Information
9. Top of the mind-Impact

OBJECTIVE OF THE STUDY

1. To study the importance of outdoor advertising.
2. To find out the location more suitable for outdoor advertising.
3. To study the positive and negative sides of outdoor advertising in Mumbai city
4. Study the recent developments in outdoor advertising (BMC rules and codes)
5. To study the general awareness created by BMC to keep Mumbai clean and green.

FINDINGS

1. The importance of outdoor advertising in Mumbai city is increasing day by day because we uneventfully find it everywhere in the city. Moreover, outdoor advertising is less expensive, suitable to retailers, eye catching, attractive and informative.

2. All most all shorts of locations are suitable for outdoor advertising still railway station, retail stores, depot, airport, seashore and the buildings near to flyovers are the most likely places.

3. The positive side of outdoor advertising is that it creates awareness about the things displayed on it but at the same time it creates many negative impacts such as it affects traffic, create clutter, consumption of electricity, wastage of resources and it adversely affects the beauty of the city even illegal boards create loss of revenue to the government Political advertising is one of parts of it.

4. Recent development in outdoor advertising comprises
A) Introduction of New Options i.e. boards around the column round T.V. and touch screen boards etc.

B) Recent rules and codes of BMC i.e as follows:

   Following are some new codes after 2009

1. No glow sign permitted around traffic island and signal function within 25 meters Radius.
2. No illuminated hoarding within the line of vision of driver.
3. No hoardings in compulsory open space.
4. The large size of hoarding 60’ x 20’ words not be permitted accept when erected on building above a clear height at least 10 meters.

5. The colours of the holding should not also have no resemblance the colours of traffic signal. In bid to protect existing trees up to a distance of 10 meters. On the BMC foot path on the either side of advertising board. The agency also requires to deposit Rs. 2500 for every advertising as a security deposit.

6. No hoarding on heritage building or heritage precincts , no hoarding allow in CRZ I and no develop zone of CRZ III, No illegal hacking of trees to improve visibility of building.

Following are the some actions planned by BMCin 2013

BMC has decided to make city banner-free in the next three months, and plan to chalk out a strategy with its group leaders next week. Rajendra Bhosale, the current-deputy municipal commissioner (special) said, “Almost 80% of the banners in the city belong to political parties.

Now he is planning to meet the party workers to create awareness about removing the banners to make the city banners free in the next three months i.e.-June 2013. Uneven and haphazard advertisement hoarding and banners in every nook and corner the city are hampering its aesthetic aspects. As a first step towards making the city banner-free, hereafter, no banner of any kind will be permitted to be installed at any place in the city. Even some parts of the city, especially the heritage structures should be made eventually hoardings-free. Following table gives detail Action plan against illegal outdoor advertising:

Table 1. Action Initiated Against Illegal Banners/Banners/Posters

<table>
<thead>
<tr>
<th>Year</th>
<th>Banners</th>
<th>Boards</th>
<th>Posters</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>55,751</td>
<td>40,473</td>
<td>18,404</td>
<td>12,672</td>
</tr>
<tr>
<td>2011</td>
<td>54,317</td>
<td>44,638</td>
<td>12,172</td>
<td>6,236</td>
</tr>
<tr>
<td>2012</td>
<td>31,232</td>
<td>25,961</td>
<td>4,979</td>
<td>5,256</td>
</tr>
</tbody>
</table>

Source: 12 feb.2013, Hindustan Times, HT Correspondent, htmetro@hindustantimes.com

CONCLUSION

Mural advertising is a historical form of outdoor advertising but it has sustained its importance and value since the day it was introduced. Even today in the competitive world the outdoor advertising unavoidable and its existence is obvious. The importance of outdoor advertising is that it attracts attention of people and create awareness in the society, still it suffer from many disadvantage - It spoils the beauty of city , it consumes heavy electricity, wastes resources and materials further, the political advertising and its party boards on every occasion also causing clutter and haphazard. In Mumbai ‘BMC’ is the body to control outdoor advertising; BMC should restrict advertisers, put fine, enforce the law and can also punish them if they break the lawful terms and conditions. Illegal
advertising should be tackled seriously by BMC and for political advertising election commissioner should issue guidelines to restrict party advertising.

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