

Sunday, September 4, 2011

**The Editor
Times of India, Calcutta Edition
Calcutta**

Sir,

Here's a quote from the Times of India's Calcutta edition of July 9, 2011:

"When you drive into Esplanade on Saturday morning, be prepared for a pleasant surprise – a skyline clear of the clutter of hoardings and ugly scaffolds. A sight many of us have not seen for years." The report described KMC's initiative to remove hoardings from the Esplanade area and suggested that clear skies were at hand - at least for a part of the city.

We were quite amazed, therefore, when we saw a new hoarding atop Chowringhee Mansion (Park Street-Chowringhee intersection) advertising your paper. The hoarding clearly violates the city's heritage regulations as well as KMC's initiative to rid the Esplanade to Park Street stretch of these eysores.

What is ironic is that the hoarding promotes the "Calcutta-ness" of your paper (5 pages on the city)! We wonder how you reconcile the excellent writing and reporting of your Calcutta team on city issues - such as the need to remove hoardings - with such blatant disregard for the city's regulations and civic efforts.

Yours etc
Bonani Kakkar