

Integrating Technology, Innovation & Entrepreneurship in BEST Bus Service : Smart Bus Stops as Catalysts for Urban Business Transformation

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Abstract: *The amalgamation of technology, creativity, and entrepreneurship within public transportation systems, exemplified by the Brihanmumbai Electric Supply and Transport (BEST) bus service, possesses the capacity to revolutionize urban environments and bolster economic advancement. This paper explores the concept of "smart bus stops" as a strategic intervention to address the growing challenges of urban mobility, business accessibility, and commuter convenience in Mumbai.*

Smart bus stops are more than just transit terminals when they are equipped with cutting-edge technology such as Internet of Things devices, real-time data displays, digital payment systems, and intelligent advertising panels. By providing space for startups, local companies, and e-commerce kiosks, they serve as entrepreneurship hubs and promote a cooperative ecosystem. Incorporating renewable energy solutions into these stops can guarantee sustainability and lower operating expenses.

Through increased safety, improved accessibility, and dependable connectivity, the study emphasizes how these smart stops can maximize the commuter experience while also assisting small businesses and regional economic activity. The BEST bus service has the potential to develop into a dynamic network of mobility and commerce by utilizing innovation, user-centric design, and public-private partnerships.

Along with examining implementation issues like financial needs, infrastructural constraints, and user adoption, the report offers workable solutions for expanding smart bus stops throughout Mumbai. In the end, public transportation is positioned as a catalyst for urban transformation and economic resilience thanks to the BEST bus service's combination of technology, innovation, and entrepreneurship through smart bus stops.

Keywords: Brihanmumbai Electric Supply and Transport (BEST), Commerce Kiosks, Internet of Things

