

Inno group launches 'Build Your City' initiative

Chennai, Mar 29:

Inno Group, a global investment firm focused on real estate with operations in Europe, Middle East and India announced the launch of Inno BYC (Build Your City) initiative, in Chennai. Inno BYC is a platform for participatory citizenship and a social initiative promoted by Inno.

The event was inaugurated by Rajamannar Ramaswamy, Group Managing Director, Inno Group, in the presence of prominent city enthusiasts and urban conscious Chennaites. The event officially unveiled the Inno BYC website,

logo and anthem, spearheading the first of its kind of initiative in the city. The launch was kick-started by a stimulating speech by Chetan Bhagat, Novelist and Motivational Speaker, on "The City of the Future", on his perspective on how he envisions tomorrow's cities, followed by an exhilarating panel discussion on "Building Sustainable Cities", with renowned speakers such as Chetan Bhagat; Raj Cherubal, Director Projects, Chennai City Connect; M B Nirmal, Founder, Exnora International; Raja Krishnamoorthy, Management Consultant and Film Per-

sonality; Nanditha Krishna, Director, The C.P Ramaswami Aiyar Foundation; and Yamna Sathak, Student of Architecture.

Rajamannar Ramaswamy, Group Managing Director, Inno Group said "Inno BYC is essentially a citizen's forum which will become a repository of ideas and opinions, a few of which could be those magic solutions we are looking for our chronic problems. We have been working on creating a platform, where citizens can share and debate with each other, opinions and ideas to make Chennai a better city."