

Inno Group launches Inno BYC (Build Your City) A platform for participatory citizenship

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Mumbai, March 27, 2012: 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 today. Inno BYC is a platform for participatory citizenship and a social initiative promoted by Inno . The event was inaugurated by Mr. 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.

Inno BYC seeks to be a sounding board for new ideas and a platform to fashion solutions to the problems afflicting Indian [cities](#). It is a forum that integrates the social and cultural aspects of the cityscape with the voice of the citizen, to discuss projects, [designs](#) and plans for making cities resilient and sustainable, document and disseminate good practices.

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

The panel moderated by Sanjay Rao Chaganti, Senior Tech, Advisor Asia & Eastern Europe, PSI, engaged a discussion encompassing a broad spectrum of ideological perspectives on the future of cities, the quality of our life today, the [importance of personal](#) leadership and social space, the relationship between spatial planning, urban [development](#) and architecture and tips and measures to avoid unsustainable development of a city.

Speaking on the occasion, Mr. 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."

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