

THE INNO GROUP OF COMPANIES, WHICH LAUNCHED THE INNO BYC (BUILD YOUR CITY) CAMPAIGN RECENTLY, AIMS TO MAKE CITY PLANNING INCLUSIVE AND PARTICIPATORY



SWEEP THE STREETS: The squad of Inno-BYC in action

BUILD YOUR OWN CITY

DC CORRESPONDENT

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

Inno BYC seeks to be a sounding board for new ideas and serve as a platform for solutions to the problems affecting 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. It also looks to document and disseminate good practices.

Rajamannar Rama-swamy, Group Managing Director, Inno Group, said during the launch, "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

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solutions we are looking for to solve our chronic problems. Citizens can share and debate with each other, bring opinions and ideas to make Chennai a better city."

The launch of Inno BYC (Build Your City) campaign also kicked off the first Inno BYC - Clean Your City squad activity adjacent to the Asan Memorial School (police quarters stretch), right opposite the school's main entrance on Greams road. Members from INNO state that this is only one of the many activities that Inno BYC plans to undertake.

For further details and participation, log on to www.buildyourcity.in

