

'Me for my City' launched

Canara HSBC Oriental Bank of Commerce Life Insurance launched its 'Me for my City' initiative in Kochi the other day. The initiative, which promises to make our cities cleaner and beautiful through graffiti art, was held at S R V High School in Kochi. One of its kind, the initiative reached its mid-leg in Kochi this year, after illustrating graffiti at some of the busiest walls of Delhi, Gurugram, Mumbai and Mohali (Punjab). Canara HSBC Oriental Bank of Commerce Life Insurance has taken this step to sensitise civilians about how a simple depiction and expression of the great Indian spirit on the walls of our cities can induce us to make our environment clean. The company also revealed graffiti across two other locations – Bengaluru and Chennai.