

## **Report on "Meri Mati Mera Desh Abhiyan" Celebration by MBA Students on 11.08.2023**

**Name of the Organizing Institution:** NSS Unit of Commerce and Management

**Participants (Class, Sem., Number):** SYMBA

**Total No. of Male Participants:**25

**Total No. of Female Participants:**40

**Total No. of Faculty Participants:** 09

**Date:**11.08.2023

**Time & Duration:** 2.00 PM to 2.30 PM

**Coordinator:** Dr Divya Gadaria, NSS Programme Officer

**Venue:** SRIMCA Dome

The "Meri Mati Mera Desh Abhiyan" celebration, organized by the NSS Unit of SRIMCA MBA for the final year students of MBA, was a significant event aimed at fostering a sense of patriotism, environmental consciousness, and cultural unity. The event took place on 11.08.2023 at SRIMCA Dome, and it witnessed the enthusiastic participation of MBA students, faculty members, and esteemed guests.

The event commenced with an impactful gesture as each MBA student along with staff members held a fistful of soil, symbolizing their deep connection to the land and their commitment to the nation. This powerful symbolism of unity with the earth and its values resonated with the audience, reminding everyone of their responsibility towards preserving the environment and building a strong nation.

Following the soil pledge, the participants took another pledge, this time holding a diya (traditional oil lamp) in their hands. Students light this diya in honor of the brave martyrs who selflessly laid down their lives for the cause of our beloved nation, India. Their sacrifices remind them of the value of freedom, unity, and justice. As this diya spreads its light, they pledge to carry forward the torch of their sacrifice by living with integrity, promoting harmony, and working towards the betterment of our nation. Just as this diya stands against the darkness, they vow to stand against any injustice or oppression that threatens the principles for which they fought. May their courage and sacrifice forever inspire us to be responsible citizens and guardians of our nation's ideals."

The event succeeded in promoting a holistic approach to national development, blending cultural awareness with environmental responsibility. The active participation of the MBA students created an inspiring environment that will undoubtedly leave a lasting impact on the participants' minds and actions.

The "Meri Mati Mera Desh Abhiyan" celebration by the SRIMCA MBA students was a resounding success, effectively fostering a sense of pride in one's roots, a commitment to environmental preservation, and a dedication to societal upliftment.









