



B.V. Patel Institute of Commerce, Uka Tarsadia University



Date: 11/08/2023

Report on "Meri Maati Mera Desh" Abhiyan Celebration by Commerce Students on 11.08.2023

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

Participants: 103 (FYBCom and TYBCom & IMCom)

Total No. of Male Participants: 44

Total No. of Female Participants: 59

Date: 11.08.2023

Time & Duration: 9:30 AM to 11:30 AM

Coordinator: Ms. Arpita Vyas, NSS Coordinator

Venue: BVPIC, Bhula Bhavan

Event Description

B.V. Patel Institute of Commerce celebrated the “Meri Maati, Mera Desh” as part of NSS activity on the 11th August, 2023.

The event was conducted to emphasize upon the importance of 'Maati' or soil on which we all depend upon for our survival and sustenance. To celebrate the event, and to indulge into the spirit of patriotism, the students were asked to put “maati” into the pot or 'Kalash' to display their commitment to sustainable growth and the surroundings. It is believed that it represents life around us and indicate as to how we need to be empathetic towards our Motherland and Maati with the spirit of “Not me, but you.” By connecting with the land and honouring our culture, this program has instilled a sense of national pride and has inspired future generations to protect India's cherished heritage.



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