



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



Date: 11-08-2023

"Meri Mati Mera Desh Abhiyan" Celebration

Date:	11-08-2023
Time:	9:30 to 10:30
Participants	All Classes of BBA
Guest:	Umesh Patel – Mamlatdar, Mahuva Prakash Mhal – TDO, Mahuva Jayeshbhai Patel – Sarpanch, Tarsadi Village
Venue:	Selfie Point (Bhula Bhavan)
Coordinator:	Dr. Taral Patel and NSS Team
Category:	NSS

The ceremony known as the "Meri Mati Mera Desh Abhiyan," which was organised by the National Service Scheme (NSS) Unit of BVPIM (BBA Programme), held great significance as it sought to cultivate sentiments of patriotism, environmental awareness, and cultural cohesion among all the students enrolled in the Bachelor of Business Administration (BBA) programme. The event occurred on November 8, 2023, at Selfie Circle near Bhula Bhavan. It was characterised by the active involvement of students pursuing BBA degree, esteemed faculty members, and distinguished guests.

The celebration was initiated with a significant gesture, wherein every BBA student and staff member grasped a handful of soil, symbolising their profound affiliation with the land and their dedication to the country.



The profound symbolism of solidarity with the natural world and its principles struck a chord with the audience, acting as a poignant reminder of their duty to save the environment and foster national resilience.



After adhering to the soil pledge, the participants proceeded to undertake an additional vow, wherein they held a diya, a traditional oil lamp, in their hands. The diya is ceremoniously ignited by students as a symbolic gesture to pay homage to the valiant warriors who made the ultimate sacrifice in unwavering dedication to the noble cause of our cherished motherland, India. The sacrifices made by individuals serve as a constant reminder of the inherent worth of freedom, unity, and justice. As the diya emits its luminosity, individuals make a commitment to perpetuate the flame of their selfless acts by embodying ethical conduct, fostering concord, and striving for the advancement of our country. Like the diya's symbolic resistance against darkness, individuals make a solemn commitment to oppose any form of injustice or oppression that poses a threat to the fundamental ideals they have battled for. May the bravery and selflessness exhibited by these individuals serve as a perpetual source of inspiration, motivating us to assume the mantle of responsible citizenship and steadfastly uphold the principles that define our nation.

The event effectively facilitated the promotion of a comprehensive approach to the advancement of the nation, integrating cultural consciousness with environmental stewardship. The enthusiastic engagement of the BBA students fostered a stimulating atmosphere that is poised to have a profound and enduring influence on the cognition and behaviour of the attendees.

The event known as the "Meri Mati Mera Desh Abhiyan" organised by the students of BVPIM was highly successful in promoting a strong sense of cultural identity, a deep commitment to environmental conservation, and a sincere dedication to the betterment of society.