



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



Date: 29-09-2023

Student Participation in "Ek Tarikh Ek Ghanta, Shramdan Event"

September 29th, 2023, Uka Tarsadia University, BVPIM, joined the nationwide "Swachhata On Hi Sewa" initiative, led by Prime Minister Mr. Narendra Modi, to commemorate Mahatma Gandhi's birthday. This initiative promotes cleanliness and sanitation, aligning with Mahatma Gandhi's vision of a clean and healthy India.



As part of this initiative, BVPIM students enthusiastically participated in the "Ek Tarikh Ek Ghanta" event, volunteering for one hour of social service through a campus cleanliness drive. The "Swachhata Hi Sewa" campaign was organized to emphasize the importance of cleanliness and hygiene, inspired by Mahatma Gandhi's teachings on cleanliness being akin to godliness.

The volunteers were divided into teams and assigned different areas of the campus to clean. They collected litter, swept walkways, and ensured proper disposal of waste, thus making the campus cleaner and more hygienic.

The active participation by students of BBA in the "Swachhata Hi Sewa" initiative exemplifies their commitment to social responsibility and community service. By volunteering their time and energy for the "Ek Tarikh Ek Ghanta" event, they not only contributed to a cleaner campus but also honored the legacy of Mahatma Gandhi and supported the national mission of promoting cleanliness and sanitation. This initiative serves as a reminder that collective actions can bring about positive change and that small acts of service can have a significant impact on society.