

MVJ College of Engineering, Bengaluru

(An Autonomous Institute)

Affiliated to VTU, Belagavi

Approved by AICTE, New Delhi

Recognised by UGC with 2(f) & 12 (B)

Accredited by NBA & NAAC

Karnataka-Uttarakhand Companionship
(Organized by EBSB Cell & IQAC, MVJCE)

The Ek Bharat Shreshth Bharat initiative is a cultural exchange program launched by the Government of India with the aim of promoting a deeper understanding and appreciation of the rich cultural diversity that exists across the country. The phrase "Ek Bharat Shreshth Bharat" translates to "One India, Best India," and the initiative seeks to foster a sense of unity and national integration among the people of India.

An **Activity on Pledge on Swatch Bharat** was organized by EBSB Cell & IQAC, MVJCE from 03-11-2023 to 15-11-2023

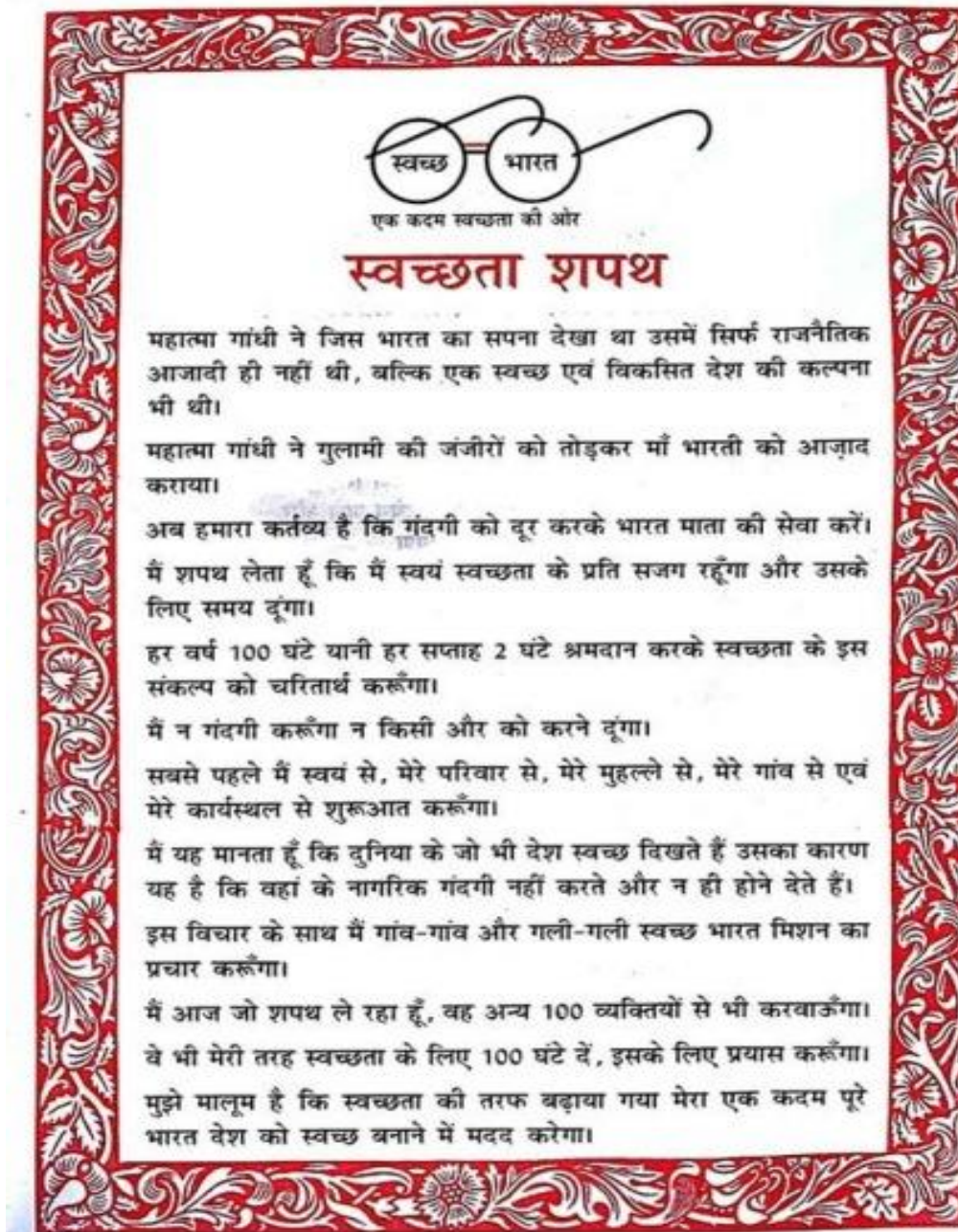
Date of the Activity	03-11-2023 to 15-11-2023
Category of the Activity	Learning language of paired state
Title of the Activity	Pledge on Swatch Bharat

"Swachh Bharat Abhiyan," which translates to "Clean India Mission" in English. Swachh Bharat Abhiyan is a nationwide cleanliness campaign initiated by the Government of India. It was launched on October 2, 2014, on the occasion of Mahatma Gandhi's birth anniversary.

The primary objectives of the Swachh Bharat Abhiyan include Eliminating Open Defecation, Proper Waste Management, Changing Behaviour, Cleanliness in Public Spaces and Awareness and Education

Swachh Bharat Abhiyan pledge is not just a symbolic act; it can shape the mindset and behaviour of engineering students, preparing them to be responsible, socially conscious professionals who actively contribute to the betterment of society.

Swachh Bharat Abhiyan pledge:



The image shows a decorative red-bordered card with a white center. At the top, there is a logo consisting of two overlapping circles, one labeled 'स्वच्छ' (Swachh) and the other 'भारत' (Bharat). Below the logo is the text 'एक कदम स्वच्छता की ओर' (One step towards cleanliness). The main title is 'स्वच्छता शपथ' (Swachhata Shapath). The text on the card is as follows:

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आजादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आजाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें। मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहाँ के नागरिक गंदगी नहीं करते और न ही होने देते हैं। इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा। वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा। मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।

Students from various departments taking pledge:





Sample pictures of students taking pledge on Swachh Bharat Abhiyaan Under EBSB from various departments

Outcome of the event:

The Ek Bharat Shreshth Bharat initiative encourages students to appreciate India's diverse unity. In this activity, students share ideas and experiences, blending regional strengths to reflect the initiative's vision. This not only deepens their understanding of India's cultural heritage but also promotes inclusivity and respect. Through participation, students excel academically and gain a broader perspective for personal and professional growth.

The pledge was taken in Hindi, the native language of Uttarakhand. Taking a pledge for Swachh Bharat Abhiyan, the Clean India initiative, is highly significant for students, especially when expressed in the Hindi language. It represents a commitment to civic responsibility, prompting students to actively engage in initiatives that enhance the well-being of society.

The use of Hindi in the pledge adds a cultural and emotional connection, fostering a sense of identity and ownership among participants. The pledge encourages behavioural change, urging students to adopt and promote cleanliness practices within their educational institutions and communities, with the added impact of resonating in the language that holds cultural significance.

It also aligns with educational goals, emphasizing social responsibility and providing students with an opportunity to apply their knowledge for the betterment of society. By participating in clean-up drives, students contribute to healthier living conditions, develop leadership qualities, and strengthen community bonds. Ultimately, the pledge, when delivered in Hindi, sets a positive example for future generations, inspiring a culture of cleanliness and environmental stewardship in line with Swachh Bharat Abhiyan's core principles.