

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 Shreshtha Bharat initiative is a cultural exchange program launched by the Government of India to promote a deeper understanding and appreciation of the rich cultural diversity across the country. The phrase "Ek Bharat Shreshtha Bharat" translates to "One India, Best India," and the initiative aims 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 02-09-2024 to 28-09-2024.

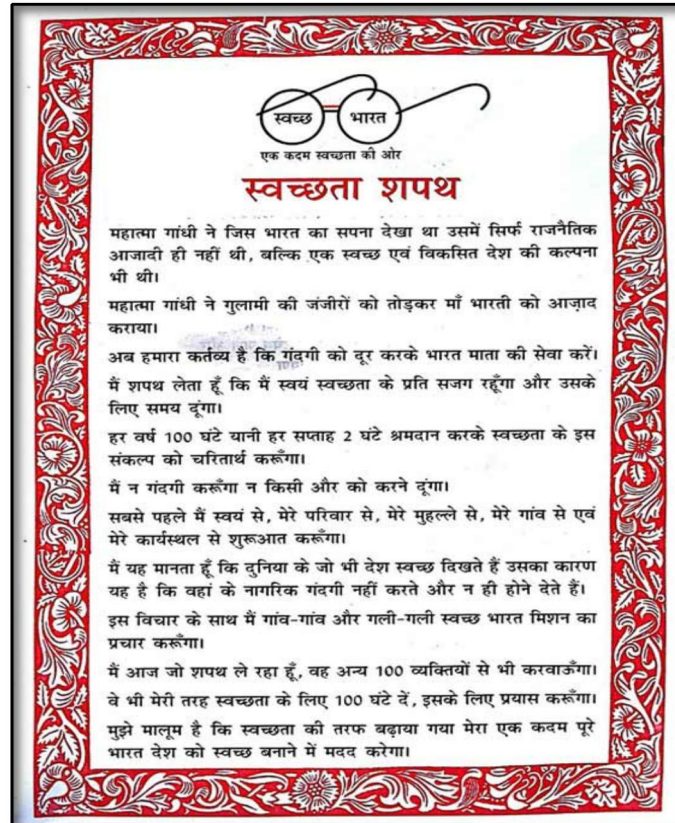
Date of the Activity	02-09-2024 to 28-09-2024
Category of the Activity	Learning language of paired state
Title of the Activity	Pledge on Swatch Bharat

"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:



Swachh Bharat Abhiyan pledge





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

The Ek Bharat Shreshtha Bharat initiative encourages students to appreciate India's unity in diversity. During this activity, students exchanged ideas and experiences, blending regional strengths to embody the initiative's vision. This not only deepened their understanding of India's cultural heritage but also promoted inclusivity and mutual respect. Participation in such activities enriched students' academic excellence while broadening their perspectives for personal and professional growth.

As part of the event, a pledge was taken in Hindi, the native language of Uttarakhand, underscoring the significance of the Swachh Bharat Abhiyan (Clean India Initiative). Taking the pledge in Hindi emphasized civic responsibility, inspiring students to actively participate in societal well-being initiatives. Using Hindi added a cultural and emotional dimension, fostering a sense of identity and ownership among participants.

The pledge encouraged behavioral change, motivating students to adopt and advocate cleanliness practices within their educational institutions and communities. The use of Hindi amplified its impact by resonating with the cultural significance of the language.

This activity aligned with educational goals by emphasizing social responsibility and enabling students to apply their knowledge for the greater good. Through participation in

clean-up drives, students contributed to healthier living environments, developed leadership skills, and strengthened community bonds. Delivering the pledge in Hindi set a positive example for future generations, inspiring a culture of cleanliness and environmental stewardship in line with the core principles of Swachh Bharat Abhiyan.