

Meri Maati Mera Desh Campaign

On

15th August, 2023



NSS unit of GIBS had organized the Meri Maati Mera Desh Abhiyan at GIBS Campus on 15th August under which a series of activities were conducted. MERI MAATI MERA DESH CAMPAIGN introduced by our Hon'ble Prime Minister of India Sh Narendra Modi who envisions a unified celebration of India's soil and valour, commemorating the nation's journey of freedom and progress. By connecting

with the land and honoring our heroes, this program will instill a sense of national pride and inspire future generations to protect India's cherished heritage.

The series of activities conducted at GIBS were as follows:

- **Hoisting of Indian National Flag and singing of National Anthem:** Shri R.N.Jindal, Chairman GIBS hoisted the Indian National Flag which was followed by the National Anthem. The event was conducted in the gleeful gathering of Vice Chairman- Shri Anirudh Jindal, Dean Corporate Affairs- Ms. Prachi Jindal, Director- Prof. (Dr.) Vikas Nath, faculty members, NSS Volunteers and other participants.
- **Vasudha Vandan-** More than 50 saplings of indigenous plants were potted by Vice Chairman Anirudh Jindal, Dean Ms. Prachi Jindal, Director Prof. (Dr.) Vikas Nath, faculty members, NSS Volunteers, students and family members of faculty members. This event was carried forward with installation of name plates of veers with each and every plant sapling planted on the day.
- **Veero ko Vandan-** Students sung patriotic songs and performed dance commemorating our brave soldiers and freedom fighters.
- **Har Ghar Tiranga–** Students of GIBS took selfie with the National Flag and posed on the website of Har Ghar Tiranga.
- **Panch Pran Pledge:** NSS volunteers and other students took a solemn pledge covering Panch Pran of the Hon'ble Prime Minister, affirming their commitment to the country. The pledge is given below:
 - Make India developed and self-reliant by 2047.
 - Remove any trace of colonial mindset.
 - Celebrate our heritage.
 - Strengthen unity and respect those who protect the country.
 - Perform the duties of a citizen.

Meri Maati Mera Desh Abhiyan was a distinctive and creative way to commemorate the 77th anniversary of India's independence. The campaign served as a memorial to all of our valiant martyrs. The occasion inspired the faculty, staff, and students to feel patriotic. Through this event the students were able to understand the worth of their freedom and the role of our freedom fighters.

Prepared By: Dr. Chetna Mahaur, Associate Professor, Gitarattan International Business School

FLYER OF THE EVENT

मेरी माटी मेरा देश अभियान
माटी को नमन, वीरों का वंदन
15th August 2023

Activities:

- Vasudha Vandan- Plantation of Saplings
- Veero ko Vandan- Dance Performance
- Hoisting of Indian National Flag
- Har Ghar Tiranga
- Panch Pran Pledge

NSS Coordinators:
 Manisha Sharma – 9810799006
 Lakshay Mittal – 7011553953

nss.gibs@gmail.com

TYPE OF EVENT <i>(PDW/ Seminar/Jurist Day/ Annual Event/ ALS/PLS/ Co-curricular etc.)</i>	NSS
VENUE	Auditorium & GIBS Plantation Area
TIME & DURATION	10 AM onwards
CONDUCTED BY <i>(eg. CLS-GIBS, IIC, Club, IIPC etc.)</i>	NSS
ORGANISED FOR <i>(Course Name & Semester)</i>	Faculty, Staff & Students
NAME OF THE COORDINATOR	Dr. Chetna Mahaur and Ms. Muskan Grover

ATTENDANCE	40
RESOURCE PERSON <i>(Name of the Resource Person, Designation, Organization)</i>	NA
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To connect with the land and honour our heroes. 2. To instill a sense of national pride and inspire future generations to protect India's cherished heritage.
LEARNING OUTCOME	The campaign served as a memorial to all of our valiant martyrs. The occasion inspired the faculty, staff, and students to feel patriotic. Through this event the students were able to understand the worth of their freedom and the role of our freedom fighters.