



Activity No: 14
Name of The Programme:
Meri Maati Mera Desh



August 9, 2023
CKB Commerce College NSS Unit



Description of the Activity:

The **"Meri Maati Mera Desh"** campaign organized by the CKBCC NSS Unit in collaboration with NCC, CKBCC Unit on August 9, 2023, was marked by a creative and engaging initiative: students and teachers capturing moments with soil or earthen Diyas through selfies. This unique approach aimed to deepen the connection between individuals and the environment. Participants, armed with smartphones, actively embraced the campaign's theme by taking selfies that symbolized their commitment to the cause. These photos not only served as personal reflections of the campaign but also became powerful tools for spreading awareness on social media platforms. The images of students and teachers with soil or earthen Diyas conveyed a strong message of environmental consciousness and national pride. This innovative element added a contemporary touch to the campaign, demonstrating the NSS Unit's ability to blend tradition with modern communication channels to effectively convey the importance of sustainable practices and a deep-rooted love for the nation.

Toal Participants	67
Male Volunteers	18
Female Volunteers	15
Faculty Members	24

Photos



**CKB COMMERCE COLLEGE
NOTICE
09-08-2023**

As part of celebration of **MERI MITTI MERA DESH** campaign by Govt. of India, all students and faculty members are hereby requested to assemble in front of the administrative building at **1 PM on 10 August, 2023**, for taking the *Panchpran Pledge*. The pledge is to be taken with Mati or Diya in hand and upload a selfie in the website.

SCAN TO UPLOAD SELFIE



Supported by NSS & NCC, CKBCC