

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 organised by EBSB Cell & IQAC, MVJCE from 10.03.2025 to 20.03.2025.

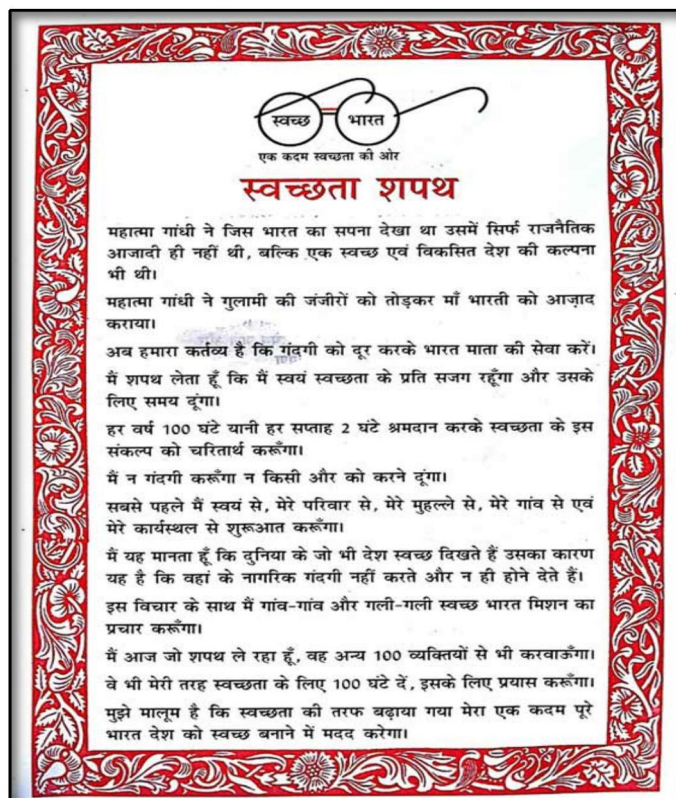
Date of the Activity	10.03.2025 to 20.03.2025.
Category of the Activity	Learning language of paired state
Title of the Activity	Pledge on Swatch Bharat

This initiative provided a valuable opportunity to promote civic responsibility, environmental awareness, and cultural integration among engineering students.

Swachh Bharat Abhiyan, or 'Clean India Mission,' is a nationwide cleanliness campaign launched by the Government of India on October 2, 2014, in honour of Mahatma Gandhi's birth anniversary. The initiative was introduced with the vision of achieving a cleaner and healthier India by instilling sanitation values and encouraging active public participation in maintaining hygiene and cleanliness.

Taking the Swachh Bharat Abhiyan pledge was a central part of the activity. Far beyond a symbolic act, the pledge helped in shaping students' attitudes toward cleanliness and public hygiene. It instilled in them a sense of civic duty and empowered them to be active contributors to the betterment of society.

Swachh Bharat Abhiyan pledge:



Swachh Bharat Abhiyan pledge



Students taking pledge on Swachh Bharat Abhiyaan Under EBSB from various departments

The event was further enriched by its association with the Ek Bharat Shreshth Bharat initiative, which encourages students to appreciate and celebrate India's cultural diversity. During the activity, students engaged in meaningful exchanges of ideas and perspectives, blending regional values and strengths in line with the EBSB vision.

As part of the cultural integration effort, the pledge was taken in Hindi, the official language of Uttarakhand, the paired state under the EBSB framework.

Students actively contributed to the cause through participation in clean-up drives, awareness programs, and other related efforts. These engagements helped them develop leadership qualities, fostered teamwork, and enhanced their understanding of the importance of sustainable living.
