

K L BUSINESS SCHOOL

D SSIER

Where tomorrow's Business Leaders are nurtured

Category 1, Deemed to be University



A PLACE FOR MULTI-DIMENSIONAL

LEARNING & GROWTH

JULY TO SEPT 2023



KLBS: A place of creative learning

I have great pleasure in conveying my best wishes to KLBS releasing the fourth issue of newsletter "DOSSIER" which brings the students and teachers of various disciplines on a common platform to share and display their ideas and creative talents. I wish all the students who have involved in bringing out the magazine for their greater success and career ahead.

Er. K. Satyanarayana
President,
Koneru Lakshmaiah Education Foundation

KL Business School has been highly consistent in its yardstick of providing 100% student placements, besides being at the pinnacle of academics and pedagogy. KLBS has rich brand image with its highly placed alumni. Following the higher-end quality education systems and processes in higher education, this B-School achieved e-learning excellence by digitization of the teaching-learning process at every step. It earned laurels from industry and institutions by organizing National Level Management Fest EXPATICA-2.0 very recently.

HALLMARKS OF KLBS - 2023

- 100% Placements
- Alumni meetings presence in Industry
- High Industry Connect
- Guest Lectures – Industry Seminars, Expert Talks
- Sports laurels at KLBS
- Successfully organised National level Management Fest "EXPATICA 2.0" – The most awaited student event of the year
- KLBS Transforming to Digital



KLBS: The path of success and excel

I am exhilarated in establishing the Fourth issue of newsletter "DOSSIER" of our KLBS which is a reference of the most recent trends and activities in KLBS. I wish that this newsletter establishes to be a flint to fire the enthusiasm and excite for many intrusive entrepreneurial skills among the students and inspire passion among the members of the faculty of KLBS. My greeting to the editorial board to keep the good work.

Er. K. Raja Harin
Vice-President,
Koneru Lakshmaiah Education Foundation



Leadership Matters

Believes in doing the best is all that matters Dr. M. Kishore Babu has over two decades of experience in both academics and industry. He truly believes in teamwork and academic leadership. He served as head and principal of the prestigious KLU Business School from 2013 to 2018. He got his Ph. D from Acharya Nagarjuna University, M. Phil in 2001 from Andhra University. He published 7 books and guided 4 M. Phil. scholars and 4 Ph.d. scholars were awarded under his guidance. He organized 92 workshops independently as a resource person for corporate, non-profit organizations, Software Industry, Nabard, and Voluntary Organizations, National Banks, Ryla and APSRTC have visited many countries to expand KLU University Horizons globally. He established linkages with 73 Universities including Stanford, Harvard Universities, to promote Academic Excellence and Global Exchange Programs. Under his leadership KLU Business School ranked 46th among all business schools in India including IIMS, IITS, and NITS as per NIRF Rankings of MHRD, Govt. of India. He is instrumental in establishing many collaborations with Industries and Universities. His area of expertise is Marketing, Brand Management and Sales Management.

Dr. M. Kishore Babu
DEAN-MHS, DIRECTOR
INTERNATIONAL RELATIONS
KONERU LAKSHMAIAH
EDUCATION FOUNDATION



Experienced Associate Professor with a demonstrated history of working in the higher education industry. Skilled in Finance and Statistical Data Analysis in R and SPSS, Lecturing, Curriculum Development, Faculty Development, and. Strong education professional with a qualified NPTEL online course on Business Analytics for management decision and has done online certificate course on Excel for Finance corporate Professionals.

She believes in “Strength of team is each individual member .The strength of each member is the team” as coined by Phil Jackson.

Dr. K. Hema Divya,
Assoc. Professor-HOD MBA

Faculty Orientation

Orientation session on KL Academics Course Building by Dr. Hema Divya Assoc. Professor, KL Business School, KL (Deemed to be University), Vaddeswaram on 25.08.2023 from 2:00 p.m. to 3:00 p.m.






Guest Lecture on Career Planning & Placements by : Simran Tannir
Head- HR Campus Recruitment, Kirloskar. On 14.08.2023 from 03:30 p.m. to
04:30 p.m. the lecture emphasizes Career planning is a strategic process that
provides direction, maximizes opportunities, emphasizes skill development,
promotes personal growth, optimizes resources, and leads to long-term



success."



 **GPS Map Camera**

Vaddeswaram, Andhra Pradesh, India

CJVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh

522303, India

Lat 16.443437°

Long 80.621265°

17/08/23 03:58 PM GMT +05:30

 Google



 **GPS Map Camera**

Vaddeswaram, Andhra Pradesh, India

CJVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh

522303, India

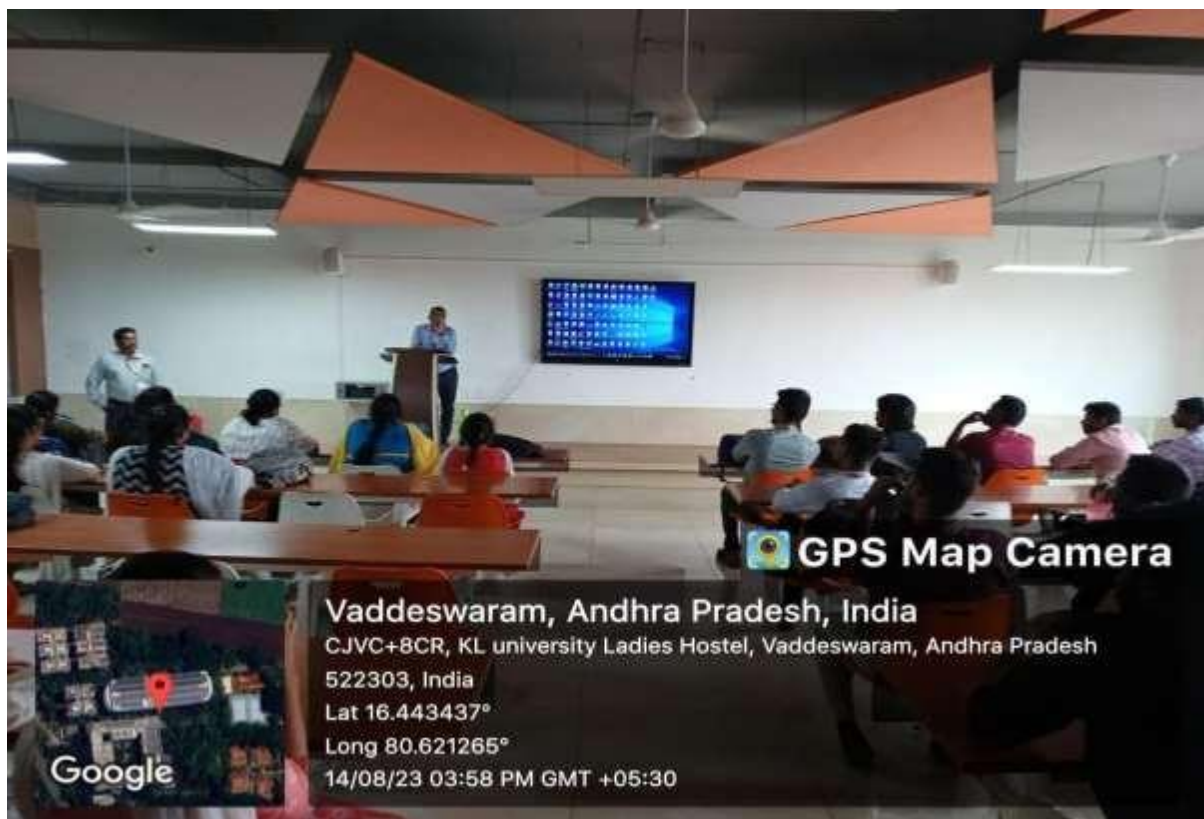
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Orientation session on Campus Placements by Dr. Ch. Balaji Asst.Professor, Deputy HoD, MBA Dept, KL Business School,KL (Deemed to be University), Vaddeswaram, And Dr. P.Daniel Asst.Professor, MBA Dept,KL Business School,KL (Deemed to be University), Vaddeswaram on 14.08.2023 from 03:30p.m. to 04:30 p.m this orientation covers placement cell introduction, process, resume building, mock interviews, corporate expectations, soft skills, industry insights, networking, policies, preparation resources, and personal branding."






 **GPS Map Camera**



Vaddeswaram, Andhra Pradesh, India
CJVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh
522303, India
Lat 16.443447°
Long 80.621274°
14/08/23 04:00 PM GMT +05:30



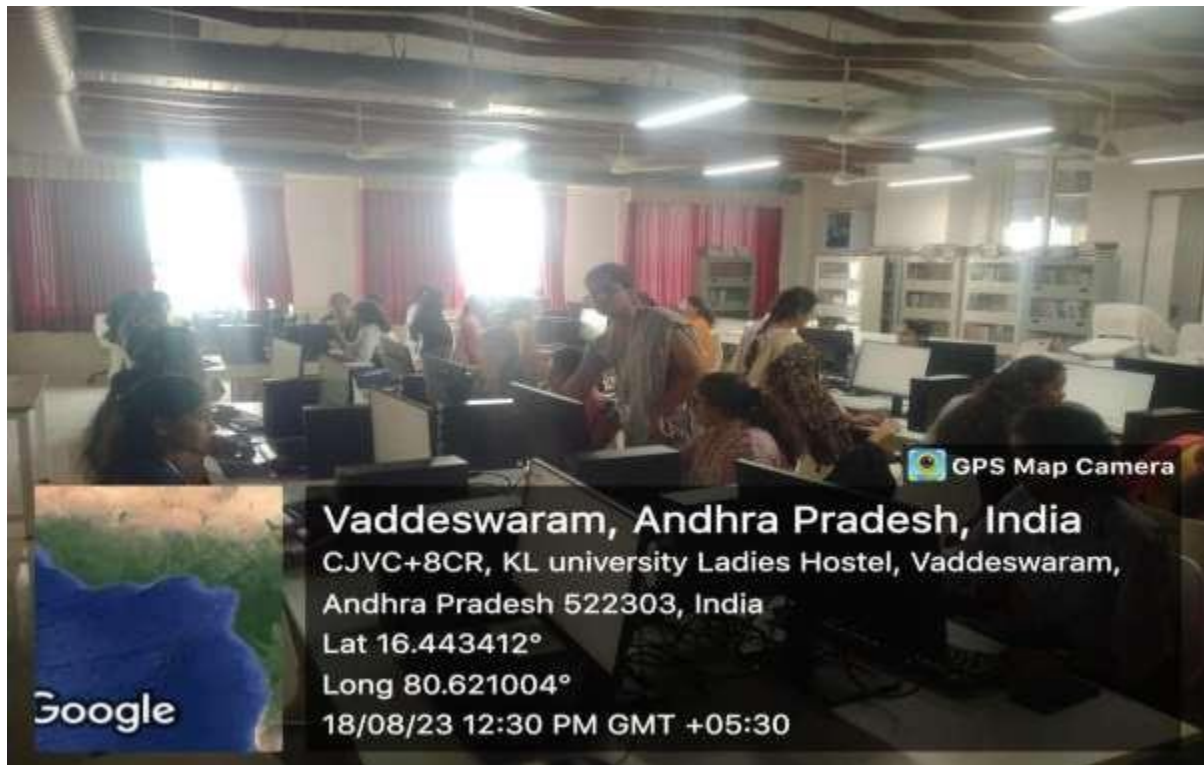
 **GPS Map Camera**



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CJVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh
522303, India
Lat 16.443437°
Long 80.621265°
14/08/23 03:58 PM GMT +05:30

Orientation session on Quality Circles by Dr. R.S.V Rama Swathi Asst.Professor, MBA Department, KL Business school on 17.08.2023 from 11:10 a.m. to 12:00 p.m. The lecture emphasized how "Quality circles in educational institutes foster collaboration, innovation, and continuous improvement, benefiting teaching, student outcomes, and the learning environment."

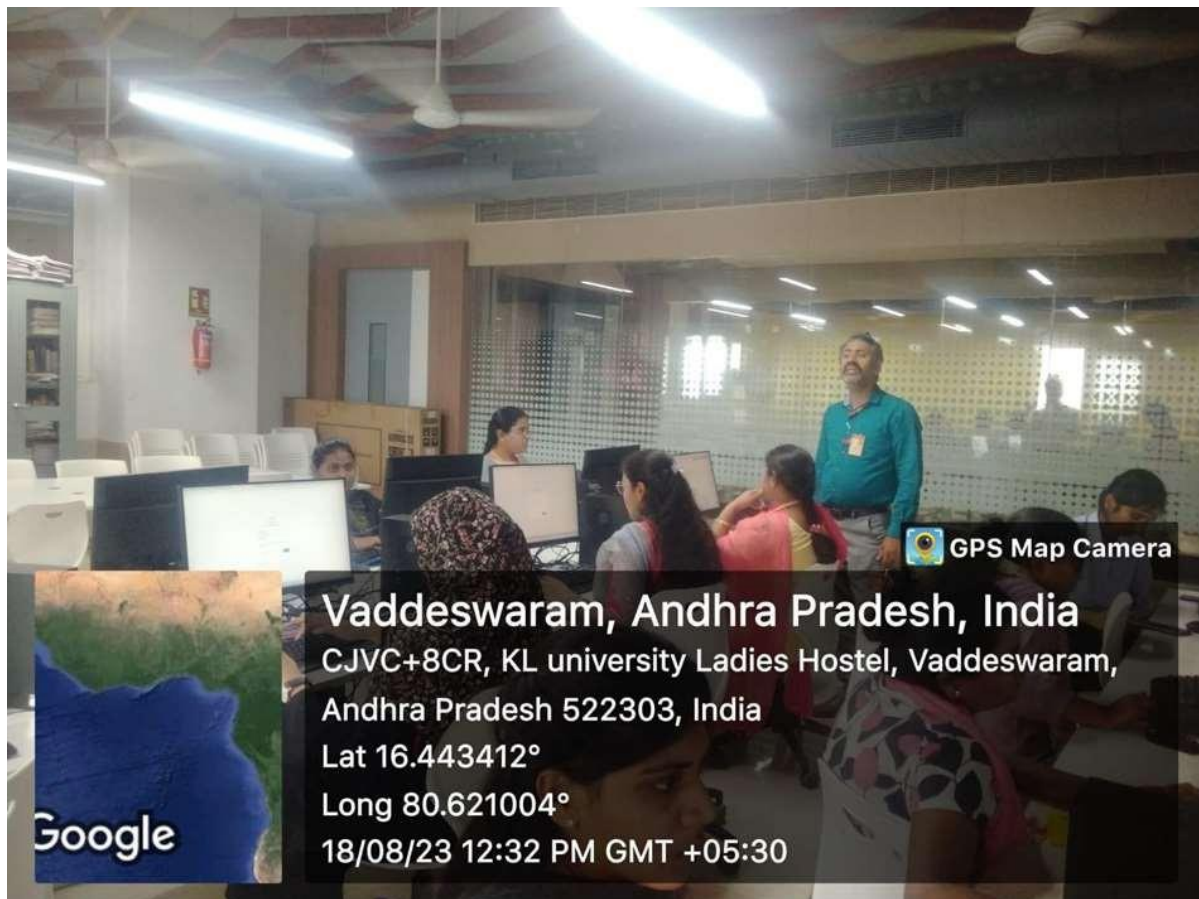


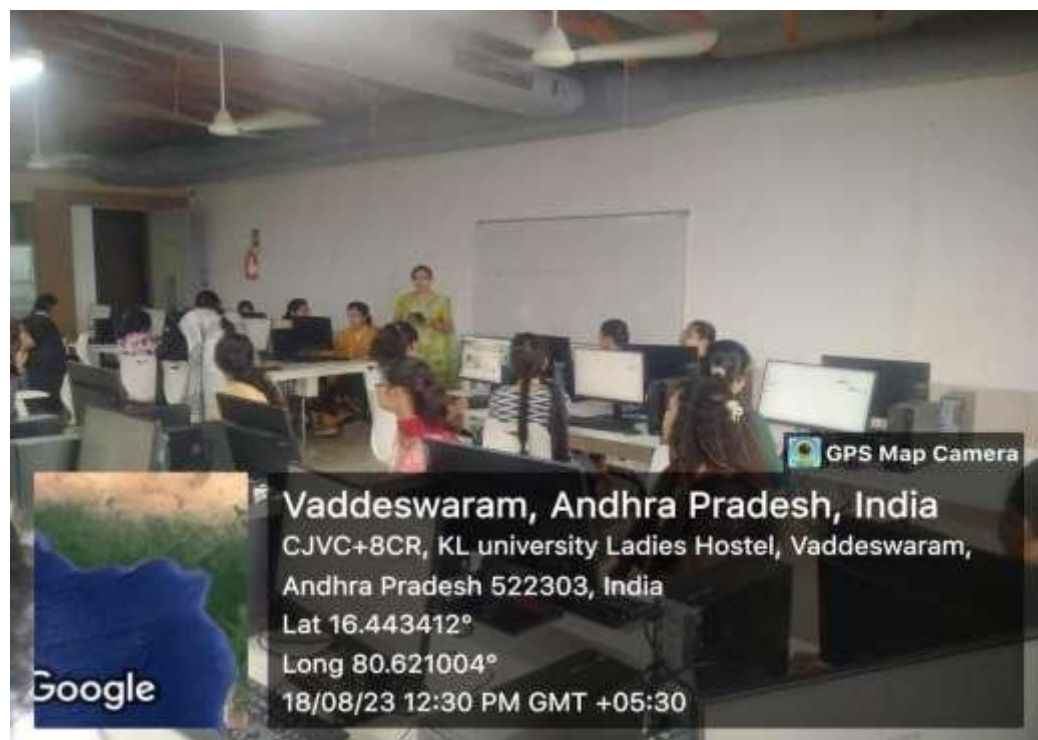


Orientation session on ERP by : Dr. A. Srikanth Asst. Professor, KL Business School, KL (Deemed to be University), Vaddeswaram, On 14.08.2023 from 03:30p.m. to 04:30 p.m. The lecture emphasized how, Students can register for credits, request overloading, and make course substitutions with Dean–Academics approval while engaging with a counselor for academic guidance.

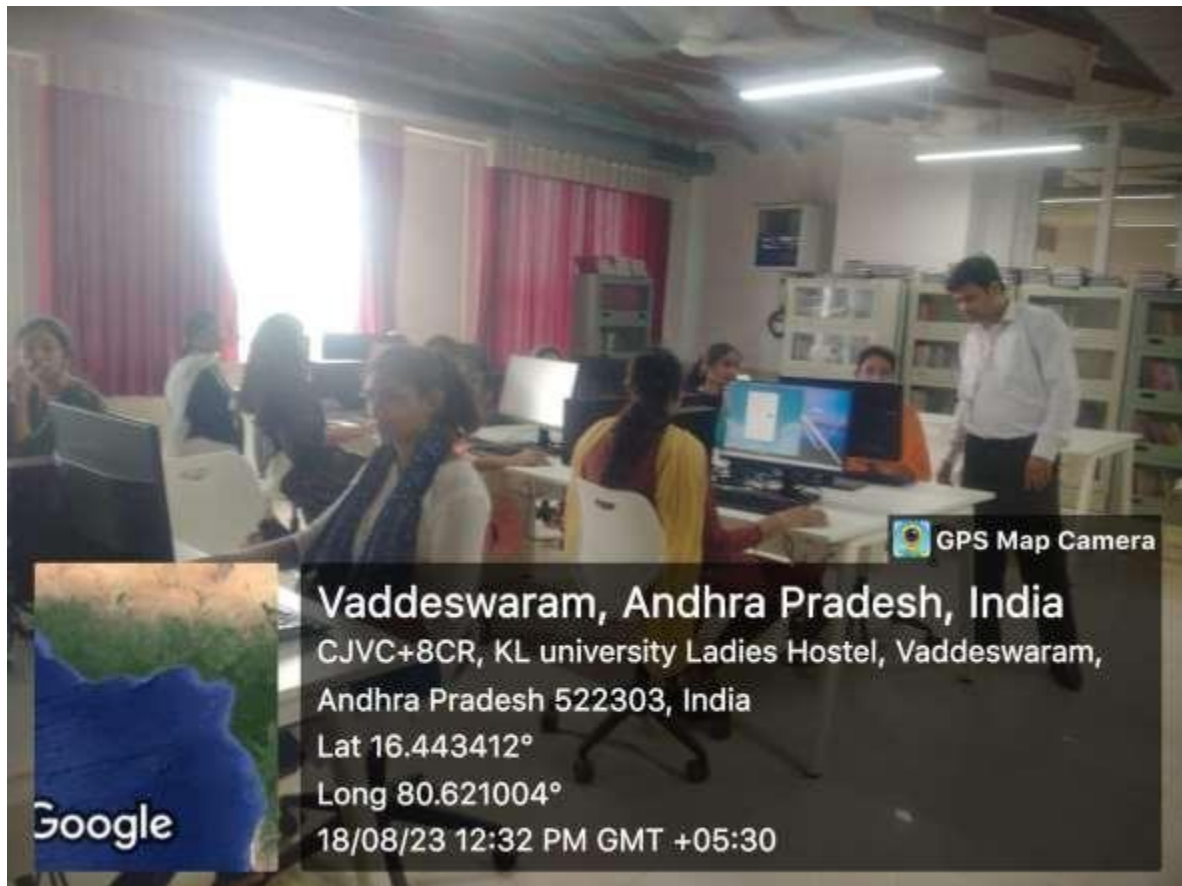


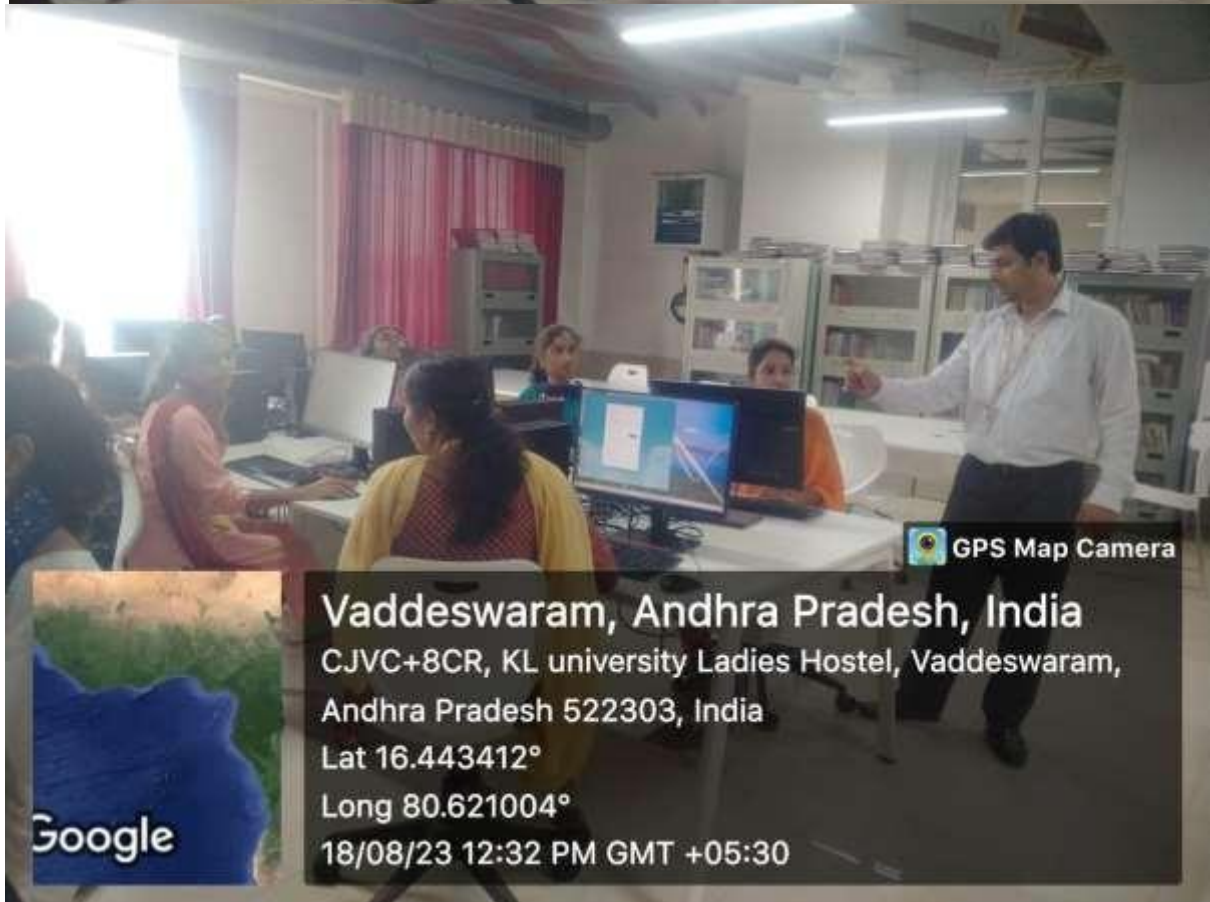
Orientation session on Satisfaction Survey by Dr. K. HemaDivya Assoc.Professor, KL Business School, KL (Deemed to be University), Vaddeswaram On 18.08.2023 from 10:30 p.m. to 11:15 p.m. the session emphasizes Complete the Student Satisfaction Survey by logging into your portal, providing honest and constructive feedback on your faculty experience before the deadline."






Orientation session on Satisfaction Survey by Dr. ShyamSundarTripathy Asst.Professor, KL Business School, KL (Deemed to be University) Vaddeswaram on 18.08.2023 from 10:30 p.m. to 11:15 p.m. the lecture emphasizes how "Students can actively contribute to IQAC's mission through feedback, curriculum development, student support, social responsibility, learning resource evaluation, assessment method review, and institutional event participation."



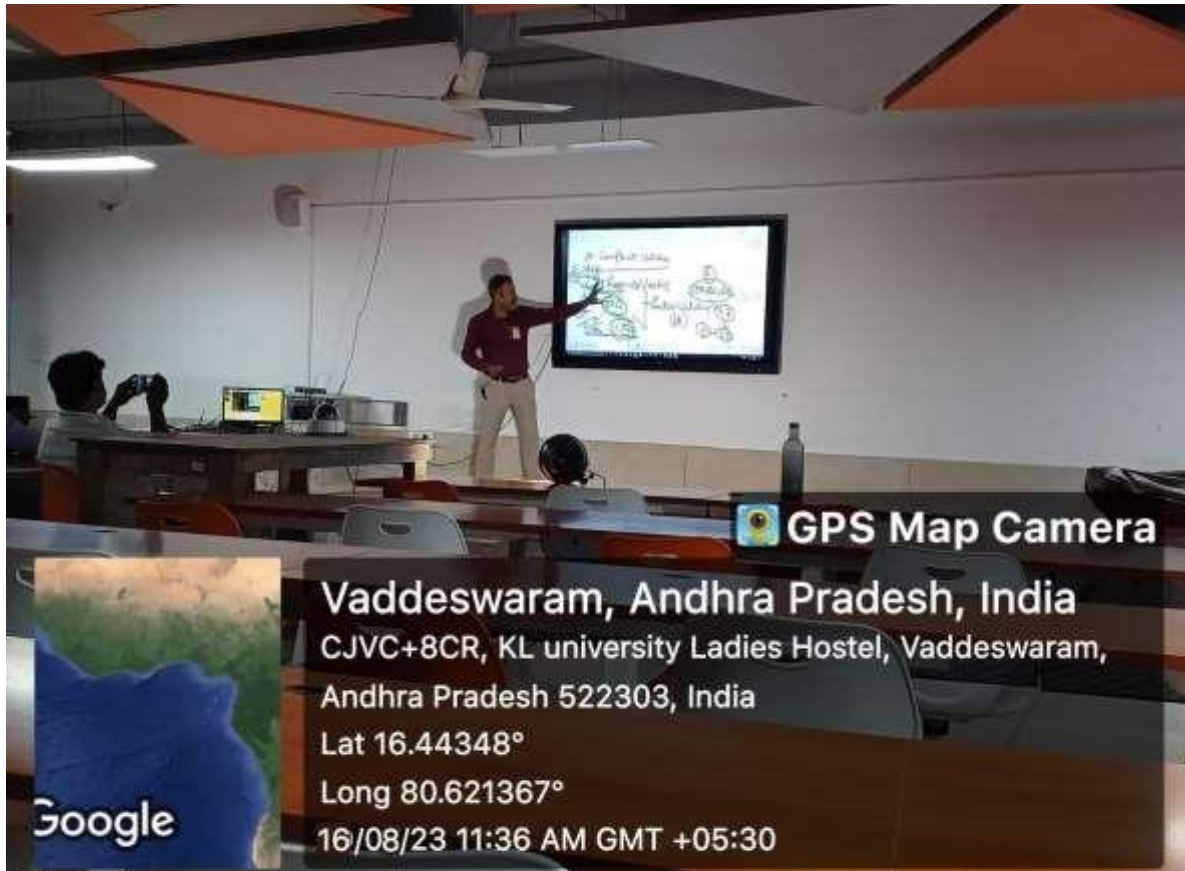



Workshop on Research Methodologies by Dr. A. Srikanth Assot.Professor, MBA Dept KL Business School, KL (Deemed to be University), Vaddeswaram on 16.08.2023 about "Statistical tools and research methodologies are the cornerstone of valid, reliable, and impactful research, guiding data collection and analysis for meaningful insights", from 1:30 p.m. to 3:30 p.m.



 **GPS Map Camera**

Vaddeswaram, Andhra Pradesh, India
CJVC+8CR, KL university Ladies Hostel, Vaddeswaram,
Andhra Pradesh 522303, India
Lat 16.44348°
Long 80.621367°
16/08/23 11:36 AM GMT +05:30




 **GPS Map Camera**



Vaddeswaram, Andhra Pradesh, India
CJVC+8CR, KL university Ladies Hostel, Vaddeswaram,
Andhra Pradesh 522303, India
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Long 80.621367°
16/08/23 11:36 AM GMT +05:30



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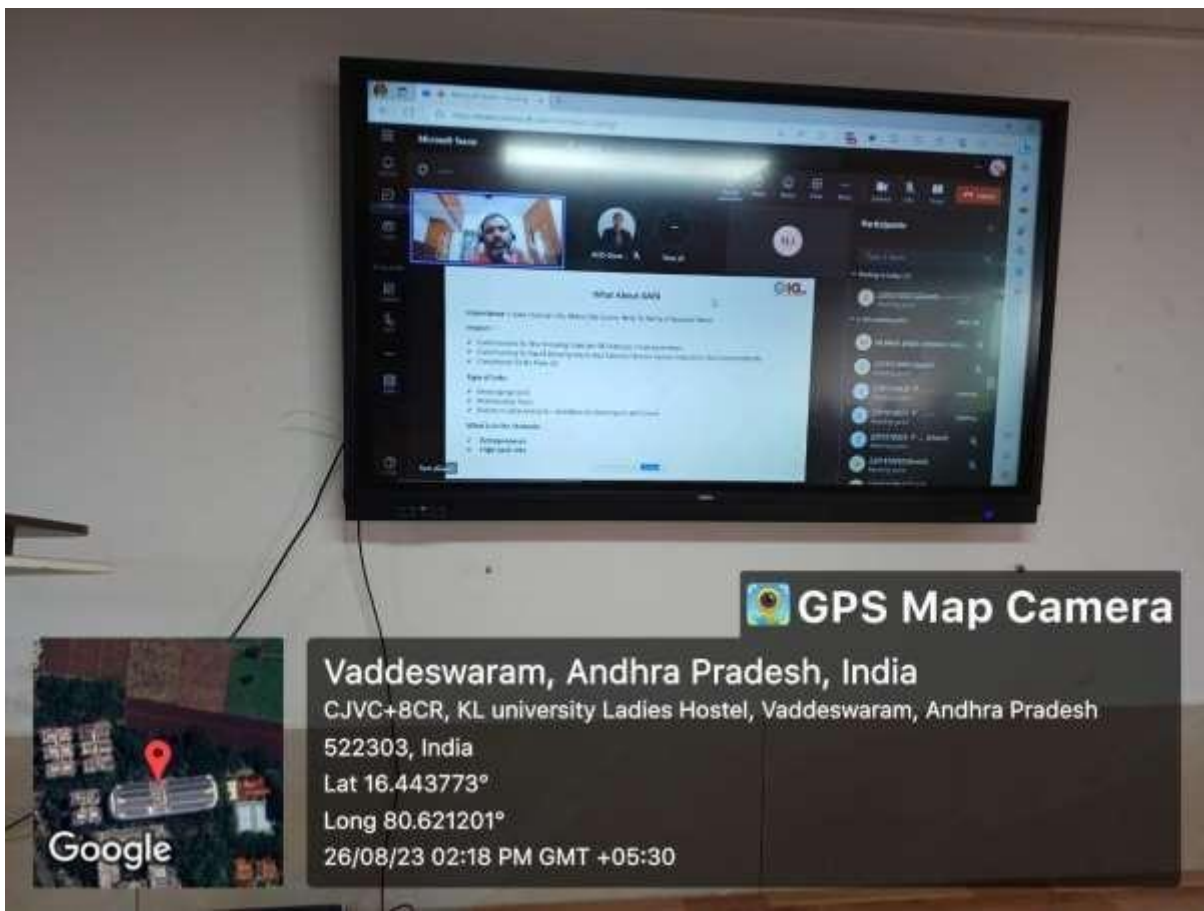
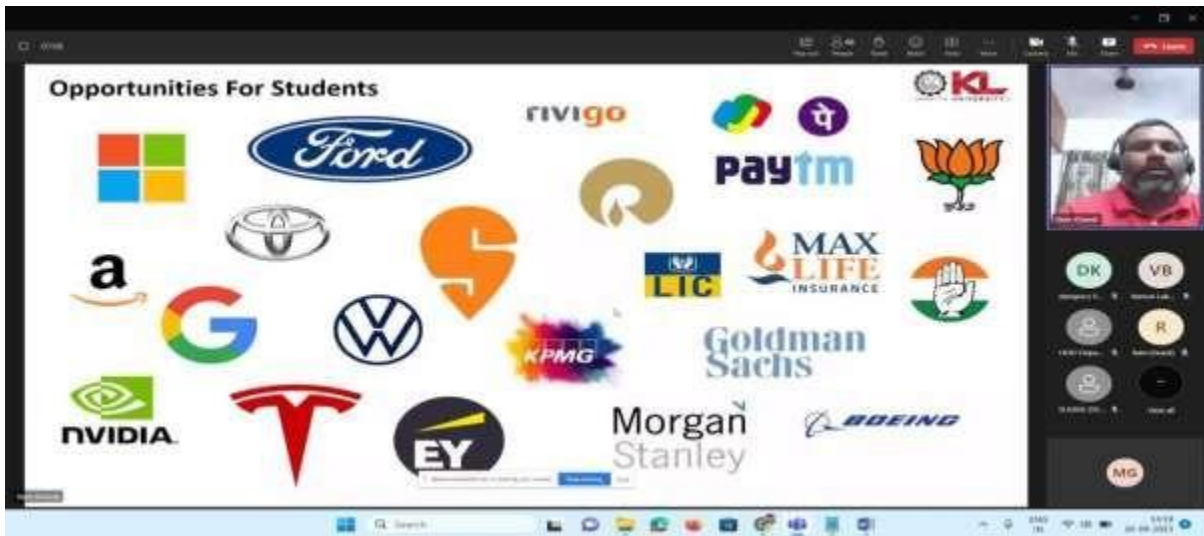


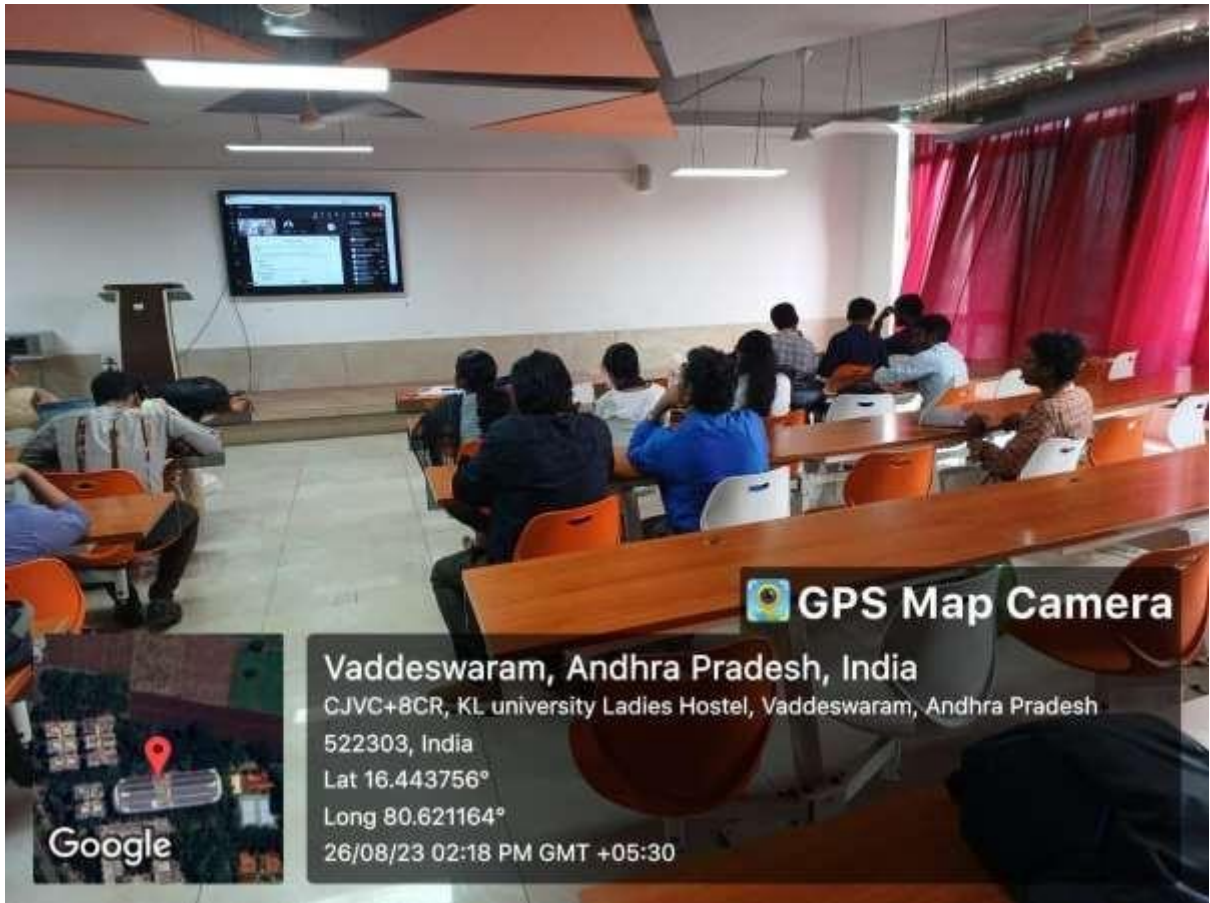
Vaddeswaram, Andhra Pradesh, India
CJVC+8CR, KL university Ladies Hostel, Vaddeswaram,
Andhra Pradesh 522303, India
Lat 16.44348°
Long 80.621367°
16/08/23 11:36 AM GMT +05:30



Alumni Talk on Data Visualization Techniques by Mr. Ramalingeshwar Reddy Chirra Manager, Material Cost Finance FORD on 26.08.2023 from 03:30p.m.to04:30 p.m on the topic "Data visualization is essential for analyzing material cost finance data, revealing trends and aiding informed decisions.



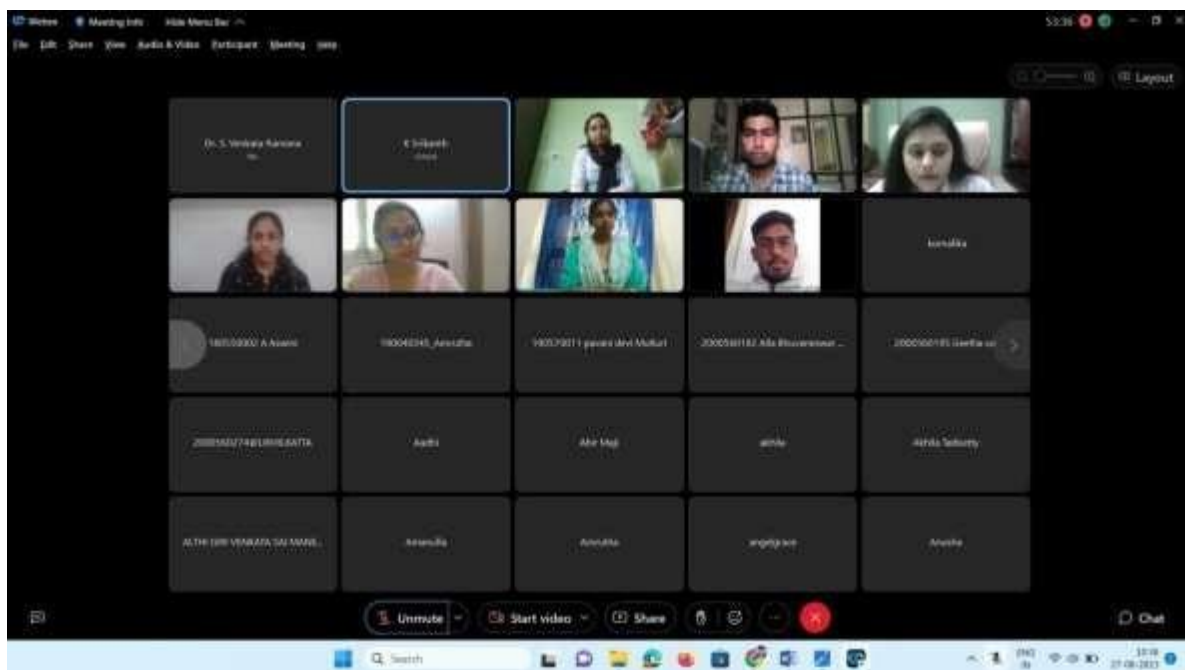




Virtual Guest lectures by Industry Experts

Online Guest Lecture on Unveiling Industry Expectations from Next Gen Management Graduates by : Mr. Kotaru Srikanth, HR Manager, Hyderabad BatteriesLtd, Telangana on 27.08.2023 from 10:00 p.m. to 11:30a.m.

"Next-generation management graduates are expected to possess a diverse skill set including data analysis, communication, adaptability, ethical leadership, problem-solving, global awareness, and an entrepreneurial mindset to thrive in evolving business landscapes."



Online Guest Lecture on Management with Industry 4.0 Technologies (EV Industry)

Sri. N. Venkata Reddy, Founder and CEO- Vihaan Electrix, (EV Industry)

Visakapatnam on 31.08.2023 from 10:00 p.m. to 11:30 a.m.

The lecture emphasized how Industry 4.0 technologies, including IoT, AI, big data analytics, and automation, are reshaping the landscape of the EV industry. These technologies are optimizing production processes, enhancing product quality, and reducing costs.



Zoom Meeting | Meeting Info | Video Muted | 28:50

File Edit Share View Audio & Video Participant Meeting Help

Layout

Dr. S. Srinivas Reddy	K			
		Amalika	100040241_Aneetha	2000560103 DEEPU FAVANM SINGHJI you are
2000560103 DEEPU FAVANM SINGHJI	SANJAY Lakshya Kothari	Aarti SriKoushiki	Adar Mall	Adar Yashwanth
ALITH GIRE VENKAT SRI RAM...	Amalika	Amalika	Adar	Saravanan
Shree Lakshya Anand	Amalika	Chaitanya	CHAITANYA GUDURU	Chaitanya

Unmute Start video Share

Participants Chat

Zoom Meeting | Meeting Info | Video Muted | 29:15

File Edit Share View Audio & Video Participant Meeting Help

Layout

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ALITH GIRE VENKAT SRI RAM...	Amalika	Amalika	Adar	Saravanan
Shree Lakshya Anand	Amalika	Chaitanya	Chaitanya	CHAITANYA GUDURU

Unmute Start video Share

Participants Chat

Faculty Achievements



Dr. Hema Divya
Kanthamani
HOD, MBA, KLBS



Indian Council of Social Science
Research

(Ministry of Education) JNU
Institutional Area, Aruna Asaf
AliMarg

New Delhi - 110067 Website:
www.icssr.org

Sanction of Short-term Empirical Research Project (Collaborative/Individual) entitled “Assessing Consumers' Perception and Challenges in Adoption of Millet-based Products: A Study of selected HEIs of Andhra Pradesh” to Dr. Hema Divya Kanthamani, Koneru Lakshmaiah Education Foundation (Deemed to be University), Andhra Pradesh

Dr K V Siva Prasad, presented paper in the international conference held in Malaysia



UNIVERSITI
TEKNOLOGI
MARA



**INTERNATIONAL CONFERENCE
ON
MULTIDISCIPLINARY RESEARCH AND DEVELOPMENT
(ICMRD - 2023)**



**September 13th - 15th, 2023
Universiti Teknologi MARA,
Puncak Alam Campus, Selangor, Malaysia**



CERTIFICATE OF PRESENTATION

This is to certify that

Dr. V S Prasad Kandi

Assistant Professor
KL Business School

Koneru Lakshmaiah Education Foundation Deemed to be University

presented a paper entitled

**IMPACT OF CORPORATE SOCIAL RESPONSIBILITY
ON FIRM'S PROFITABILITY - A STUDY WITH
REFERENCE TO BSE SENSEX COMPANIES**

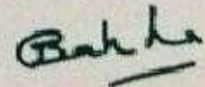
in the **INTERNATIONAL CONFERENCE ON
MULTIDISCIPLINARY RESEARCH AND DEVELOPMENT
(ICMRD - 2023)** held between 13th - 15th September, 2023.
Organized by ESN Publications, Universiti Teknologi MARA &
Tamil Nadu Teachers Education University.



Dr. P. C. Nagasubramani
Registrar,
Tamil Nadu Teachers
Education University.



Assoc. Prof. Dr. Sharipah Ruzaina Syed Aris
Dean
Faculty of Education
Universiti Teknologi MARA, MALAYSIA



Dr. J. Banuchandar
Founder and Chairman,
ESN Publications.



Dr K V Siva Prasad, Received an award Guinness World Records



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CERTIFICATE OF ACHIEVEMENT

Presented to

Dr. Kandi Venkata Siva Prasad

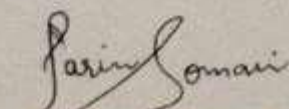
Asst. Prof

KL Business School, KLEF Deemed to be University, Andhra Pradesh

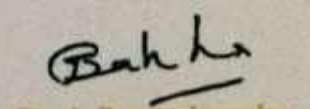
is conferred with

**Best Contribution to Academic &
Research Sector (Dept of Management)**

*In recognition of outstanding professional achievement
& inspiring social contribution*


Dr. Parin Somani
Director,
KLEF Deemed to be University




Dr. J. Banuchandar
Founder and Chairman,
FSN Publications.



UNIVERSITI
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MARA



Certificate of Excellence



BUSINESS
SCHOOL

GUEST LECTURE



Dr. Prabal K. Sen

Former Professor, Economics Area B Chairperson,
Entrepreneurship Development Centre (EDC) at
XLRI Jamshedpur

Guest Lecture on
ENTREPRENEURSHIP
Pros & Cons in Indian Context

Friday

02:00PM

1ST SEPTEMBER

SESSION CHAIR



September 13th - 15th, 2023
Universiti Teknologi MARA,
Puncak Alam Campus, Selangor, Malaysia



Dr. P. C. Nagasubramani

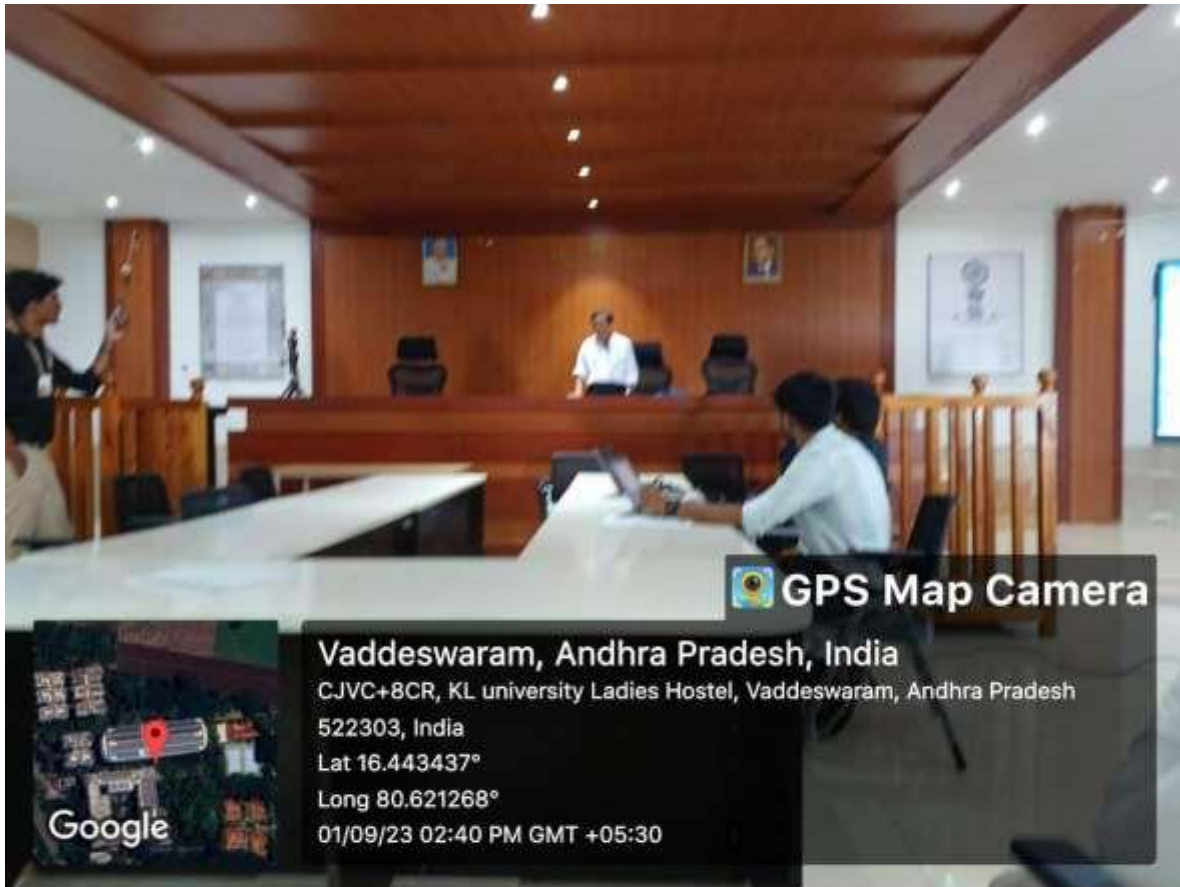
Dr. P. C. Nagasubramani
Registrar,
Tamil Nadu Teachers
Education University,

Sharipah Ruzaina

Assoc. Prof. Dr. Sharipah Ruzaina Syed Aris
Dean
Faculty of Education
Universiti Teknologi MARA, MALAYSIA

Dr. J. Banuchandar

Dr. J. Banuchandar
Founder and Chairman,
ESN Publications.





Vaddeswaram, Andhra Pradesh, India

C.JVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh

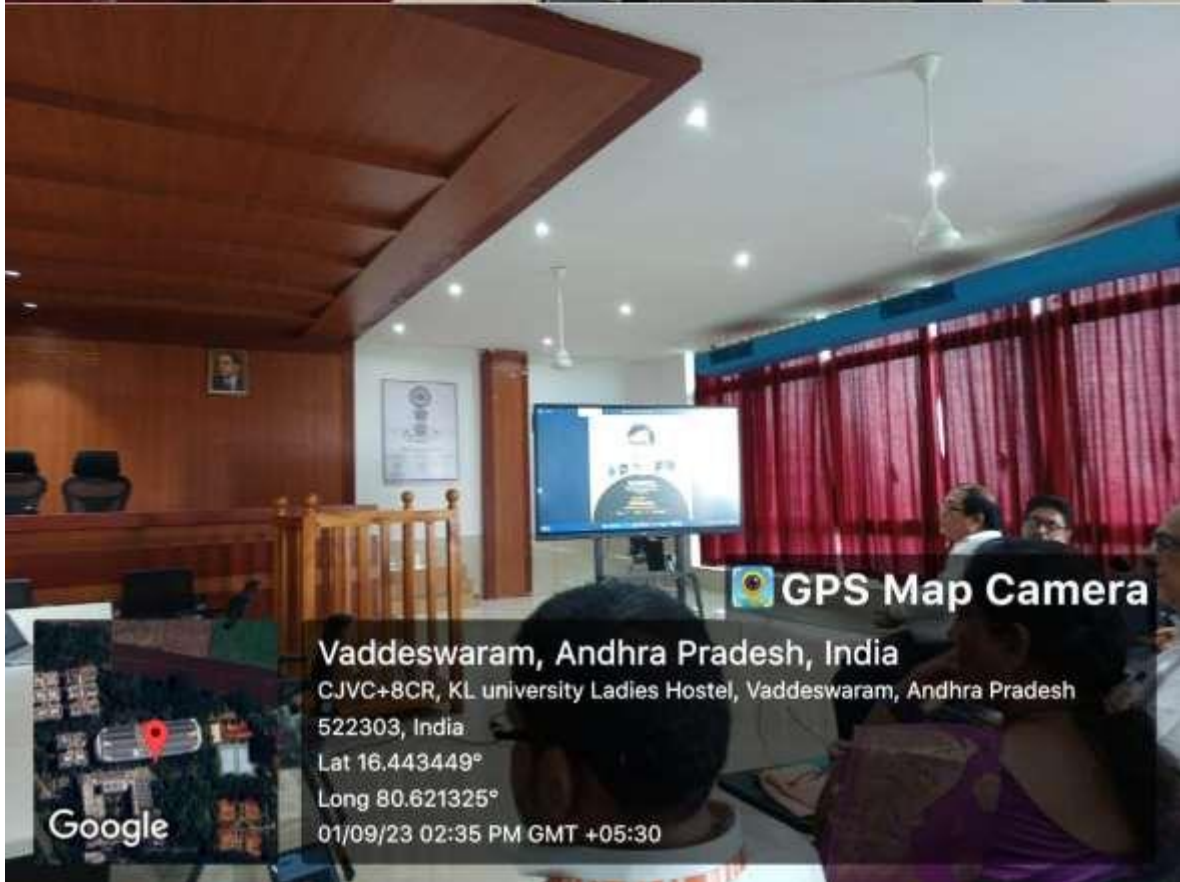
522303, India

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Vaddeswaram, Andhra Pradesh, India

C.JVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh

522303, India

Lat 16.443449°

Long 80.621325°

01/09/23 02:35 PM GMT +05:30

Google

On Teachers Day – September 5th 2023 the students of MBA have showed their love and gratitude towards their Teachers by felicitating them with Shawls and momentos. In this occasion they conducted different games to the teachers and made them feel happy.

Some of the Pics are





Your words and their impact lasts a lifetime

We owe you more than words can express

NEXUS
Weaving Visions into Ventures



Department of MBA

MAESTROTHSAV



5 SEPTEMBER 2023

Teacher's DAY





NEXUS
Transforming Visions into Victories

Felicitation



QUESTIONS to FACULTY

okko answer okko diamond azala.....

NEXUS
Winning Moves into Victory



Success Meet Celebrates Outstanding Achievements of MBA Students in Summer Internship Program 2023

Vaddeswaram, Guntur, KLBS–MBA

Department, KL University (Deemed to be University), a leading educational institution known for its commitment to nurturing future business leaders, hosted a triumphant Success Meet to commemorate the exceptional accomplishments of MBA students in the Summer Internship Program. The event took place on 23–09–2023 at New Seminar Hall, bringing together students, faculty members, industry experts, and distinguished guests to celebrate the remarkable achievements of our aspiring business professionals.

Some of the pics:













Placements and Certifications

Congratulations to our Students who received offer letters in different MNCs with 10 lakhs Packages.

KL UNIVERSITY
(WOMEN TO BE UNIVERSITY)

NAAC A+ ACCREDITED BY 2016
43 YEARS OF EDUCATIONAL LEADERSHIP

RECOGNISED AS **1** UNIVERSITY BY UGC STATUTORY BODY OF M-IND
nirf 28 AMONG ALL UNIVERSITIES

Congratulations on your placement!
We Are Thrilled To Announce That

Tondapu Dedeepya Veda Sumanasri

Thirumalasetti Dhana Lakshmi

have secured outstanding placement opportunities with

Sunschool

We wish them all the best in this exciting new chapter of their career.

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[@kluniversityofficial](#)

[www.kluniversity.in](#)



**BUSINESS
SCHOOL**

Congratulations



2201510254



2201510255



2201510256



2201510257



2201510258



2201510259



2201510260



2201510261



2201510262



2201510264



2201510265



2201510271



Congratulates **MBA Fintech Students** for successfully certified in **Blockchain Professional certification** offered by **Blockchain Council and CCIICI**



NAAC A+
ACCREDITED BY SAAR

RECOGNISED AS **1** UNIVERSITY
BY UGC CATEGORY
BODY OF HIGHER

43 YEARS OF
EDUCATIONAL
LEADERSHIP

nirf **28** AMONG ALL
UNIVERSITIES

CONGRATULATIONS!



S. FIZA MADINA



D.M.B.L.PAVITHRA




P. GOPI KRISHNA

FOR SECURING **10 LPA** JOBS
Mahindra FINANCE

WE WISH YOU ALL THE BEST FOR YOUR FUTURE ENDEAVORS!

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NAAC A** ACCREDITED BY NAAC | RECOGNISED AS CATEGORY 1 UNIVERSITY BY THE GOVT OF INDIA
43 YEARS OF EDUCATIONAL EXCELLENCE | nif 28 AMONG ALL UNIVERSITIES

#WeAreFutureReady

Congratulations!!!

OUR TALENTED MBA STUDENTS

Andavarapu
Ashish
(2201510048)



Kakaraparthi
Bhanu Sarath
(2201510066)



Vuyyuru
Naga Karthik
(2201510069)



R. Vinod
Kumar
(2201510119)



G. Venkata
Siva Sai
(2201510131)



M. Purnesh
(2201510150)



SECURED PLACEMENTS AT

Kirloskar

We can't wait to see your dreams unfold.

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NAAC A** ACCREDITED BY NAAC | RECOGNISED AS **1** UNIVERSITY CATEGORY **1** UNIVERSITY
43 YEARS OF EDUCATIONAL LEADERSHIP | **nirf** 28 AMONG ALL UNIVERSITIES

#WeAreFutureReady



Mohammad Abdul Qawi Maroof



Praveen R



Ramcharan Parepalli



Sai Srujal Kotamraju



Allu Mitrananda Sai



Ganesh Palaparthi



Kalavakollu Venkatesh



Avaru Kishore

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Heartiest Congratulations!

TO OUR
BRILLIANT STUDENTS

**For Securing
Placements in**

Kirloskar

ALL THE BEST
FOR YOUR
FUTURE ENDEAVOURS!

www.kluniversity.in



#WeAreFutureReady

NAAC A**
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RECOGNISED AS
CATEGORY 1 UNIVERSITY
BY UGC, GOVT OF INDIA

43 YEARS OF
EDUCATIONAL
LEADERSHIP

nir 28 AMONG ALL
UNIVERSITIES

Congratulations!

Our 16 brilliant **MBA** students got placed with a pay package of

₹ 6 LPA at 



Divya Kala
Kunapareddy



K. Sowmya Sri



Ayitha. Sneha Sri



Arshiya Shaik



SK Sai



Supriya Middepogu



Yadla Mounika



Ganesh Battula



Karnati Navya



Sowmya Gayatri T



Thirumalasetti
Dhana Lakshmi



Dega M B L
Pavithra



J Bala Kiranmai



Dedeepya Veda
Sumanasri




G.Venkata
Sri Harsha



Sambaraju Naga
Pavan Tejaswi

We wish them all the best in this exciting new chapter of their career.

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Department of
MBA



**BUSINESS
SCHOOL**



Gopi Krishna



Naga Pavan



Bhanu sarath



Raviteja



Ashok Reddy



Mitrananda Sai



Prasant



Abhiram

Hearty Congratulations!!!

Students of MBA selected as interns at ITC Limited
with Pre-Placement offer 4.2 LPA



Congratulations



Md. Harsheen Jaha



Y. Devi Prathyusha



M. Hem Nag Singh



T. Yashwanth Surya

(Department of MBA)

on securing
well-paying jobs at

BERKADIA[®]

We can't wait to see your dreams unfold.



#WeAreFutureReady

NAAC A** ACCREDITED BY NAAC | 43 YEARS OF EDUCATIONAL LEADERSHIP SINCE 1978 | RECOGNISED AS UNIVERSITY CATEGORY 1 BY UGC, DISTANCE EDUCATION BOARD OF INDIA | nirf 28 AMONG ALL UNIVERSITIES

Congratulations!

to our Brilliant Students who Secured Placements at



Pottam Shiva Shankar



Nagu Sriya Battula



Madala Sowdamini



Kesupati Gurusudha Vikas



Abhishek Reddy



Nayapati Pavan Kumar



Thamalla Supriya



Kakraparthi Ishani Sarath



Ravidi Sneha



Hollo Sai Garpa Vinod Kumar



Perla Sharmukha Syam Sander



Kanna Shiva Sankar Hari Teja

Wishing you all boundless success in your future!

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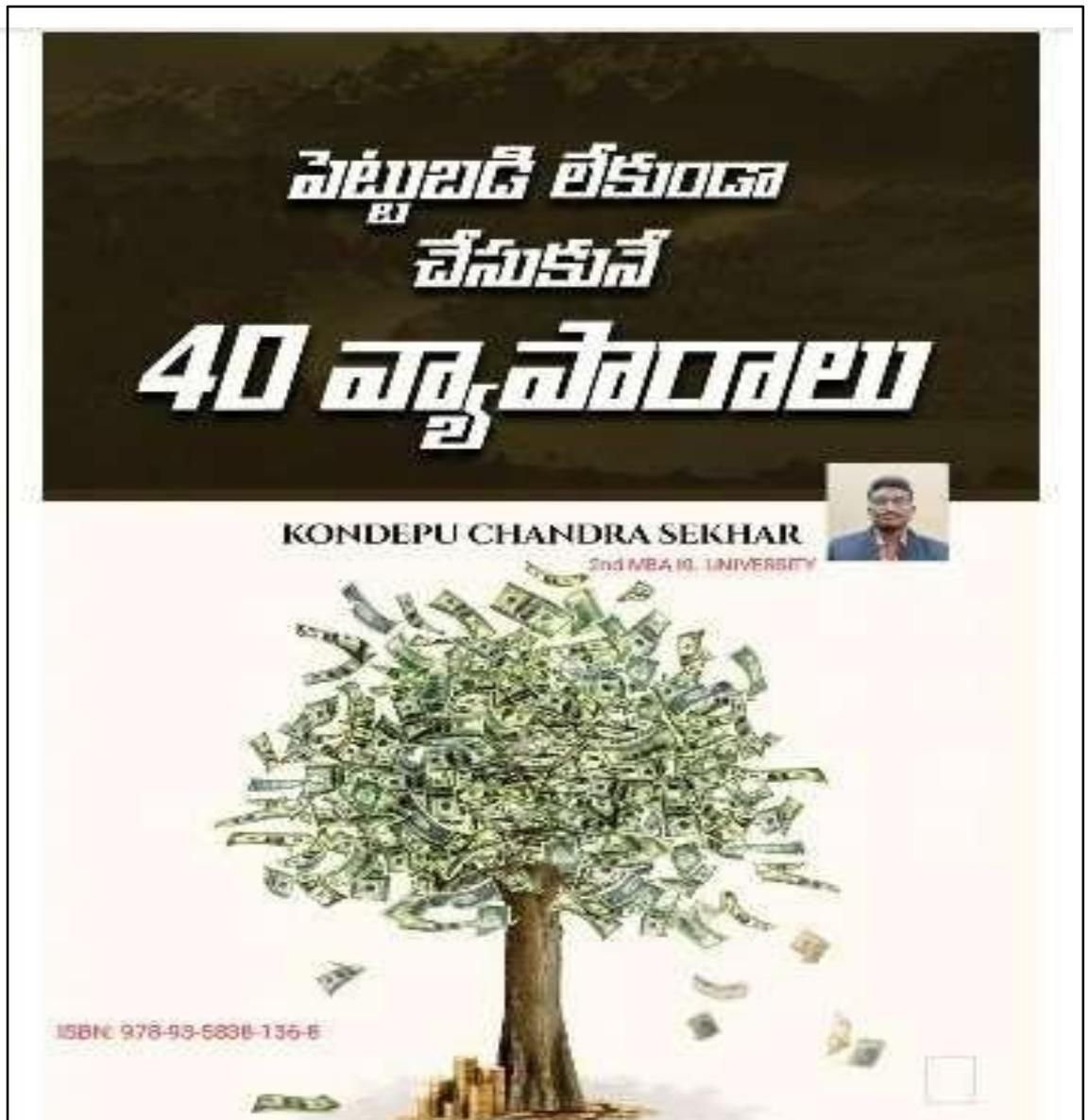
STUDENT WRITER: -

Our second year MBA student

"KONDEPU CHANDRA SEKHAR" had written a book on

" **పట్టుబడి లేకుండా చేసుకనే 40 వ్యాపారాలు** " with

ISBN number.



"Meri Maati Mera Desh" Campaign: Fostering National Pride and

Environmental Stewardship

Our KLU MBA Students along with NSS officers and the President of Vaddeswaram, conducted a significant endeavor to celebrate the harmonious relationship between the citizens of our nation and the land they call home, the "Meri Desh Meri Mitti" campaign has been launched with great fervor.

This innovative and impactful initiative seeks to instill a sense of pride, responsibility, and environmental consciousness among the citizens of our diverse and culturally rich country.

The campaign, "Meri Desh Meri Mitti," which translates to "My Country, My Soil," has been meticulously designed to promote unity, inclusivity, and a profound connection with our land. It is a call to action for all individuals, regardless of their background, to embrace and preserve the natural beauty and resources that our country is blessed with.

Key Objectives of the Campaign:

1. **Civic Pride:** The campaign aims to foster a deep sense of pride and love for the nation among its citizens. By encouraging people to identify with their homeland, it seeks to strengthen the bond between individuals and the country they call their own.
2. **Environmental Stewardship:** Recognizing the urgent need for environmental conservation, the campaign emphasizes responsible and sustainable practices. It encourages citizens to contribute to reforestation, waste reduction, and other initiatives that promote ecological balance.
3. **Cultural Harmony:** "Meri Desh Meri Mitti" celebrates the cultural diversity that thrives within our nation's borders. It promotes cultural exchange and mutual respect among different communities, fostering an environment of harmony and understanding.
4. **Community Engagement:** The campaign provides a platform for citizens to come together and actively participate in various community-driven projects. This collaborative approach ensures that positive changes are driven from the grassroots level.
5. **Education and Awareness:** By organizing workshops, seminars, and educational programs, the campaign seeks to raise awareness about the importance of preserving our environment and heritage for future generations.

The "Meri Maati Mera Desh" campaign encourages active involvement from citizens, educational institutions, NGOs, and other stakeholders who are passionate about building a better future for our country. Through collective efforts, we aspire to create a legacy of responsible citizenship and a flourishing, sustainable environment.

Some of this campaign pics are given below.











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