

## **World Soil Day Awareness Program - Report**

**Venue:** MBA Seminar Hall, MBA Block.

**Date:** 06<sup>th</sup> December 2023

**Time:** 02:00 p.m. onwards

### **Introduction:**

On December 6, 2023, the Eco Club of Keshav Memorial Institute of Management (KMIM) organized a World Soil Day awareness program for students of MBA first and second years. The program aimed to educate students about the significance of soil health and promote sustainable practices for its protection.

### **Program Activities:**

- **Opening Remarks:** The program commenced with opening remarks by a representative of the Eco Club, highlighting the importance of World Soil Day and its theme for 2023 - "Soils: Where food begins."
- **Audio-Visual Presentation:** Student coordinators presented an audio-visual (AV) presentation to visually engage the audience. The content likely focused on the following aspects:
  - Importance of soil health for food production, ecosystem function, and water quality.
  - Threats to soil health such as erosion, pollution, and climate change.
  - Sustainable practices for soil conservation, like composting, cover cropping, and reduced tillage.
- **Faculty Presentations:** Staff members from relevant fields (e.g., environmental science, agriculture) were invited to share their expertise. Their presentations may have addressed:
  - Local challenges faced by soil health in the region.
  - Ongoing research efforts in soil conservation.
  - Practical steps students can take to promote soil health in their daily lives.
- **Open Discussion:** A facilitated discussion period allowed students to ask questions, clarify doubts, and share their perspectives on soil health and its preservation.

### **Outcomes:**

The World Soil Day awareness program at KMIM is expected to have achieved the following outcomes:

- Increased awareness among students regarding the importance of soil health for a sustainable future.
- Improved understanding of the threats posed to soil and the need for responsible practices.
- Encouragement for students to adopt sustainable behaviors and advocate for soil conservation measures.

**Conclusion:**

The World Soil Day awareness program organized by the Eco Club served as a valuable learning experience for students of KMIM. The program effectively utilized audio-visual presentations, expert talks, and open discussions to raise awareness about the crucial role of healthy soil in our lives. By fostering a sense of responsibility towards soil health, the program empowers students to become agents of positive change in their communities.

**Recommendations:**

Building on the success of this program, the Eco Club could consider:

- Organizing future events focused on specific aspects of soil health, such as composting workshops or field trips to local conservation projects.
- Partnering with environmental organizations like Sadhguru's save the soil campaign or agricultural departments to promote larger-scale initiatives.
- Encouraging students to undertake individual projects or research activities related to soil conservation.

By continuing these efforts, the Eco Club can significantly contribute to raising awareness and promoting sustainable soil management practices.



**KESHAV MEMORIAL INSTITUTE OF MANAGEMENT**

A Unit of Keshav Memorial Educational Society

Affiliated to Osmania University, Approved by AICTE

Narayanaguda, Hyderabad -500029

**Eco**  
Society

WORLD

**SOIL**

— DAY —

05 December 2023

Eco Club organises

**An Awareness Program**

Join hands with us in this journey

Date: 06 Dec 2023

Venue: MBA Seminar Hall  
MBA Block, 4th Floor

Time: 2:00 p.m. onwards

**Student Coordinators:**

P. Vaishnavi  
M. Shreya  
G. Sruthika  
Kartik Ladda  
Surya Jagath

Faculty Incharge  
Ms. Deepa.J

### Glimpses of the event:

1) Eco Club Coordinator: M. Sherya



2) Eco Club Coordinator: P. Vaishnavi



3) Eco Club Coordinator: P. Ramakrishna



Eco Club Coordinators: M. Shreya and P. Vaishnavi are highlighting the vital role of soil in sustaining life on Earth.

P. Ramakrishna urged the audience to commit to soil conservation.

Pledge: I pledge to protect our precious soil, the foundation of life. I will practice sustainable methods, reduce soil erosion, and minimize the use of harmful chemicals. I will educate others about the importance of soil health and inspire them to take action. Together, we can ensure a healthy planet for future generations.

4) AV by Honourable Prime Minister Narendra Modi Ji, being played to the audience, highlighting the effort of Sadh guru from Isha Foundation on the moment of Save the Soil.



5 & 6) Faculty Members and students taking a pledge on protecting the soil.



6) Faculty Members and students taking a pledge on protecting the soil.

