



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A" Grade
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University
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Green Club
Report on "Ek Ped Maa Ke Nam" Campaign

Introduction:

On Thursday, February 6th, 2025, a significant environmental campaign titled "Ek Ped Maa Ke Naam" was organized by the Marathwada Mitra Mandal College of Commerce (MMCC) in collaboration with Regional Cum Facilitation Centre, Western Region (RCFC-WR). The campaign was supported by the National Medicinal Plants Board, Ayush Mantralaya, Bharat Sarkar, and the Department of Botany, SPPU. The initiative aimed to encourage the plantation and distribution of saplings, with a special focus on medicinal plants that contribute to environmental sustainability and human health.

Objectives:

The key objectives of the "Ek Ped Maa Ke Naam" campaign were:

1. To encourage people to plant trees, particularly medicinal plants, to support environmental conservation and
2. To promote awareness about the importance of medicinal plants in building immunity and combating global challenges like climate change.
3. To honor mothers by planting trees in their name, thereby creating a cultural link between nature and human well-being.
4. To engage and educate the stakeholders of MMCC about the environmental and health benefits of growing medicinal plants.
5. To foster initiatives in generating employment and startup opportunities related to medicinal plants.



The chief guest of the programme Dr. Parag Kalkar planting an apple sapling in the premises of the MMCC.

Insights of the event:

The campaign, which was launched by the Prime Minister Shri Narendra Modi on World Environment Day, 2024, serves as a reminder of the deep-rooted connection between human health and the environment. The distribution of 750 plants among MMCC stakeholders provided hands-on involvement, facilitating direct engagement with the cause. Key speakers emphasized the adverse effects of modernity and urbanization on the environment, stressing the importance of cultivating and consuming medicinal plants as a solution to various health and environmental concerns.

Dr. Parag Kalkar, Hon. Pro-VC of SPPU, highlighted the detrimental impacts of modernization on both the environment and human health. He urged the attendees to cultivate medicinal plants not only for their health benefits but also as a cultural heritage. Professor Dr. Digambar Mokate focused on the potential for medicinal plant-based startups and the role of such initiatives in creating employment opportunities in the sector.



Marathwada Mitra Mandal’s College of Commerce’s In-charge Principal Dr. Ganesh Patare felicitating the chief guest of the program Vice Chancellor Dr. Parag Kalkar.



A session was organised to explain importance of “Ek Ped Ma ke Nam Campaign” in Marathwada Mitra Mandal’s College of Commerce.

Outcomes :

The "Ek Ped Maa Ke Naam" campaign successfully achieved its goal of planting and distributing 750 saplings to MMCC stakeholders. The event also served as an educational platform, raising awareness about the benefits of medicinal plants. The inauguration of the programme by Dr. Parag Kalkar with the planting of apple saplings on the MMCC campus was a symbolic gesture that underscored the importance of sustainable environmental practices.

The event provided an opportunity for participants to learn about medicinal plants and their role in improving immunity, especially in the context of past health crises like the Corona pandemic when traditional medicines and plants played a vital role in combating the virus. Additionally, the campaign stimulated discussions on generating employment and business opportunities around medicinal plants, laying the foundation for future initiatives in the sector.

The "Ek Ped Maa Ke Naam" plantation and sapling distribution programme was a highly successful initiative that not only contributed to the environment but also educated and inspired people to take active steps toward sustainability and health. By planting medicinal plants, participants connected with nature while learning about the importance of these plants in boosting immunity and supporting environmental preservation. With the involvement of key figures such as Dr. Parag Kalkar and Dr. Digambar Mokat, the campaign reinforced the need for a collective effort to promote environmental consciousness and employability through the cultivation of medicinal plants. Moving forward, such campaigns could play a vital role in encouraging widespread adoption of sustainable practices and promoting green entrepreneurship.

Glimpses of the event



Conclusion :

The "Ek Ped Maa Ke Naam" plantation and sapling distribution programme was a highly successful initiative that not only contributed to the environment but also educated and inspired people to take active steps toward sustainability and health. By planting medicinal plants, participants connected with nature while learning about the importance of these plants in boosting immunity and supporting environmental preservation. With the involvement of key figures such as Dr. Parag Kalkar and Dr. Digambar Mokate, the campaign reinforced the need for a collective effort to promote environmental consciousness and employability through the cultivation of medicinal plants. Moving forward, such campaigns could play a vital role in encouraging widespread adoption of sustainable practices and promoting green entrepreneurship.



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