



**Oriental Education Society's**  
**Oriental College of Education & Research**  
UGC NCTE Approved, Affiliated to University of Mumbai,  
(NCTE Code- 123016)  
Adarsh Nagar, Andheri (W)

## **Report on Linkage Program: OCER and H.K. College of Pharmacy Rally on Theme: "Viksit Bharat"**

**Introduction** The Oriental College of Education and Research (OCER) partnered with H.K. College of Pharmacy to organize a rally on the theme "Viksit Bharat" (Developed India). This collaborative initiative aimed to raise awareness about the vision of a developed India and the role of education and healthcare in achieving this goal.

### **Objectives**

- To promote the concept of "Viksit Bharat" among students and the community.
- To strengthen the linkage between OCER and H.K. College of Pharmacy through joint activities.
- To encourage active participation of students in social and national development issues.

### **Activities**

- **Rally Organization:** The rally was held on 15<sup>th</sup> August 2024 and involved students, faculty, and staff from both OCER and H.K. College of Pharmacy. The participants marched through key areas of the city, carrying banners and placards with messages about the importance of education, healthcare, and innovation in building a developed nation.
- **Awareness Campaign:** Alongside the rally, an awareness campaign was conducted to engage the public in discussions about the role of various sectors, including education and healthcare, in the development of India. Pamphlets and informational materials were distributed to spread the message of "Viksit Bharat."
- **Speeches and Slogans:** Faculty members and student leaders delivered motivational speeches during the rally, emphasizing the collective responsibility of every citizen in contributing to a prosperous and developed India. The rally also featured creative slogans and chants to capture the attention of the public.

### **Outcome**

- **Enhanced Collaboration:** The linkage program successfully strengthened the relationship between OCER and H.K. College of Pharmacy, paving the way for future collaborations on social and educational initiatives.
- **Increased Awareness:** The rally and awareness campaign effectively communicated the importance of working towards a developed India, reaching a wide audience and inspiring community members to contribute to this national goal.

- **Student Engagement:** The program provided an opportunity for students to actively participate in a social cause, enhancing their sense of responsibility and commitment to national development.

**Conclusion** The linkage program between OCER and H.K. College of Pharmacy for the "Viksit Bharat" rally was a resounding success. It not only fostered collaboration between the two institutions but also contributed to raising awareness about the significance of a developed India. The positive response from participants and the community underscores the importance of such initiatives in promoting social and national development.

Maharashtra Education Society's  
**H.K. COLLEGE OF PHARMACY**  
 Oshiwara, Jogeshwari(w), Mumbai-102  
 NAAC accredited with grade 'A' (first cycle)

**15<sup>TH</sup> AUGUST  
 INDEPENDENCE  
 DAY**

**THEME:  
 VIKSIT BHARAT**

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 (TY-A)

Vision: To be recognized as the Institute providing quality education  
 in pharmacy to serve the healthcare sector.



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