



**OFFICE OF THE PRINCIPAL, CHARAMPA MAHAVIDYALAYA, BHADRAK**  
**AT/PO-CHARAMPA, DIST:-BHADRAK, ODISHA-756101, Tel No.: 06784230679**  
e-mail: charampacollege@gmail.com

Notice No. 2859 CMV/25 Date 11.11.25

**NOTICE**

As per Letter No. 59994 dated 04.11.2025 of the Department of Higher Education, Government of Odisha, the Director has issued instructions regarding the Atmanirbhar Bharat Ambassador Programme. The initiative aims to involve students in promoting a sense of belongingness and pride in using Swadeshi products and materials.

In this connection, a **Debate Competition on the topic "Swadeshi vs. Videshi Goods"** will be held at **11:00 A.M. on 14.11.2025 in the college premises**. Students willing to participate are required to submit their names to the Competition Committee Members on or before 13.11.2025.

Each college is required to identify one local product under the ODOP (One District One Product) scheme of their respective district. Students will discuss branding, packaging, and marketing ideas for the selected product. The student presenting the best idea will be nominated as the Atmanirbhar Bharat Brand Ambassador of the college.

Further, as part of the "Vocal for Local Challenges Programme," all students of Charampa Mahavidyalaya, Bhadrak are encouraged to use Swadeshi and local products for a week and share their pictures and experiences on social media using the prescribed hashtag (**#VocalForLocal and #AtmanirbharYuva**) for all events, competition).

All Heads of Departments (HODs) are requested to:

1. Circulate this notice among students for wide participation.
2. Motivate students of their respective departments to actively use and promote Swadeshi and local products.

**Committee Members for Conducting the Events and Competitions**

1. Dr. Firdosh Hossin, Lecturer in Sociology – Nodal Officer
2. Mrs. Satyaprava Pani, Lecturer in Zoology
3. Mr. Rakesh Kumar Malik, Lecturer in Economics
4. Mr. Tapan Kumar Nayak, Lecturer in Odia
5. Mr. Hemanta Kumar Malik, Lecturer in Odia

Dr. Firdosh Hossin, Lecturer in Sociology, will act as the Nodal Officer among the committee members. The Ambassador of the College will coordinate and submit a detailed report in collaboration with the Nodal Officer by 21.11.2025.


  
Principal  
Charampa Mahavidyalaya,  
Bhadrak  
Charampa Mahavidyalaya  
Bhadrak

  
11/11/25

Memo No. 286/ CMV/25

Date 11-11-25

Copy to All Notice Board/College Website/ PGF/Head Clerk for information.

  
Principal  
Charampa Mahavidyalaya,  
Bhadrak  
Charampa Mahavidyalaya  
Bhadrak