



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

**Notice No. 341 CMV/25 Date 13.12.25**

In pursuance of Letter No. 68129 dated 12.12.2025 of the Director, Higher Education Department, Odisha, Bhubaneswar, this institution has been directed to conduct the **Atmanirbhar Bharat – Swadeshi Campaign and Mela.**

Earlier, Charampa Mahavidyalaya successfully conducted the Atmanirbhar Bharat Brand Ambassador Programme, and the related videos and photographs were duly uploaded and submitted to the Government through the prescribed website. As a follow-up to the said programme, it has now been proposed to organize various activities under the Atmanirbhar Bharat – Swadeshi Campaign by conducting a Swadeshi Sankalp Campaign in our institution.


**Accordingly, the college has been directed to organize activities under the Atmanirbhar Bharat – Swadeshi Campaign from 15 December 2025 to 22 December 2025.** Keeping in view the forthcoming UG Examinations and +2 Internal Assessment Examinations, scheduled to commence from 18.12.2025, **it has been decided to conduct a Special Oath-Taking Programme (Swadeshi Sankalp Patra – copy enclosed) from 15<sup>th</sup> to 17<sup>th</sup> December 2025.**

In this regard, all students of Charampa Mahavidyalaya are hereby instructed to participate in the programme. All Teaching and Non-Teaching Staff are requested to extend full cooperation and guidance to ensure the successful implementation of this Government programme by nurturing and mentoring the creative talents of our students.

As part of the campaign, students will undertake the following activities:

- Preparation of short videos on the effective use of Swadeshi products and materials
- Promotion of Odisha Tourism through creative content
- Preparation of Best-out-of-Waste, eco-friendly products, and local/tribal products such as tribal jewellery, filigree work, handicrafts, etc.
- Oath-taking by students, staff, and faculty members

The institution has further been instructed to submit a brief report on the activities, along with links to the top three videos and photographs, to the Government on or before 30 December 2025 for compilation and dissemination at the State level.

  
Principal  
Charampa Mahavidyalaya  
Bhadrak  
13.12.2025

Cont.....

Although the programme coincides with the forthcoming examinations, it is a collective responsibility of the staff and students of Charampa Mahavidyalaya to successfully manage both academic and co-curricular responsibilities in a coordinated manner.

In this connection, Dr. Firdosh Hossin, Lecturer in Sociology, along with the other members of the constituted Committee, is hereby requested to coordinate, organize, and conduct the said Government programme successfully. All other Teaching and Non-Teaching Staff are directed to actively participate in the programme and extend full cooperation to the Committee members to ensure the smooth and effective implementation of the Atmanirbhar Bharat - Swadeshi Campaign.

**Committee Members :**

1. Dr. Firdosh Hossain, Lecturer in Sociology
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 Economics

Details of the programme are enclosed herewith for necessary information and preparation.

This notice may be treated as most urgent.

Memo No. 392 CMV/25 Date 13.12.25

Principal  
Charampa Mahavidyalaya,  
Bhadrak

Copy to All Notice Board/ PGF/ Head Clerk/ Committee Members for information.

Principal  
Charampa Mahavidyalaya,  
Bhadrak

02-13.12.2025



### Indian Knowledge Systems (IKS)

- Traditional sciences (Ayurveda, Yoga, Architecture, Mathematics, Astronomy etc.)
- Indigenous technologies (weaving, metal craft, food processing, agriculture)
- Odisha's local knowledge systems (Jagannath culture, palm leaf manuscripts, handloom traditions, GI-tagged products)
- Folk traditions, rituals, festivals and their scientific/ethical significance

### Preservation of Art & Culture

- Workshops on folk dance, music, tribal art forms, Pattachitra, stone carving
- Exhibitions of traditional handicrafts, paintings, performing arts
- Invite persons of high eminence such as local artists, craftsmen, researchers.

### Heritage Conservation/Awareness Sessions

- Heritage walk to nearby forts/monuments/heritage sites/historical places.
- Awareness Sessions on Conservation Laws, Documentation of Heritage, Sanitation, PoSH Act.
- Display of Institute's historical archives, old objects, compilations of achievements.

### Flora-Fauna & Ecology

- Plantation drives, seed ball activities
- Campus biodiversity documentation (birds, plants, insects)
- Clean campus/environment drive
- Community awareness programmes on local ecosystems, wetlands, forests and wildlife protection.

Preparation of Videos/Reels must be done by following the guidelines given below:

- Video duration: **Maximum 1 minute 30 seconds (1.5 minutes)**
- Format: Reel / short video (horizontal or vertical)
- Content must be positive, original, student-created and non-political.
- Content should not have any inflammatory messages, inciting violence, vulgarity and likely to create disturbances in the society.

*[Signature]*  
13.12.25

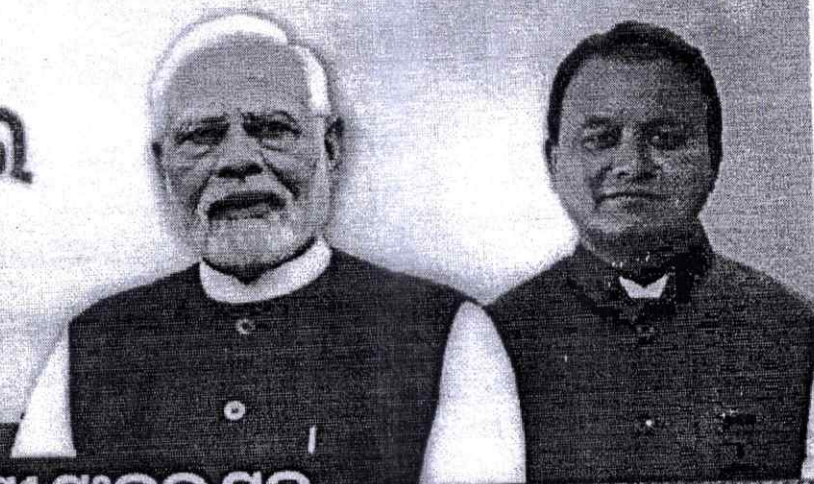
Principal  
Charampa Mahavidyalaya  
Bhadrak

*[Signature]*  
13.12.2025





# ଆତ୍ମନିର୍ଭର ଭାରତ



## ସ୍ୱଦେଶୀ ସଂକଳ୍ପ ପତ୍ର

ମୁଁ \_\_\_\_\_ !

ଭାରତ ମାତାଙ୍କର ସେବା ଓ ସମ୍ମାନ ହେତୁ ପ୍ରତିଜ୍ଞା କରୁଅଛି କି ଯେ,

- ମୁଁ ମୋର ଦୈନନ୍ଦିନ ଜୀବନରେ ଅଧିକରୁ ଅଧିକ ଭାରତୀୟ ଉତ୍ପାଦ ବ୍ୟବହାର କରିବାକୁ ଚେଷ୍ଟା କରିବି ଏବଂ ଅନ୍ୟ ଦେଶରୁ ଆମଦାନୀ ହେଉଥିବା ବସ୍ତୁ ବଦଳରେ ଦେଶୀୟ ବସ୍ତୁକୁ ଚିକିତ୍ସା ରୂପରେ ବାଛିବି ।
- ମୋର ଘରେ, କାର୍ଯ୍ୟକ୍ଷେତ୍ରରେ ଏବଂ ସମାଜରେ ଭାରତୀୟ ଉତ୍ପାଦକୁ ପ୍ରାଥମିକତା ଦେବି ଏବଂ ଗ୍ରାମ, କୃଷକ ତଥା କାରିଗରଙ୍କୁ ସମର୍ଥନ କରି ମୁଁ ସ୍ଥାନୀୟ ଉତ୍ପାଦ ପାଇଁ ପ୍ରାଥମିକତା ଦେବି ।
- ମୁଁ ଯୁବପିଢ଼ି ଏବଂ ପିଲାମାନଙ୍କୁ ସ୍ୱଦେଶୀ ଗ୍ରହଣ କରିବାକୁ ଉତ୍ସାହିତ କରିବି ଏବଂ ନୂଆ ପାଢ଼ିକୁ ଏହାର ମହତ୍ତ୍ୱ ବିଷୟରେ ଜଣାଇବି ।
- ମୁଁ ମୋର ପରିବାରରେ ଏବଂ ସାମାଜିକ ଜୀବନରେ ଭାରତୀୟ ଭାଷାକୁ ବ୍ୟବହାର କରିବି ।
- ମୁଁ ପରିବେଶ ପ୍ରତି ଯତ୍ନବାନ ହେବା ସହିତ ସ୍ୱଦେଶୀ ଏବଂ ପରିବେଶ ଅନୁକୂଳ ଉତ୍ପାଦକୁ ବ୍ୟବହାର କରିବି ଏବଂ ନିଜ ଦେଶର ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ରକୁ ପ୍ରାଥମିକତା ଦେବି ।

ତାରିଖ: \_\_\_\_\_

ଠିକଣା: \_\_\_\_\_

ସ୍ୱାକ୍ଷର: \_\_\_\_\_

ଫୋନ୍ ନମ୍ବର: \_\_\_\_\_