

REPORT ON ATMANIRBHAR BHARAT

“VOCAL FOR LOCAL CHALLENGE” PROGRAMME

Kamala Nehru Women’s College, Bhubaneswar

Date: Swadeshi Week (10.11.2025 to 16.11.2025)

In accordance with the instructions received from the Department of Higher Education, Government of Odisha, through **Letter No. 59994 dated 04.11.2025**, Kamala Nehru Women’s College, Bhubaneswar, has initiated preparations for organising the programme titled “**Vocal for Local Challenge.**”

The primary objective of this programme is to encourage students to develop a strong sense of **belongingness, pride, and responsibility** towards promoting and using **Swadeshi (local) products and materials**. This initiative aims to strengthen the spirit of self-reliance and support local artisans, craftsmen, and entrepreneurs. The *Aatma Nirbhar Bharat* programme holds great importance for college students as they represent the future generation who will lead the nation in the coming years. It encourages students to become more self-reliant, confident, and resourceful by promoting the use of local products, indigenous skills, and sustainable practices. Through this initiative, students learn to appreciate India’s rich heritage, support local artisans, local products and contribute to strengthening the national economy. It also inspires them to think creatively, develop entrepreneurial abilities, and rely on their own knowledge and capabilities rather than depending on external sources. By adopting the values of self-reliance at an early stage, college students prepare themselves to become responsible citizens, capable professionals, and active contributors to building a strong and self-sufficient India.

To ensure smooth planning and successful execution of the programme, the following assignments have been made as per the office order issued by the Principal:

1. Nodal Officer

Dr. Madhusmita Das, Lecturer in Home Science, has been appointed as the Nodal Officer. She will oversee the overall planning, coordination, and implementation of the programme.

2. Assistant Nodal Officer

Dr. Debadatta Pradhan, Lecturer in Sociology, has been designated as the Assistant Nodal Officer. She will assist the Nodal Officer.

3. Brand Ambassador

Ms. Sriya Sruti Patro, +3 3rd Year (Economics Hons.), has been selected as the Brand Ambassador for the programme. She will represent the objectives of “Vocal for Local” and encourage student participation and she will promote the ODOP.

The college community expresses its commitment to making the “**Vocal for Local Challenge**” a meaningful and impactful event. The programme aims to promote awareness about local products and instil a culture of supporting indigenous resources.

Activities Organised

To spread awareness and encourage active participation, the college successfully conducted the following events:

1. Debate Competition (11/11/2025)

A debate competition was held on themes related to the importance of local products, benefits of Swadeshi materials, and self-reliance. Students enthusiastically expressed their ideas and showcased strong communication skills. The topic of the debate is “**Swadeshi Vs Videshi goods**”

2. Odia handloom day for all the teaching and non-teaching staff

Odia Handloom Day was observed in the college with wholehearted participation from all teaching and non-teaching staff. The celebration aimed to honour the rich heritage of Odisha’s handloom tradition and to promote the use of indigenous fabrics such as Sambalpuri, Bomkai, Kotpad, Berhampur and other locally woven textiles. Staff members proudly wore traditional handloom attire, showcasing the beauty, craftsmanship, and cultural identity of the state. The event served as a reminder of the importance of supporting local weavers and sustaining the handloom industry, which forms an integral part of Odisha’s art, culture, and

livelihood. Through this celebration, the institution encouraged everyone to embrace and promote Odia handloom as a symbol of pride and cultural unity.

3. Local Food Competition (13/11/2025)

A “Local Food Competition” was organised where students prepared traditional Odia dishes using locally sourced ingredients. This event highlighted the nutritional, cultural, and economic value of regional foods and promoted healthy eating habits. The sole aim of the competition is to showcase Odia foods and attract the generation towards Odia foods.

4. Awareness Programme (15/11/2025)

An awareness session was conducted to educate students about the significance of supporting local artisans, small-scale industries, and sustainable consumption practices. Resource persons explained how “Vocal for Local” can uplift communities and strengthen the nation’s economy.

5. Odia Desi Outfit Competition (17/11/2025)

A “Desi Outfit Competition” was organised, encouraging students to wear and promote traditional Odia attire. This event helped in reviving cultural appreciation and showcased the beauty of handloom and indigenous fabrics.

Conclusion

The “Vocal for Local Challenge” programme at Kamala Nehru Women’s College was conducted successfully with enthusiastic participation from both students and faculty. Through activities such as debate competitions, local food competitions, Desi outfit showcases, and awareness sessions, students gained meaningful exposure to the significance of local products and Indian traditions.

The programme played an essential role in connecting students with the national vision of **Aatma Nirbhar Bharat (Self-Reliant India)**. It helped them understand that self-reliance is not limited to large industries or national policies, but begins with the choices individuals—especially the youth—make in their daily lives. By encouraging the usage of Swadeshi products, supporting local

artisans, and valuing traditional knowledge, students learned how their participation directly contributes to strengthening the country's economy.

This awareness is particularly important for students because **they are the future decision-makers, consumers, innovators, and entrepreneurs**. When students develop habits of choosing local products, appreciating cultural heritage, and understanding sustainable practices at an early stage, they grow into responsible citizens who can:

- Inspire their peers and families to support local industries,
- Promote environmentally friendly and sustainable consumption,
- Understand the socio-economic impact of their purchasing choices,
- Become innovators who create new opportunities based on indigenous knowledge and skills, and
- Contribute to reducing dependence on foreign products.

Overall, the programme effectively created a sense of responsibility, pride, and awareness among students, preparing them to actively participate in building an **Aatma Nirbhar Bharat** and a more sustainable, culturally rich future.

One District One Product (ODOP) Theme

Under the theme “**One District One Product,**” our institution selected this local product for **branding, packaging, and marketing** in order to promote its unique identity and support local producers. This initiative helped students understand value addition, brand development, and the importance of promoting district-specific products at regional and national levels. The student Sreya is assigned this task of ODOP.



ingredients for a distinctive taste

Kora Khai is a traditional Odia sweet prasad from Bhubaneswar, specifically associated with the **Lingaraj Temple**. It is a popular offering to the deity and a well-known local delicacy made primarily from puffed rice (khai), jaggery, coconut, and cardamom, creating a unique combination of sweet and spicy flavors. The preparation is unique and believed to have been passed down through generations, involving the caramelization of

PHOTO GALLERY

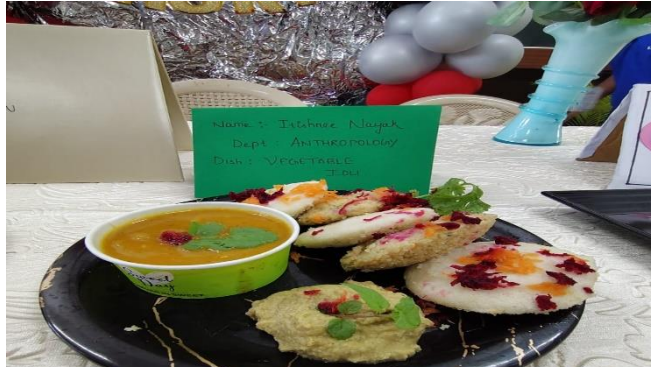


Debate Competition



Handloom Day for all Staffs







Awareness Programme



Valedictory and Prize Distribution

NOTICE

Copy to :- Guard File (Staff Common Room / Office / Principal's) / for information.

OFFICE OF THE PRINCIPAL, KAMALA NEHRU WOMEN'S COLLEGE, BHUBANESWAR

OFFICE ORDER

Dt. 07.11.2025

No.230./KNWC/25

In response to Govt. of Odisha, Department of Higher Education Letter No. 59994/ Dt. 04.11.2025, a programme "Vocal for Local Challenge" will be organised to involve students in promoting sense of belongingness and pride to use the Swadeshi products and materials. Following assignments are made for the purpose to plan and prepare for making the programme successful.

Assignments :-

1. Nodal Officer : Dr. Madhusmita Das, Lect. in Home Science
2. Asst. Nodal Officer : Dr. Debadatta Pradhan, Lect. in Sociology
3. Brand Ambassador : Ms. Sriya Sruti Patro, +3 3rd Year Economics(Hons.)

BR 7-11-25
PRINCIPAL

Copy to :- Guard File (Staff Common Room / Office / Principal's) / for information.

**OFFICE OF THE PRINCIPAL
KAMALA NEHRU WOMEN'S COLLEGE UNIT-1, BHUBANESWAR**

NOTICE

Dt. 07.11.2025

NO. 230./KNWC/25

This is for the information of all the students(+2,+3, P.G Arts, Sc & Com) & all the staff members (Both teaching & Non-teaching) that the college will observe "Swadesi Week" from 10.11.2025 to 16.11.2025 under the programme "Vocal for Local Challenge" i.e. a step towards Atma Nirvar Bharat.

All are requested to be a part of the programme. Students interested to participate in debate & other events are to contact Dr. Madhusmita Das, Lect. in Home Science, before the date of event.

Programme Scheduled (Swadesi Week):-

Sl No.	Date	Event
1	11.11.2025	Desi Outfit (Any Traditional Handloom of Odisha)
2	11.11.2025	Debate(Swadesi VS Videsi good)
3	13.11.2025	Odia traditional food fest
4	15.11.2025	Awareness Seminar
5	16.11.2025	Valedictory Function

BR 7-11-25
PRINCIPAL

Copy to:- PGF/OGF/SCGF/Student Notice Board for information.

OFFICE OF THE PRINCIPAL, KAMALA NEHRU WOMEN'S COLLEGE, BHUBANESWAR

NOTICE

No. 333/KNWC/ 25

Dt. 11.11.2025

In accordance to notice No. 319/KNWC/25 dt. 08.11.2025, our college is going to observe "**Swadesi Week**" from **10.11.2025 to 16.11.2025**, where odia traditional food festival will be organised on **13.11.2025** at **12.30 P.M.** in **Hall No.-3**. Students are requested to come with any traditional food item(max. 2 no.) for exhibition and sharing. A team of staff members will judge the taste quality of the food.

BRM 11.11.25
PRINCIPAL

Copy to :- Student's Notice Board / Guard File (Principal's / Office / SCR) for information.

OFFICE OF THE PRINCIPAL, KAMALA NEHRU WOMEN'S COLLEGE, BHUBANESWAR

NOTICE

No. 332/KNWC/ 25

Dt. 15.11.2025

In partial modification of Notice No. 319/KNWC/25 dated 08.11.2025 the **Awareness Seminar and Validictory** function of "**Swadesi Week**" scheduled to be observed on 15.11.2025 and 16.11.2025 is rescheduled to be observed on **17.11.2025** at **11.30 A.M.** in **Hall No.2**. Interested students may participate in the **Fancy Dress Competition** with traditional twist (Desi Odia attire) between **10.30 A.M. to 11.30 A.M.** in **Hall No.-3**. All the staff members(both teaching & non-teaching) and all the students(+2, +3 & P.G.) are requested to attend the same.

BRM 15.11.25
PRINCIPAL

Copy to :- Student's Notice Board / Guard File (Principal's / Office / SCR) / Concerned file for information.

Report prepared by **Nodal Officer, Dr. Madhusmita Das**, Lecturer in Home Science, has been appointed as the Nodal Officer. 8920174006
