



आत्मा राम सनातन धर्म महाविद्यालय

**ATMA RAM SANATAN DHARMA COLLEGE**

ACCREDITED GRADE 'A++' BY NAAC (CGPA 3.77)

All India 6th Rank By NIRF (MOE)

(दिल्ली विश्वविद्यालय) (University of Delhi)

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### NOTICE

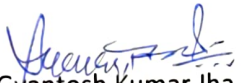
(Reference of email dated Office of DSW DU of 01.11.2023 & DO of Ministry of Education Deptt. of Higher Education dated 25.10.2023)

The Ministry of Commerce & Industry (C&T) is organizing a Nationwide People's Choice Campaign' from November 3, 2023 onwards to promote ODOP, GI, and other local products. The aim of the campaign revolves around messaging, outreach and targeted economic activity to catalyse a national movement.

In light of the above, the Ministry has requested to mobilize resources across the country for the People's Choice Campaign to maximum participation in this campaign. The campaign includes the following :

- 1 To organize blog writing competitions at colleges level about local products
- 2 Educational Video screening at colleges on Local/ODOP products
- 3 Shadow an artisan/weaver

**STUDENTS ARE ADVISED TO TAKE PART IN VARIOUS COMPETITIONS ON THE PEOPLE'S CHOICE CAMPAIGN FOR ITS SUCCESS.**

  
( Prof Gyantosh Kumar Jha )  
Principal