

F.No. 5-27/2022-Media Cell  
Government of India  
Ministry of Education  
Department of Higher Education  
(Media Cell)

Room No. 534-C Wing, Shastri Bhawan,  
New Delhi, dated the 01 August 2023

To

The Heads of all the  
Higher Educational Institutions  
(under Department of Higher Education)

Subject: "Har Ghar Tiranga" Campaign to be organized from 13th-15th August 2023 to celebrate India's Independence Day -regarding.

Sir/Madam,

I am directed to forward herewith a copy of D.O. letter No. Misc./Secy (C)/2023 dated 31.07.2023 received from Sh. Govind Mohan, Secretary, Ministry of Culture on the subject mentioned above.

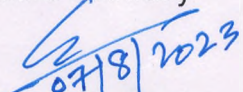
2. It is requested that the campaign may be widely publicized through social media platforms of your organisation/institutions. In order to instil the spirit of nationalism in citizens, all the students/faculties/staff members etc. should be encouraged to hoist the Indian National Flag in their premises during Har Ghar Tiranga campaign and put selfies with Tiranga on the website [www.harghartiranga.com](http://www.harghartiranga.com).

3. It is further requested that all possible efforts may be made for maximizing participation in flag hoisting ceremonies during 13<sup>th</sup>-15<sup>th</sup> August and in making the 'Har Ghar Tiranga campaign' a grand success.

4. This may be accorded Top Priority.

Encl: As Above

Yours faithfully

  
(Navin Kumar)

Under Secretary to the Govt. of India  
Ph.: 23386934

Copy to:

1. All the Social Media Champions.
2. US (TS-V) for Information and necessary action.

गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



भारत सरकार  
संस्कृति मंत्रालय  
नई दिल्ली-110001  
GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
NEW DELHI-110 001

D.O. No. Misc./Secy(C)/2023

July 31, 2023

Dear Shri Murthy,

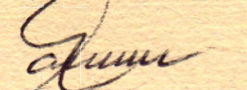
'Azadi Ka Amrit Mahotsav (AKAM)' is a flagship initiative of the Government of India, which has been launched to commemorate 75 years of India's independence. AKAM is one of the largest celebratory initiatives anywhere in the world and has seen enthusiastic and a wide range of participation that has served as a unifying force to become a 'whole of society' initiative. Since its launch in March 2021, more than 1.9 Lakh events have been conducted jointly by Central Government, States/UTs, departments, and private organizations under AKAM. These events have been conducted at both urban and rural level with its reach within districts and even far away border villages of India. AKAM has become a people's movement wherein the nation has united to celebrate the wonder that is India. Outside India AKAM footprint has touched more than 150 countries.

2. Under the aegis of AKAM, 'Har Ghar Tiranga' campaign was launched from 13<sup>th</sup> – 15<sup>th</sup> August 2022 to encourage the citizens to hoist the National Flag of India in their homes. The idea behind the campaign was to instill the feeling of patriotism in the hearts of people and reminisce the journey of India and those who have contributed towards creating this great nation. This campaign witnessed immense success wherein 23 Crore households hoisted the Tiranga in their homes physically and 6 Crore people uploaded Selfies on Har Ghar Tiranga website.

3. This year as well Har Ghar Tiranga campaign will be organized encouraging the people to celebrate India's Independence Day with same zeal and patriotism from 13<sup>th</sup> – 15<sup>th</sup> August 2023. All employees under your administrative jurisdiction may be encouraged to hoist the Indian National Flag in their premises during Har Ghar Tiranga campaign and to put selfies with Tiranga on the website [www.harghartiranga.com](http://www.harghartiranga.com). Adequate outreach of this campaign on various social media platforms should be ensured.

With regards.

Yours sincerely,

  
(Govind Mohan)

Shri K Sanjay Murthy  
Secretary  
Department of Higher Education  
Ministry of Education  
Shastri Bhawan, New Delhi – 110001