

संख्या / No. 15014/1/2020- GA
भारत सरकार / Government of India
कृषि एवं किसान कल्याण मंत्रालय / Ministry of Agriculture & Farmers' Welfare
कृषि, सहकारिता एवं किसान कल्याण विभाग / Department of Agriculture, & Farmers Welfare
वनस्पति संरक्षण, संगरोध एवं संग्रह निदेशालय / DIRECTORATE OF PLANT PROTECTION, QUARANTINE AND STORAGE
एन.एच.-4, फरीदाबाद, हरियाणा / N.H.IV. FARIDABAD (HARYANA)

दिनांक / Dated: 8th August, 2024

CIRCULAR

Subject : Har Ghar Tiranga Campaign - reg.

The undersigned is directed to refer to D.O letter dated 5th August, 2024, received from Secretary, Ministry of Culture on the above subject for information and compliance.


8/8/24

(Kusum Goel)
Chief Administrative Officer

IT Cell for immediate uploading on the website.

Copy to :

1. In-Charges of all Regional/Sub-offices of the Dte. for necessary action.
2. JD(P&C) / DD(P&C)
3. PS to PPA.

गोविंद मोहन सचिव

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. 42-22/62/2024-AKAM

August 5, 2024

Dear Shri Chopra,

Har Ghar Tiranga is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark India's independence. In 2022, over 23 crore households participated in the Har Ghar Tiranga campaign, with more than 6 crore people uploading selfies. In August 2023, over 10 crore people uploaded their selfies on Har Ghar Tiranga website.

2. This year also Har Ghar Tiranga will be celebrated across the country from 9th August to 15th August 2024, wherein people will be encouraged to hoist flags in their premises. To maximize the reach and impact of this campaign, following is requested-

- a) All employees under your administrative jurisdiction may be encouraged to hoist flags in their household premises and to upload selfies with the National flag on the official website www.harghartiranga.com.
- b) Website banners and social media cover pages may be updated with the official 'Har Ghar Tiranga' creatives. All creatives, including the website banner, social media cover image, and other general creatives are available at <https://drive.google.com/drive/folders/1fYZk-fik95AF11iuWf9C6cCIVZab2MOM> for download.
- c) Official hashtags #HarGharTiranga and #SelfieWithTiranga may be used for all campaign-related posts to ensure consistency and maximum reach

3. I kindly request your support in this national endeavor and hope that the necessary action will be taken to ensure the success of the campaign.

With regards,

Yours sincerely,

(Govind Mohan)

AS(A)

Shri Sanjeev Chopra
Secretary
Department of Agriculture and Farmers Welfare
Ministry of Agriculture and Farmers Welfare
Krishi Bhawan, New Delhi-110001

Pl send to all
offices

DSC/FA1

As directed.

US (welfare) Thampur
9/8

Shri Sw