

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
Azadi Ka
Amrit Mahotsav

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 Murthy,

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-
- 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.
 - 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.
 - 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)

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