



# Har Ghar Tiranga

# Azadi Ka Amrit Mahotsav (AKAM)

On 12th March, 2021, Nation began a 75-week countdown to the 75th anniversary of Independence from Sabarmati Ashram launched by Hon'ble Prime Minister Shri. Narendra Modi

Azadi Ka Amrit Mahotsav is one of the world's largest programs of this nature in terms of scope and participation

AKAM programs are based on 5 key themes driving our commemorative and celebratory efforts. (Freedom struggle, Ideas@75, Resolve@75, Actions@75, Achievements@75)

**48000+ events, 150+ countries, 28 states, 8 UTs, 55 Ministries, 1 event every 15 minutes**



# Har Ghar Tiranga (HGT) – Broad Contours

Har Ghar Tiranga campaign planned as a tribute to Indian National Flag under Azadi Ka Amrit Mahotsav

Hoisting of Indian National Flag by more than 20 Crore households across India from 13<sup>th</sup> to 15<sup>th</sup> August 2022

Campaign to encourage citizens to hoist National Flag of India in their homes to mark 75<sup>th</sup> Independence Day

Instill feeling of patriotism and acknowledge the journey of India in the last 75 years

**Selfie with Flag and Pin the Flag on [www.harghartiranga.com](http://www.harghartiranga.com)**

**Ensure participation of Citizens from all walks of life and age group**



# Har Ghar Tiranga (HGT) – Key Enablers – Changes in Flag Code

**Flexibility in Materials permitted** for preparation of flags – Polyester, Cotton, Wool, Silk and Khadi bunting material permitted.

**Permitted Sizes:** Length to Height (Width) Ratio of 3:2 to be maintained. No size restriction.

**Machine Made Flags permitted** in addition to Hand-made Flags

**No restriction on timing of Flag Display.**

A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions





# Har Ghar Tiranga: Sourcing of Flags

States have mobilized Self Help Groups (SHGs) for production of Flags.

Local Tailoring Units and MSMEs have also been roped in for production of Flags

Ministry of Textiles have identified Flag producers who are supplying Flags in big quantities

All 1.6 Lakh Post Offices in the country shall also make available flag for sale at the last mile

## Indicative Flag Sizes and Tentative Price

20" X 30"	Rs 25/-
16" X 24"	Rs 18/-
6" X 9"	Rs 9/-



# Har Ghar Tiranga: Creating Buzz about the Campaign – Some Pointers

All Higher Education Institutions can be involved in the outreach campaign

Universities/Colleges/Vocational Institutes to be onboarded.

Campaign creatives to be displayed across the Institute Notice-boards.

Events and Activities centered around Tiranga may be organized with each event dedicated to a particular aspect of Tiranga

Institute Vehicles may be painted with HGT Campaign creatives

Marathon Runs with Students sporting HGT creatives can be organized from 11<sup>th</sup> – 15<sup>th</sup> August



# Har Ghar Tiranga: Involving Alumni Associations in the campaign

Alumni Associations of Higher Education Institutes can be a major vehicle for outreach for the campaign

Pan-IIT, Pan-IIM and other University and Institute alumni associations can be roped in for popularizing the campaign

Some of the Alumni Associations have presence across the Globe; their members can be contacted for spreading the campaign across the Globe

Alumni Associations can also be roped in for facilitating supply of Flags





# Indicative listings of Indian National Flag on e-Commerce Platforms

Schools may utilize e-Commerce platforms for supply of Flags. Some indicative listings are as follows

Amazon: <https://amzn.eu/d/0ezSoOv>

Flipkart: <https://dl.flipkart.com/dl/jamboree-indian-national-flag-satin-cloth-24-x-36-inches-rectangle-outdoor/p/itm8f9876656960b?pid=FLAGFPJNRVKK9BGZ&cmpid=product.share.pp&refId=PP.5b2bcfcf-02b0-48f3-b094-1e393a1acab1.FLAGFPJNRVKK9BGZ&appld=CL>

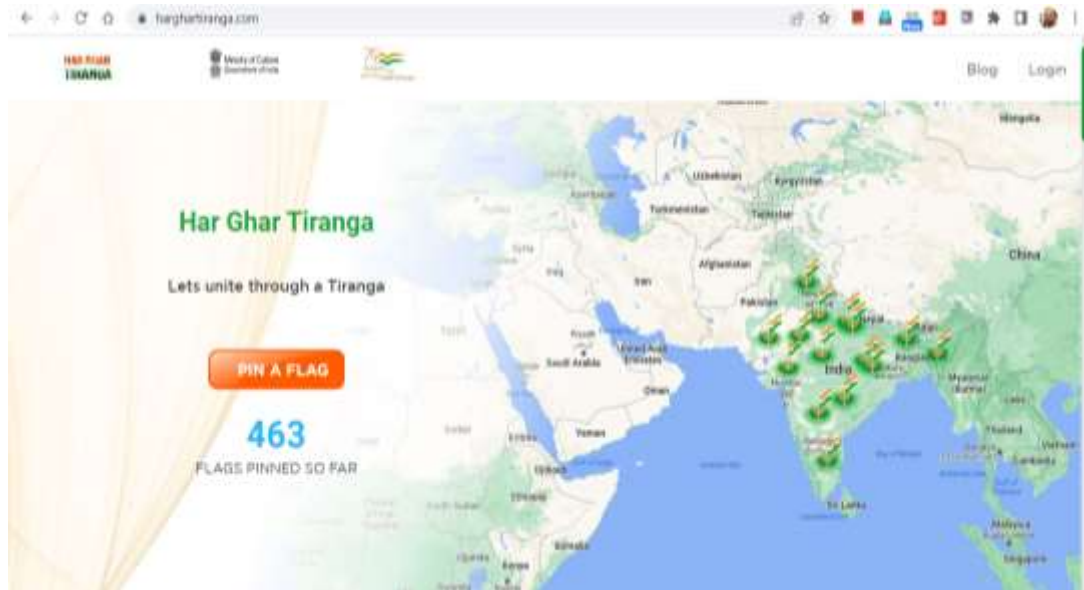
IndiaMart: <https://m.indiamart.com/proddetail/4-x-6-ft-indian-national-flag-outdoor-100-pure-cotton-15169590173.html>

Etsy: [https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share\\_v4\\_lx](https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share_v4_lx)

National Flag Shop: <https://nationflagshop.com/>



# Har Ghar Tiranga Website: <https://harghartiranga.com>



## Upload Selfie

The Tri-colour Flag is a symbol of pride for every Indian. It represents national integrity and signifies the hopes and aspirations of the Indian people.

Upload Selfie



More selfies



Har Ghar Tiranga Website created for engaging participants under the campaign

**Pin a Flag:** Citizens can Pin a flag on the website based on their Geographical Coordinates

**Information about Flag** shall be made available including Creatives and Flag Supplier details – Min/Dept may use the same

**“Selfie With Flag”** Corner for uploading people to upload photographs with Flag

**All Institutes may ensure that Students** Pin the Flag and upload Selfie with Flag on the Website/Social Media Platforms

## Other Important Points regarding the Campaign

Har Ghar Tiranga campaign has been officially launched with Hon'ble PM's Tweet on 22<sup>nd</sup> July.

All Websites/Social Media pages of Institutes/Universities/Colleges may be updated with Har Ghar Tiranga Campaign creatives such that click would redirect visitors to <https://www.harghartiranga.com>

All Institutes/Universities/Colleges may ensure that all Teachers/Staff/Students have access to Flags.

Institutes/Universities/Colleges may illuminate their buildings in Tri-color during Independence Week.  
Hoisting/Display of Flags during the campaign from 13<sup>th</sup> to 15<sup>th</sup> August

All employees/students may be directed to update **Selfie with Flag** on the Har Ghar Tiranga Website.  
Simultaneously, they may **Pin the Flag** on the website as per their Geographical coordinates



Har Ghar Tiranga - 15th August 2022

**Thank you**