

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

Room No: 100-AD Wing, Shastri Bhawan
New Delhi, dated the 4th August 2022

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

Subject: Promotion of hashtag #harghartiranga as a part of Har Ghar Tiranga Campaign-regarding.

Sir,

I am directed to forward herewith a copy of D.O. letter No. 42-22/45/2022-C&M-pt. dated 23.07.2022 received from Shri Govind Mohan, Secretary, Ministry of Culture on the subject mentioned above.

2 You are requested that the campaign be widely publicized through social media platform, tweets etc. with #harghartiranga. In order to make wider dissemination of the event, all social media champions may be directed to make wide publicity of the website www.harghartiranga.com developed for citizens to upload a selfie with flag.

3 Efforts need to be made for participation of maximum number of citizens in hoisting the Tiranga at their homes during 13th-15th August.

Yours faithfully



(M K Meena)

Deputy Secretary to the Govt. of India
Ph: 23385365

Copy to:

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

Encl: As above

गोविंद मोहन
सचिव
Govind Mohan
Secretary

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अमृत महोत्सव

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शिक्षा मंत्रालय/Min. of Education
FTS No.
भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
29 JUL 2022
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

DO.No.42-22/45/2022-C&M-pt.

July 23, 2022

Dear Sanjay:

Under the aegis of 'Azadi Ka Amrit Mahotsav' AKAM, 'Har Ghar Tiranga' campaign has been launched to encourage the citizens to hoist the National Flag of India in their homes. The idea behind the campaign is 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. It is envisaged that all citizens shall be encouraged to hoist *Tiranga* at their homes during the Independence week from 13th- 15th August.

2. Ministry of Culture has developed a website www.harghartiranga.com where citizens are encouraged to pin a flag and upload a selfie with flag. It is requested to create awareness about the website and use official hashtag #harghartiranga for social media promotions.

With kind regards,

Yours sincerely,

(Govind Mohan)

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

शिक्षा मंत्रालय/Min. of Education
29 JUL 2022
स्कैन/SCANNED