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

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

Room No. 502, 'C' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone: +91-11-23381040, 23386995, E-mail: secy-culture@nic.in