

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. Misc./Secy(C)/2023

July 31, 2023

Dear Ms. Lochan,

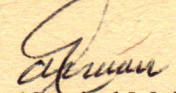
‘Azadi Ka Amrit Mahotsav (AKAM)’ is a flagship initiative of the Government of India, which has been launched to commemorate 75 years of India’s independence. AKAM is one of the largest celebratory initiatives anywhere in the world and has seen enthusiastic and a wide range of participation that has served as a unifying force to become a ‘whole of society’ initiative. Since its launch in March 2021, more than 1.9 Lakh events have been conducted jointly by Central Government, States/UTs, departments, and private organizations under AKAM. These events have been conducted at both urban and rural level with its reach within districts and even far away border villages of India. AKAM has become a people’s movement wherein the nation has united to celebrate the wonder that is India. Outside India AKAM footprint has touched more than 150 countries.

2. Under the aegis of AKAM, ‘Har Ghar Tiranga’ campaign was launched from 13th – 15th August 2022 to encourage the citizens to hoist the National Flag of India in their homes. The idea behind the campaign was 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. This campaign witnessed immense success wherein 23 Crore households hoisted the Tiranga in their homes physically and 6 Crore people uploaded Selfies on Har Ghar Tiranga website.

3. This year as well Har Ghar Tiranga campaign will be organized encouraging the people to celebrate India’s Independence Day with same zeal and patriotism from 13th – 15th August 2023. All employees under your administrative jurisdiction may be encouraged to hoist the Indian National Flag in their premises during Har Ghar Tiranga campaign and to put selfies with Tiranga on the website www.harghartiranga.com. Adequate outreach of this campaign on various social media platforms should be ensured.

With regards.

Yours sincerely,


(Govind Mohan)

Ms. Meeta R. Lochan
Secretary
Department of Youth Affairs
Ministry of Youth Affairs and Sports
Shastri Bhawan, New Delhi-110001