

के. संजय मूर्ति, भा.प्र.से.

सचिव

K. SANJAY MURTHY, IAS

Secretary

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सत्यमेव जयते



भारत सरकार
Government of India
शिक्षा मंत्रालय
Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 11014/02/2023-CDN

Dated 09.08.2023

As you are aware Government of India, has launched flagship initiative 'Azadi Ka Amrit Mahotsav (AKAM)' to commemorate 75 years of India's independence. AKAM is one of the largest celebratory initiatives with wide range of participation that has served as a unifying force to become a 'whole of society' initiative.

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.

3. Ministry of Education had organized Har Ghar Tiranga Campaign last year and this year too 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. To celebrate the campaign, all officers and employees of the Ministry and its organizations are being 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.

4. I would therefore, request you to organise the Har Ghar Tiranga campaign on the above lines and also adequate outreach of this campaign on various social media platforms should be ensured.

Yours sincerely,

Sd/-

(K. Sanjay Murthy)

Directors of IITs, NITs, IIITs, IIIMs, IISERs, IISC, SPAs, and other CFTIs
Vice Chancellors of all Central Universities and NIEPA,

Copy to: All Bureau Heads of D/o Higher Education for necessary follow up.


(K. Sanjay Murthy)

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

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 Shri Murthy,

'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)

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

F.No. 8-19/2023-TS.V (i)
Government of India
Department of Higher Education
Ministry of Education
(Management Division)

Shastri Bhawan, New Delhi
Dated 4th August, 2023

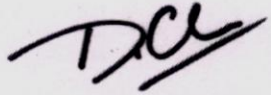
OFFICE MEMORANDUM

Subject: Har Ghar Tiranga Campaign from 13th to 15th August, 2023 – Regarding.

The undersigned is directed to enclose herewith a copy of D.O. letter No. Misc./Secy(C)/2023 dated 31st July, 2023 from the Secretary, Ministry of Culture on the above-mentioned subject.

2. In this regard, it is requested to circulate the aforesaid D.O. letter to Institutions/Organizations under administrative control of respective Bureaus and give wide publicity of the Har Ghar Tiranga Campaign from 13th to 15th August, 2023.

Encl.: As above.


(Deep C. Lakra)
Under Secretary (Management)
Ph.: 011 23385387

To,

All Bureau Heads, DoHE.