

सा०/No. : 5-1(17)/2008-PD

Dated 09.08.2024

प्रेषक : संयुक्त सचिव (प्रशासन)
From : Joint Secretary (Admn.)

सेवा में : सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
To : The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

विषय : हर घर तिरंगा अभियान के संबंध में।
Sub : Har Ghar Tiranga Campaign - reg.

महोदय/Sir / महोदया/Madam,

मुझे, उपरोक्त विषय पर सचिव, संस्कृति मंत्रालय, भारत सरकार के अर्धशासकीय पत्र सं 42-22/62/2024-AKAM दिनांक 05.08.2024 को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है।

I am directed to forward herewith D.O. letter No. 42-22/62/2024-AKAM dated 05.08.2024 from Secretary, Ministry of Culture, Govt. of India on the above mentioned subject for your information, guidance and compliance.

भवदीय/Yours faithfully,


(छेरिंग तोबदन/ Chhering Tobden)

व. उप सचिव (नीति प्रभाग) / Sr. Deputy Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- 1) सी.एस.आई.आर. वेबसाइट/ CSIR Website
- 2) कार्यालय प्रति/Office copy.

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. 42-22/62/2024-AKAM

August 5, 2024

Dear Ms. Kalaiselvi,

Har Ghar Tiranga is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark India's independence. In 2022, over 23 crore households participated in the Har Ghar Tiranga campaign, with more than 6 crore people uploading selfies. In August 2023, over 10 crore people uploaded their selfies on Har Ghar Tiranga website.

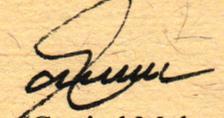
2. This year also Har Ghar Tiranga will be celebrated across the country from 9th August to 15th August 2024, wherein people will be encouraged to hoist flags in their premises. To maximize the reach and impact of this campaign, following is requested-

- a) All employees under your administrative jurisdiction may be encouraged to hoist flags in their household premises and to upload selfies with the National flag on the official website www.harghartiranga.com.
- b) Website banners and social media cover pages may be updated with the official 'Har Ghar Tiranga' creatives. All creatives, including the website banner, social media cover image, and other general creatives are available at <https://drive.google.com/drive/folders/1fYZk-fik95AF11iuWf9C6cCIVZab2MOM> for download.
- c) Official hashtags #HarGharTiranga and #SelfieWithTiranga may be used for all campaign-related posts to ensure consistency and maximum reach

3. I kindly request your support in this national endeavor and hope that the necessary action will be taken to ensure the success of the campaign.

With regards,

Yours sincerely,


(Govind Mohan)

Ms. N. Kalaiselvi
Secretary
Department of Scientific and Industrial Research
Ministry of Science and Technology
Technology Bhawan, New Delhi - 110016