

202650/2022/P&C

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. -42-22/119/2022-AKAM

May 20, 2022

Dear Rohit

The Indian National Flag is a symbol of national pride for the entire nation. To further honor our flag, National Implementation Committee headed by the Hon'ble Home Minister, which oversees all efforts under *Azadi Ka Amrit Mahotsav*, has approved the programme of 'Har Ghar Tiranga'. It envisages inspiring Indians everywhere to hoist the national flag at their home. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the citizen and promote awareness about our national flag.

2. On 13th May 2022, Cabinet Secretary chaired a meeting of 'Committee of Secretaries' on "Har Ghar Tiranga" and outlined following tasks to be undertaken to ensure successful implementation of the program: -

- i. Active participation of all employees of your Ministry/Department, PSUs, subordinate organizations, Self-help groups, civil society organizations etc. and their families under your administrative jurisdiction.
- ii. Corporate and private organizations may also be encouraged, wherever possible, to participate and contribute including CSR resources.
- iii. Creating buzz/awareness building by utilizing the websites under the Ministry/Department, as also the social media handles.

3. In this regard all information on the "Har Ghar Tiranga" program is available at <https://amritmahotsav.nic.in/> and designs/creatives to be used will be uploaded on the same.

4. It is requested to kindly share detailed plan of action of your Ministry on achieving objectives of *Har Ghar Tiranga* by 31st May 2022 on secy-culture@nic.in.

With kind regards

Yours sincerely,

(Govind Mohan)

Sh. Rohit Kumar Singh
Secretary
Department of Consumer Affairs
Ministry of Consumer Affairs, Food and Public Distribution
Krishi Bhawan, New Delhi-110001