



सत्यमेव जयते

संस्कृति मंत्रालय
MINISTRY OF
CULTURE

HAR GHAR TIRANGA 2024

Participation from Industry

www.harghartiranga.com

Har Ghar Tiranga : Background



- **Har Ghar Tiranga campaign planned as a tribute to Indian National Flag under Azadi Ka Amrit Mahotsav**
 - Under the program, households across the country would be hoisting the flag for a week in the run up to Independence Day
 - Reinstating pride and devotion, while inspiring people towards nation building.
- **Initiative had high public participation.**
 - Crores of flags sold & selfies with flag uploaded
- **Success of Har Ghar Tiranga due to active participation of all Stakeholders specially industry.**
- **2024 is the 3rd year of Har Ghar Tiranga.**
 - We need your support once again.

Har Ghar Tiranga : Mann Ki Baat



Har Ghar Tiranga 2024

This time, there are several collective endeavors planned to mark Har Ghar Tiranga.



Tiranga Yatras



Tiranga Rallies



Tiranga Runs



Tiranga Concerts



Tiranga Canvas



Tiranga Pledge



Tiranga Selfies



Tiranga Tribute



Tiranga Mela

Deep dive into each activity 1/3

Activity	Details
Tiranga Yatras	<ul style="list-style-type: none">▪ Tiranga Yatras are a key part of the Har Ghar Tiranga movement.▪ Young and old, men and women all may join the yatras across the length and breadth of India to celebrate and honour the National Flag, bringing a sense of national pride and unity.
Tiranga Rallies	<ul style="list-style-type: none">▪ Bike, cycle, and car rallies dedicated to the spirit Tiranga are organized as part of Har Ghar Tiranga with active participation of hobby groups, youth volunteers, representatives of States.
Tiranga Runs and Marathons	<ul style="list-style-type: none">▪ Runs and marathons dedicated to the spirit of Tiranga celebrating the values of the national flag to be scheduled in the run up to Independence Day.▪ People from all walks of life are encouraged to join and honour the flag that binds us all together.▪ Sports and fitness influencers invited to participate and create Vlogs.

Deep dive into each activity 2/3

Activity	Details
Tiranga Concerts	<ul style="list-style-type: none">▪ Large public concerts will be organized with patriotic music.▪ The Tiranga Anthem from the Ministry of Culture will be played at all concerts.▪ These events aim to create a festive atmosphere and celebrate our national pride through music.▪ Tiranga Anthem will be available for download in the download section of Har Ghar Tiranga website.
Tiranga Canvas	<ul style="list-style-type: none">▪ Tiranga Canvases will be set up at event venues where people can write 'Har Ghar Tiranga' or 'Jai Hind' in any Indian language.▪ Each canvas is designed in the same ratio as the national flag (3:2).▪ Reference design template for the Tiranga Canvas available for download on Har Ghar Tiranga website.
Tiranga Pledge	<ul style="list-style-type: none">▪ The Tiranga Pledge will be part of all programs, encouraging people to commit to the values of the flag. Community cleaning and pledge-taking activities will be organized near Shilaphalakams from earlier campaigns, reinforcing the spirit of the Tiranga.▪ Approved copy of Tiranga pledge will be available for download in the download section of Har Ghar Tiranga website.

Deep dive into each activity 3/3

Activity	Details
Tiranga Selfies	<ul style="list-style-type: none">Participants are encouraged to hoist the flag and take selfies with the Tiranga and upload them to the Har Ghar Tiranga website (harghartiranga.com).Certificates can be shared on social media with #HarGharTiranga and #HGT2024.
Tiranga Tribute	<ul style="list-style-type: none">Bravehearts and freedom fighters, along with their families, to be remembered, honored and felicitated in local programs on behalf of a grateful nation.
Tiranga Melas	<ul style="list-style-type: none">Tiranga Melas will support local artisans and add to the festive mood.Stalls selling flags, merchandise, and food will be set up around event venues, creating a lively and celebratory atmosphere.





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**Support is need for the
following...**

www.harghartiranga.com

Participation in Har Ghar Tiranga

Participate in
#HarGharTiranga

Through Selfie /pledge and upload
on harghartiranga.com

Steps to take the Har Ghar Tiranga Pledge

Step 1

Name

Mobile number

State

Enter Details

Step 2

“ मैं शपथ लेता/ लेती हूँ कि मैं तिहुंगा
फहराऊंगा/ फहराऊंगी, हमारे स्वतंत्रता
सेनानियों और वीर सपूतों की भावना का
सम्मान करूंगा/ करूंगी, और भारत के
विकास और प्रगति के प्रति स्वयं को समर्पित
करूंगा/ करूंगी। ”

Read the pledge on the screen and
click on 'Take Pledge'

Step 3



Click a picture hoisting the Tiranga

Step 4



Drag and drop files here

or

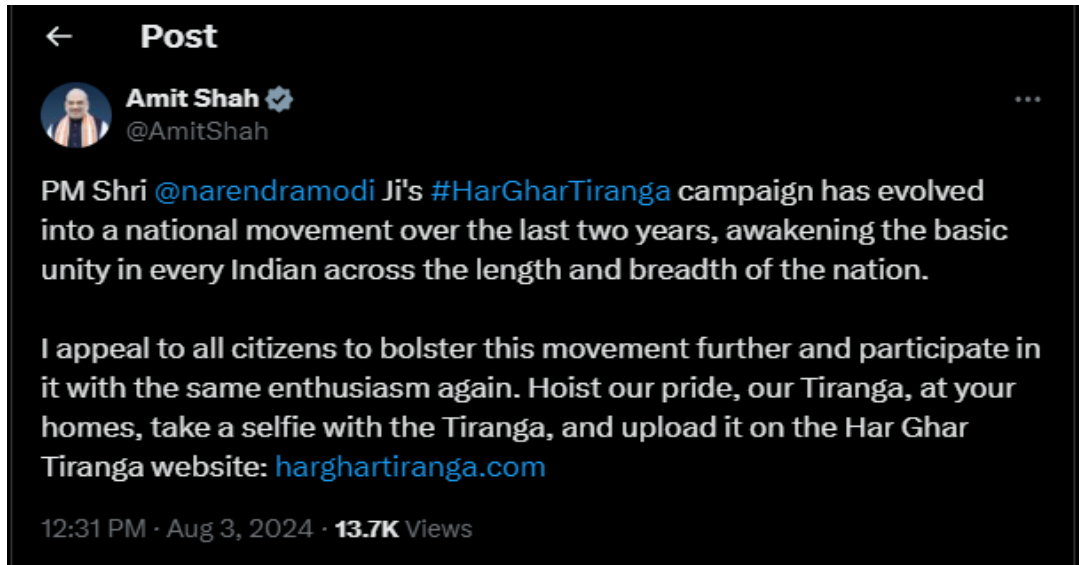
Browse Files

Click Picture

Upload Media

Website link <https://harghartiranga.com/>

Har Ghar Tiranga : Amplification of Tweets



- **Hon'ble Prime Minister, Home Minister and others have tweeted on Har Ghar Tiranga.**
 - These tweets may be amplified from the handles of CEOs and other leaders of organizations.
- **Other material for social media content etc. available on this link.**
 - [Link to Download](#) (Google Drive)
 - <https://harghartiranga.com/downloads>

Social Media Banners



Facebook Banner

Download PNG (English)

Download Open File (English)



Twitter Banner

Download PNG (English)

Download Open File (English)

Did You Know Series On Tiranga



[Download PNG \(English\)](#)



[Download PNG \(English\)](#)



[Download PNG \(English\)](#)



Ministry of Culture
Government of India

Evolution Of TIRANGA

Har Ghar Tiranga : Change of Display Picture

- **Hon'ble Prime Minister and other leaders would be changing their Display Pictures on 9 August.**
- **It is requested to support the Har Ghar Tiranga movement by change of Display Pictures of the social handles of your organizations/ leaders of organizations to the Tiranga. (9-15 August)**



- **FICCI , ASSOCHAM, CII, PHD and others to encourage members to participate.**
 - Ensure availability of flags. Buy and Distribute flags.
 - Order flags from Self Help Groups near you and support local business.
 - Flags are available at post offices.
 - In case any bulk quantity needed please reach out to Ministry of Culture representatives.
- **Spread the word on Har Ghar Tiranga**
 - Branding collaterals available on Har Ghar Tiranga website for download and use.
- **Organize Tiranga Rallies**
 - Take out and / or sponsor Tiranga bike/ cycle/ car rallies.
 - Collaborate with hobby groups, various clubs in your office, brands etc.

Special call out to AUTOMOBILE, TWO-WHEELER, CYCLE brands for support.



■ For Rallies

- Special focus on participation of women employees and leaders
- Where feasible may ensure participation of MPs, MLAs, local celebrities, achievers across fields, toppers of different exams, renowned sportspersons etc.

Industry Associations 2

- **Organize one Tiranga Marathon/ Run**
 - Ensure active participation of employees, local community and heads of organizations.



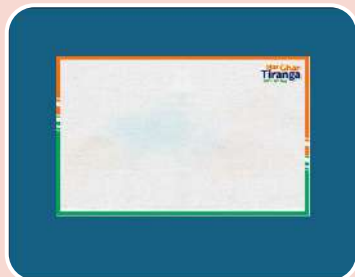
SPIRIT OF TIRANGA RUN
(short distance)
for the bright future of India by CEOs, CMOs, CTOs and others.
(Weekend before 15 August)

TIRANGA RUN/ MARATHON for all can follow this ...



Industry Associations 3

- **Organize / Sponsor Tiranga Yatras – 100, 200, 400, 500, 1000**
 - Ensure active participation of employees, local community and heads of organizations if doing the Yatra with inhouse participants.
 - The Yatras could cover a specific route map with stops at public spaces/ malls/ schools for outreach.



Face
Painting,
Tiranga
Painting
workshops
etc.

Tiranga
Canvas
Creation

Take Tiranga
Pledge in a
group

Sharing of
Stories of
bravehearts
and
freedom
fighters

Stories of
Swadeshi
Narratives
in Business

Sing
patriotic
songs and
Tiranga
Anthem



Market Associations to ensure supply of Tiranga, support lighting up of markets etc.







**INDUSTRY MAY SUPPORT LIGHTING UP OF OFFICE BUILDINGS,
PUBLIC MONUMENTS, WATERFRONTS, BEACHES etc.**





INDUSTRY MAY SUPPORT SHILAPHALAKAM CLEANING AND MAINTENANCE (BULK COMMITMENT,VOLUNTARY ACTION)

- **Organize Tiranga Concerts with Patriotic Playlists**
 - Songs performed by industry leaders
 - Songs in different Indian languages
 - Include the Tiranga Anthem and Tributes to bravehearts, freedom fighters



- To encourage local artisans and self-help groups and to add to the overall festive mood stalls selling flags and related merchandise, food etc. may be put up in and around all programme venues.
- **Local trade bodies and market associations may be encouraged to**
 - **Light up** markets in Tiranga colors
 - **Decorate areas** in and around specific market zones
 - **Set up stalls** of Tiranga and related merchandise
- **Special Role of ‘Ladies Wings’ for outreach.**
- **Mention:**
 - Care should be taken to ensure **compliance of the Flag Code of India.**
 - It is advised to **avoid usage of the Ashok chakra on merchandise items** (apart from on actual flags) to minimize inadvertent noncompliance of the Flag Code of India.

https://www.mha.gov.in/sites/default/files/FlagCode_18072023_0.pdf (Changes)

https://www.mha.gov.in/sites/default/files/flagcodeofindia_070214.pdf (Original)



Indicative items. Industry free to select items for mela



HR led intervention across offices

- **Spread the word on Har Ghar Tiranga**
 - Branding collaterals available on Har Ghar Tiranga website for download and use.
- **Organize HGT activities in office**
 - Know Your Tiranga Quiz
 - Share your Tiranga Memory
 - Together paint a large Tiranga
 - Create your own Tiranga Canvas
 - Paint Tiranga Kites
 - Organize Tiranga Melas: Sale of flags and related merchandise (Support local business/ SHGs etc.)
- **Take out Tiranga Yatras**
 - In and around office in and around office compounds and residential colonies
- **Organize Tiranga Office Concerts with Patriotic Playlists**
 - Include the Tiranga Anthem
 - Tributes to bravehearts, freedom fighters
- **Encourage employees to hold programmes in**
 - Old age homes, orphanage homes , places where groups of street children may connect etc.
- **Take Tiranga Pledge and upload Tiranga Selfies**
 - Website : Harghartiranga.com

- **Widespread Media Dissemination**

1. Editorials and Features by Industry Leaders
2. Press Release of Activities Undertaken
3. Photo Features in Magazines and City Supplements
4. Special write ups in inhouse magazines
5. Collaboration with FM Radio



Tracking Mechanism

- Details may be shared with Ministry of Commerce (DPIIT) with CC to Ministry of Culture

	Total Number
No of Social Posts	
Number of Rallies Done - car, bike, cycle	
Number of Yatras Undertaken	
Number of Tiranga Melas organized	
Number of Tiranga Concerts held	
Number of Tiranga Runs Organized	
Flag bought	
Total Media Releases	



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Thank You!

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