

From: **All India Council for Technical Education**<admin@aicte-india.org>

Date: Wed, Jul 6, 2022 at 6:59 PM

Subject: 'Har Ghar Jhanda' programme under Azadi ka Amrit Mahotsav -regarding

Dear Sir/Madam,

OM No, F.No.8-14/2022-TS.V dated 3rd June received from Ministry of Education regarding 'Har Ghar Jhanda' programme under Azadi ka Amrit Mahotsav at F/A.

To honour our flag, the National Implementation Committee (NIC) headed by the Hon'ble Minister of Home and Co-operation, which oversees all efforts under **Azadi Ka Amrit Mahotsav (AKAM)** has approved the programme of "**Har Ghar Jhanda**" which **envisages inspiring Indians everywhere to hoist the national flag at their residential premises**. The programme aims at hoisting the National Flag in all households during the Independence Week, i.e. 11th-17th August 2022.

Bringing the flag home collectively as a nation in the 75th year of independence thus becomes symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our commitment to nation building. **The schools/colleges and Universities across the country can play a huge role in spreading awareness about the 'Har Ghar Jhanda' programme and motivate families to hoist the National Flag (Tirangaa) during the Independence Week**. As part of the campaign - 'Har Ghar Jhanda' (flag at each house) - the ministry is aiming to see tricolour flying at 10 crore houses. A proper announcement will be made by the appropriate authority at the right time.

As per the original Flag Code, flags could be made only from hand-woven or hand spun clothing material or machine made. To overcome the limitations on the quantity of flags a necessary amendment has been carried out by the Ministry of Home Affairs in Section 1.2 of the Flag Code of India

In view of the above, it is requested that following guidelines be adhered to, in order to enlighten the students with this objective:-

1. Building awareness & buzz creation by making Har Ghar Jhanda Anthem and video.
2. Publicity and media through SMS, Email, Pamphlet, Wall Painting, Hoardings, Banners, Caller Tunes etc.
3. Do's and Don'ts related to hoisting of National Flag (copy attached).
4. Information regarding this prominently display through banners on your institute website.
5. By conducting workshops among students.
6. By Nukkad Nataks, Prabhat Pheries, Presentations etc.
7. Organizing of Essay competition, drawing competition and singing competition will build tempo among the students.
8. Flag hoisting at Amrit Sarovars in and around villages apart from houses
9. Flag distribution at all villages via panchayats, local schools, anganwadis etc.
10. Final event can be conducted where everyone comes together on 15 August showcasing performance of Tiranga Anthem at Red Fort followed by a lets hoist the flag moment.
11. Veterans of India like Military Officer etc. of any level may share their experience to motivate the students.
12. Har Ghar Jhanda website enables users to upload selfie with the flag. Flags can also be digitally pinned on the map at your location to show commitment to the cause and is enabled for e-commerce platforms, digital partners such as Flipkart, Amazon, PayTM etc.

If you have any query, you may contact to email id: adsdc@aicte-india.org .

Thanks & Regards

Dr. Neetu Bhagat

(डॉ नीतू भगत)

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