

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

Date: Wed, Aug 10, 2022 at 2:28 PM

Subject: Activities to be performed for awareness of #HargharTiranga campaign in your institute -
Regarding

To,
Director/Principal

All AICTE approved Institutions
Greeting from AICTE!!!

In continuation to this office email on 25/07/2022 pertaining to '**Har Ghar Tiranga**', a campaign of hoisting the National Flag under the aegis of 'Azadi ka Amrit Mahotsav' (AKAM) which is an ongoing celebration to commemorate the 75 glorious years of a progressive independent India. **The programme envisages hoisting the National Flag in all households during the Independence Week, i.e. 11th-17th August 2022.** Har Ghar Jhanda will foster a 'personal connect' to the Tricolor among Indians.

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 motivating 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 20 crore houses.**

In order to maximize the awareness among the citizens of India through the faculty/Students/Staff families of your institute, you are requested to initiate the following activities in your institute premises/campus.

(a) Selfie Points: Creating different selfie points in the Campus & encouraging students to post a selfie with the Flag at the website <https://harghartiranga.com> Motivating students to create a mass buzz should be the ultimate objective.

(b) Pinning of the Flag: The students can be directed to Pin the Flag on the website <https://harghartiranga.com> as per their geographical coordinates.

(c) Bulk Procurement of Flags: Online website links for Bulk procurement of Flags are as mentioned below:

- <https://amzn.eu/d/0ezSoOv>

- https://dl.flipkart.com/dl/jamboree-indian-national-flag-satin-cloth-24-x-36-inches-rectangle-outdoor/p/itm8f9876656960b?pid=FLAGFPJNRVKK9BGZ&cmpid=product.share.pp&_refid=PP.5b2bcfcf-02b0-48f3-b094-1e393a1acab1.FLAGFPJNRVKK9BGZ&_appld=CL

- <https://m.indiamart.com/proddetail/4-x-6-ft-indian-national-flag-outdoor-100-pure-cotton-15169590173.html>

- https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share_v4_lx

- <https://nationflagshop.com/>

(d) Hoisting of the National Flag: Our National Flag should be hoisted on all the buildings of the Institutions.

(e) Use of Hashtags (#) on social media: Hash tags have to be used in the presentation of creatives of Tiranga. (#MomentsWithTiranga #HarGharTiranga #MainBharatHoon #IndiaAt75 #ActionsAt75 #ResolveAt75 #KnowYourTiranga #MomentsWithFlag #IndianArmy #AmritMahotsav #IndiaAt75 #IdeasAt75).

(f) Creatives: Download creatives/ logo for tweets from <https://bit.ly/3coY8j4>. Sample creatives are also attached along with this letter.

(g) Organizing Prabhat Pheri runs: Prabhat pheri or Flag runs should also be planned by the institute. Mass education/ Flag publicity in the nearby villages, towns can also be undertaken during the same.

(h) Quiz/Seminars: Conduct Quiz/ Seminars, special events to popularise the campaign

(i) Updating Institutes Websites: Update Institution's website – post latest activities – be in sync with Har Ghar Tiranga website <https://harghartiranga.com>

(j) Wide Publicity: Encourage school and college-going students to encourage families to hoist the National Flag. Focus to explain the significance of the event to the students. Flag distribution at all villages via panchayats, local schools, anganwadis etc. Flag hoisting at Amrit Sarovars in and around villages apart from houses. Involvement of freedom fighters and their families.

(k) Notice Board Update: Campaign creatives to be displayed across the Institutes notice boards.

In view of above, we request your support and leadership in encouraging all the officials, faculty, staff and students engaged in your institutions to undertake the above activities and make "HAR GHAR TIRANGA" campaign a resounding success.

A webinar in this regard will also be scheduled shortly for discussing the steps from your side to make the initiative a good success. The link for the same will be shared shortly.

It is further requested that the Institute to provide information pertaining to the activities planned or undertaken as a part of the Campaign by filling the Google form. The link for the same is as below:

<https://forms.gle/EQRUNUrB4Kn5KBCA7>

PFA: <https://docs.google.com/presentation/d/1bxmT5Z7smoyltAoYHIVFjYubg6ghDU5y/edit?usp=sharing&oid=117518947182740027481&rtpof=true&sd=true>

With Thanks and Regards

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