



# Har Ghar Tiranga

# Har Ghar Tiranga (HGT) – Broad Contours & Key Enablers



## Objective:

Hoisting of Indian National Flag by more than 20 Crore households across India from 13<sup>th</sup> to 15<sup>th</sup> August 2022

Campaign to encourage citizens to hoist National Flag of India in their homes to mark 75<sup>th</sup> Independence Day

Instill feeling of patriotism and acknowledge the journey of India in the last 75 years

**Ensure that People purchase the Flags under the campaign to impart a sense of Ownership**

## HGT Enablers: Key Pointers of the Amended Flag Code

**Flexibility in Materials permitted** for preparation of flags – Polyester, Cotton, Wool, Silk and Khadi bunting material permitted.

**Permitted Sizes:** Length to Height (Width) Ratio of 3:2 to be maintained. No size restriction.

**Machine Made Flags permitted** in addition to Hand-made Flags

A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions

## Har Ghar Tiranga Execution Strategy: Addressing Supply and Demand of Flags

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Ensure Supply of Flags till the Last Mile – Tying up Flag Producers with Retailers

Multiple Channels for Sourcing Flags – GeM Platform, e-Commerce Websites, SHGs etc

Leveraging Government Machinery for Last mile distribution of flags (Upto Panchayat/Village level) – Post Offices, State Govt channels

Multipronged Outreach campaign for creating buzz for the program – Ensuring Maximum Jan-Bhagidari

Encouraging Public to purchase flags through extensive offline and online outreach

Involving people from all walks of life for driving the Campaign – Ownership of Masses



## Har Ghar Tiranga (HGT) : Outcome of Meetings of GoM and CoS

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Meeting on HGT chaired by Cabinet Secretary on “Har Ghar Tiranga” on 13<sup>th</sup> May, 2022. “Ministry of Textiles” to engage with manufacturers & trade bodies to facilitate adequate supply of cloth for making flags, in coordination with Ministry of Culture. Role of other related Ministries/Departments identified and communicated

Subsequently meeting held on 26.05.2022 under the Chairmanship of Secretary (Textiles) with Manufacturers and Trade Bodies and Secretary (Culture) regarding facilitation of adequate supply of flags.

Meeting of GoM held on 2<sup>nd</sup> June, 2022 to review preparedness for implementation ‘Har Ghar Tiranga’ program wherein it was decided that “Letters to be issued to all textile associations for production of flags” by Minister of Textiles. (Letter issued on 8<sup>th</sup> June, 2022)

Anthem for Har Ghar Tiranga Campaign being created. To be launched on 2<sup>nd</sup> August

NIC approved strategy for engaging States in Har Ghar Tiranga campaign. Meetings with Chief Ministers and Chief Secretaries held.

# Addressing Supply Challenge – Sourcing of Flags

## Options available to Ministries/Departments to procure flags

### Option 1: Procurement through GeM Portal

- **Relevant Categories of Flag Products created on GeM Portal**
- Sufficient Vendors have been onboarded for providing Flags of all sizes
- States can place their demand directly on GeM Portal

### Option 2: Central Govt. (MoC)

- Ministry of Culture has identified Flag producers who are ready to supply Flags on Demand from States on Credit basis
- Identified Vendors can provide flags to Min/Dept on Credit basis
- After sale of Flags, transfer of realization of Sale proceeds to Central Govt.

### Option 3: Local procurement (SHGs, local vendors)

- Some States have mobilized local resources by identifying related Self Help Groups (SHGs), Tailor groups etc. for flag production
- PSUs under the Ministries/Departments may explore the possibility of supporting these SHGs in production and supply of Flags

### Indicative Flag Sizes and Tentative Price

20" X 30"	Rs 25/-
16" X 24"	Rs 18/-
6" X 9"	Rs 9/-



# Indicative listings of Indian National Flag on GeM Platforms



जेम सरिता एम्प्लोयर्स

75 आज़ादी का अमृत महोत्सव

हर • घर • तिरंगा

# हर घर तिरंगा

ना झुका है ना झुकने देंगे,  
यह राष्ट्रध्वज तिरंगा हर घर फहराएंगे।

भारत

Rich Listing of Products / Services | Integrated Payment System | Multiple Procurement Modes | Transparency and Ease of Selling

## The Indian National Flag - Polyester

Showing 32 Results for The Indian National Flag - Polyester

Product Name	Seller	Brand	Min. Qty. Per Consignee	Price	Discount
Vrizty VISHWA TRADERS The Indian National ...	OEM	Vrizty-VISHWA TRADERS	5	₹ 12,500.00	14% OFF
Unbranded The Indian National Flag Polyester ...	Resellers	NA	2	₹ 3,499.00	65% OFF
LEAF JEWEL The Indian National Flag ...	Resellers	LEAF JEWEL	1	₹ 499.00	58% OFF
Unbranded The Indian National Flag Polyester ...	Resellers	NA	1	₹ 6,999.03	63% OFF
LEAF JEWEL The Indian National Flag ...	Resellers	LEAF JEWEL	100	₹ 3,000.00	
Unbranded The Indian National Flag Polyester ...	Resellers	NA	1	₹ 3,000.00	
Unbranded The Indian National Flag Polyester ...	Resellers	NA	1000	₹ 3,000.00	
Unbranded The Indian National Flag Polyester ...	Resellers	NA	1000	₹ 3,000.00	

# Indicative listings of Indian National Flag on GeM Platforms



SN	Product Name	Material	Size of Flag	Product Category	Name of Vendor	Product ID	Price	Stock Available as on 14th July 2022
1	Unbranded The Indian National Flag	100% Polyester	Size 6 ( 900 mm X 600 mm )	Indian Polyester	Reseller	5116877-80437672968	50	500000
2	Unbranded The Indian National Flag	100% Polyester	Size 6 ( 900 mm X 600 mm )	Indian Polyester	Reseller	5116877-65064214564	50	1000000
3	Unbranded The Indian National Flag	100% Polyester	Size 6 ( 900 mm X 600 mm )	Indian Polyester	Reseller	5116877-46354701452	50	10000000
4	Unbranded The Indian National Flag	100% Polyester	Size 6 ( 900 mm X 600 mm )	Indian Polyester	Reseller	5116877-24925060224	50	100000000
5	Unbranded The Indian National Flag	100% Polyester	Size 6 ( 900 mm X 600 mm )	Indian Polyester	Reseller	5116877-99158249238	50	500000
6	Unbranded The Indian National Flag	100% Polyester	Size 7 (450 mm X 300 mm)	Indian Polyester	Reseller	5116877-60002012863	50	2072
7	Unbranded The Indian National Flag	Not mentioned	(6300 mm x 4200 mm) as per IS:1	Indian	Reseller	5116877-8007741866	15	300
8	Unbranded The Indian National Flag	Not mentioned	(450 mm X 300 mm ) as per IS:1	Indian	Reseller	5116877-26053188469	16	998800
9	Unbranded The Indian National Flag	Not mentioned	Size - 27 inch x 18 inch as per IS:1	Indian	Reseller	5116877-44268205517	18	10000000
10	FLAG The Indian National	Not mentioned	(450 mm X 300 mm ) as per IS:1	Indian	Reseller	5116877-47196670247	21	500000
11	FLAG The Indian National	Not mentioned	(450 mm X 300 mm ) as per IS:1	Indian	Reseller	5116877-40145872837	23	300000
12	Unbranded The Indian National Flag	Not mentioned	( 6300 mm x 4200 mm ) as per IS:1	Indian	Reseller	5116877-81727551417	29	300
13	FLAG The Indian National	Not mentioned	(450 mm X 300 mm ) as per IS:1	Indian	Reseller	5116877-8196151637	30	9
14	FLAG The Indian National	Not mentioned	(3600 mm x 2400 mm) as per IS:1	Indian	Reseller	5116877-99177741442	30	100
15	Unbranded The Indian National Flag	Not mentioned	(900 mm x 600 mm) as per IS:1	Indian	Reseller	5116877-15044728443	30	80000
16	FLAG The Indian National	Not mentioned	27 inch x 18 inch as per IS:1	Indian	Reseller	5116877-42847259643	31	1000



# Indicative listings of Indian National Flag on e-Commerce Platforms

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

Flipkart: <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>

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

Etsy: [https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share\\_v4\\_lx](https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share_v4_lx)

National Flag Shop: <https://nationflagshop.com/>



## Har Ghar Tiranga: Leveraging Organizational base and PSUs in the campaign

Ministries may leverage their organizational network for generating buzz about the program with the objective of reaching every individual in the country – All Ministries

As all these Ministries have high employee base, it is important that all employees of the respective Dept/Ministry be encouraged to take part in the campaign and encourage others as well. Suitable Directions may be issued. [Cabinet Secretary has already issued DO Letter in this Regard](#) – All Min/Dept

Ministries may utilize the GeM procurement channel for meeting their own Demand and that of their employees and attached offices

Ministries may encourage their PSUs and related Industry associations for assisting States in procurement, supply and distribution of Flags

PSUs may be encouraged to participate in the program as part of CSR across activities such as in Outreach campaigns and supply of Flags to needy sections who are unable to procure flags

## Har Ghar Tiranga: Generating Buzz/Demand for Flags – Action Points for Min/Dept



Network of Post Offices, Railways, Airports, Schools, Colleges, Universities, NYKS, NSS, Petrol Pumps may be tapped – MoP&NG, DoP, MoR, MoCA, DoSE&L, DHE, YAS

Schools and colleges to have flag unfurling sessions and other co-curricular activities (Quiz/Seminars etc) related to flags. Special Assembly Sessions/Events may be held to popularize the campaign - DoSE&L, DHE

Schools and colleges to have Prabhat Pheries focusing on the Har Ghar Tiranga campaign with Participants holding Flags

Petroleum Retail stations may showcase Campaign creatives prominently on their premises – MoP&NG

Railways may display Campaign creatives prominently across Train wraps, Railway Stations and Vending Stalls etc. Railways may also broadcast Campaign AVs on trains and Railway Stations

Each Post office in the country should host Banner/Hoarding displaying the Har Ghar Tiranga campaign in particular focusing on rural and far flung areas. Flyers/Posters/Brochure may be distributed - DoP



## Har Ghar Tiranga: Generating Buzz/Demand for Flags – Action Points for Min/Dept

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Airports may prominently display Campaign creatives across all Airports, On-board branding may also be suitably designed, Boarding Passes may carry campaign creatives

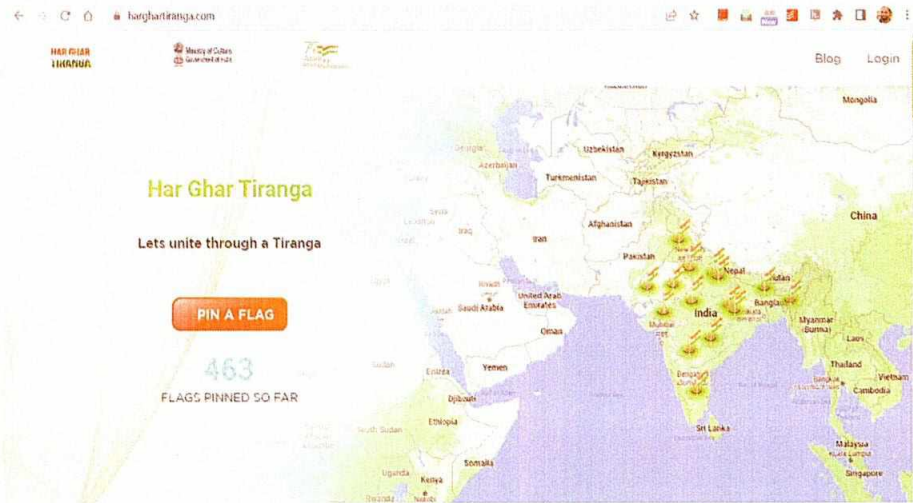
Ministry of Home Affairs and Department of Military Affairs may leverage the large personnel base to propagate campaign objectives. Jawan's families may be encouraged to hoist flags in honor of serving Personnel

Ministry of Power may direct all Power Distributors to ensure Har Ghar Tiranga creatives on Power Bills being generated for the Month

Large Scale display of Campaign Creatives in Government Buildings; Audio Video broadcast through In-house media in Public spaces can be carried out

All Ministries/Departments may leverage Museums under their jurisdiction to further outreach for the campaign. Discourses may be organized on Freedom Struggle/Importance or Evolution of Flag

# Har Ghar Tiranga Website: <https://harghartiranga.com>



## Upload Selfie

The Tri colour flag is a symbol of pride for every Indian. It represents national integrity and signifies the hopes and aspirations of the Indian people.

Upload Selfie →

More selfies



Har Ghar Tiranga Website created for engaging participants under the campaign

**Pin a Flag:** Citizens can Pin a flag on the website based on their Geographical Coordinates

**Information about Flag** shall be made available including Creatives and Flag Supplier details – Min/Dept may use the same

**“Selfie With Flag”** Corner for uploading people to upload photographs with Flag

**All Min/Dept** to issue suitable directives to all employees to Pin the Flag on Website and upload Selfie with Flag on the Website/Social Media Platforms



## Other Important Points regarding the Campaign

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VVIP Tweet on 22<sup>nd</sup> July shall mark the official launch of Har Ghar Tiranga campaign

Simultaneously, the Social Media pages/Website of VVIP shall be updated to reflect the launch of campaign

All Government Websites should simultaneously be updated to reflect similar changes and be in sync with the above mentioned Websites/Webpages

From 22<sup>nd</sup> July all Ministries/Departments to drive the Outreach campaign intensively

Distribution of Flags to household shall begin from 1<sup>st</sup> August. All Central Govt Ministries/Departments to ensure that their employees have access to Flags

Hoisting/Display of Flags during the campaign from 13<sup>th</sup> to 15<sup>th</sup> August

All Government employees may be directed to update Selfie with Flag on the Har Ghar Tiranga Website. Simultaneously, they may Pin the Flag on the website as per their Geographical coordinates



Har Ghar Tiranga - 15th August 2022

**Thank you**



# Har Ghar Tiranga: DO Letter from Cabinet Secretary to all Secretaries, Gol

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आज़ादी का  
अमृत महोत्सव  
हर घर तिरंगा  
13-15 अगस्त 2022

राजीव गाँवा  
Rajiv Gauba



75  
आज़ादी का  
अमृत महोत्सव

मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

DO.No.42-22/235/2022-AKAM

July 13, 2022

*Dear Secretary*

As you are aware, 'Azadi Ka Amrit Mahotsav' (AKAM) is an ongoing celebration to commemorate the 75 glorious years of a progressive independent India. This initiative by the Government of India aims to bring focus on our freedom struggle and on the milestones we have achieved as a nation. AKAM is dedicated to the people of India who have been instrumental in development of the country and its evolutionary journey.

2. Under the aegis of AKAM, a campaign 'Har Ghar Tiranga' has been launched to encourage the citizens to hoist the National Flag of India in their homes. Idea behind the campaign is to instill a feeling of patriotism in the hearts of people and reminisce the contribution of those who tirelessly worked for nation building. It is envisaged that all citizens will be encouraged to hoist *Tiranga* in their homes during the period from 13<sup>th</sup>- 15<sup>th</sup> August.

3. In the above backdrop, I would request your support and leadership in encouraging all Government officials working in your Ministry/Department to hoist the National Flag in their homes, during the period from 13<sup>th</sup>-15<sup>th</sup> August, 2022 and making the 'Har Ghar Tiranga' Campaign a resounding success.

*With regards*

Yours sincerely,

*Rajiv Gauba*

(Rajiv Gauba)

Secretaries to Government of India

# Har Ghar Tiranga: DO Letter from Secretary, Ministry of Culture to all Secretaries, Go



गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



भारत सरकार  
संस्कृति मंत्रालय  
नई दिल्ली-110001  
GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
NEW DELHI-110 001

DO. No. 42-22/235/2022-AKAM

July 15, 2022

*Dear Sirs,*

Kindly refer to my previous communication wherein it was informed that 'Har Ghar Tiranga' campaign has been launched under the aegis of 'Azadi Ka Amrit Mahotsav' (AKAM) to encourage citizens to hoist the National Flag of India in their homes. Under the campaign, it is envisaged that all citizens shall be encouraged to hoist Tiranga at their homes during the Independence week from 13<sup>th</sup> - 15<sup>th</sup> August, 2022. In this regard, reference is also invited to Cabinet Secretary's D.O. Letter No 42-22/235/2022-AKAM dated July 13, 2022 requesting support and leadership in the campaign.

2. In this context, it is important that we leverage resources of your Department to popularize and provide publicity to the campaign by involving citizens from all walks of life. Ministry of Culture has already initiated various steps in this regard and shall be ready to provide support if required.

3. Simultaneously, we have worked with all stakeholders to ensure production and supply of flags of various sizes. Sufficient number of flag suppliers have been on-boarded on GeM portal and the number has been increasing daily. Ministries/Departments can place their order directly through the GeM portal.

4. I would request you to kindly place demands for your Department through GeM portal well in advance so as to give enough time to suppliers to fulfill their commitment and also to enable delivery of these flags. An indicative list of GeM listings for Indian National Flag is attached as Annexure A.

With regards,

Encl.: As above

Yours sincerely,