

Ref No NYKS/SplProg/HarGharTiranga/2022-23/ 75

Date: 25/07/2022

To: All State Directors, NYKS

From: Apoorva Shinde, Director(Prog)

Subject: Azadi Ka Amrit Mahotsava: Har GharTiranga campaign

Madam/Sir

'Har GharTiranga' is a campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring Tiranga at home and to hoist them to mark the 75th year of India's independence.

2. Bringing the flag home collectively at a time when nation is in the 75th year of independence is an act of personal connection to the Tiranga and our resolve for the commitment to nation-building.

3. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag in particular.

4. Department of Youth Affairs vide OM no J-17011/63/2021-CDN (pt) dated 13th July 2022 shared an action plan approved by Secretary (YA). Besides, Shri Govind Mohan, Secretary, Ministry of Culture, Gol vide DO NO 42-22/235/2022-AKAM dated 15th July 2022 had requested to leverage resources of Department of Youth Affairs to popularize and provide publicity to the campaign by involving citizens from all walks of life.

5. In continuation of the above, Shri Ajay Bhalla (IAS), Home Secretary, Gol vide D.O. N02/01/2020-Public (Part III) dated 20th July 2022 has written to all Secretaries of Govt of India which is self-explanatory on the amendment in Flag Code of India 2002 and FAQs about the Flag Code of India 2002.

6. The summary of the contents of above referred D.O in respect of the amendments in the Flag Code of India, 2002 are as following:

- "The national flag shall be made of hand spun and hand woven or machine made, cotton/polyester/wool/silk khadi bunting."
- "Where the flag is displayed on open or displayed on the house of a member of public, it may be flown day and night."

7. In compliance to the action plan shared by Department of Youth Affairs, NYKS will undertake following activities:

- Popularizing of <https://amritmahotsav.nic.in/har-ghar-tiranga.htm> and motivating youth to read FAQs, Tiranga Trivia and reading stories of Unsung Flag Martyrs on the website
- Popularizing of <https://harghartiranga.com/> website and using 'Pin a Flag' virtually, along with posting a 'Selfie with Flag' on the site.

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- c) NYKS will include "Har Ghar Tiranga" as a discussion topic and disseminate the "Flag Code of India 2022" and information about recent amendment in Flag Code of India 2002 in all ongoing programmes of NYKS till 15th August 2022 .Har Ghar Tiranga campaign is embedded in the activities to be undertaken by spearhead team of Youth Club Development Campaign.
- d) Organization of Knowledge Competition such as Flag Quiz, Painting Competition and organizing skits, street plays to raise awareness on National flag.
- e) Utilizing the Social Media handles to promote the <https://amritmahotsav.nic.in/har-ghar-tiranga.htm> and <https://harghartiranga.com/> and to share the creatives to raise awareness on "Har Ghar Tiranga Campaign"


8. Further, all DDs/DYO are advised to motivate maximum number of youth and citizens to hoist/display the National Flag in their home and workplace **from 13-15th August 2022**. The National Flags may be purchased from GeM(Government e Marketplace) and from leading e commerce websites.

9. All Officers, Staff, NYVs and Members of Youth clubs should be advised that while displaying/hoisting, utmost care shall be taken to uphold the dignity and honour of the National Flag in accordance with the provisions of the Flag Code of India.2002 and the Prevention of Insults to National Honour Act 1971.

10. In view of the above, all State Directors are informed to direct all DDs/DYO under their jurisdiction to take up the above referred activities in a mission mode approach to make the campaign a grand success.

11. The State Directors are requested to compile report of the activities undertaken by NYKs under their jurisdiction in the format enclosed at **Annexure-1** and share the same to Shri Prabhat Kumar, Joint Director(Prog) on specialprogramme.nyks@gmail.com, **bi-weekly (Monday and Thursday) by 01:00 PM**.

With best wishes


Apoorva Shinde
Director (Prog)

Encl: As above

CC:

- PS to DG
- All Regional Directors
- Shri Devashish Bhardwaj, Deputy Secretary, DoYA