

**No. Mi/79/2022-e-gov-MOWR
Government of India
Ministry of Jal Shakti
Department of Water Resources, RD & GR
(e-Governance Section)**

**Shram Shakti Bhawan,
Rafi Marg, New Delhi
Dated 08.08.2023**

OFFICE MEMORANDUM

Subject: "Har Ghar Tiranga" campaign to encourage the people to celebrate India's Independence Day with same zeal and patriotism from 13th - 15th August 2023 -reg.

The undersigned is directed to refer to the DO letter dated 31.7.2023 received from Secretary, Ministry of Culture on the captioned subject.

2. Ministry of Culture is organising "**Har Ghar Tiranga**" campaign to encourage people to celebrate India's Independence Day with same zeal and patriotism from **13th - 15th August 2023**. Under the campaign employees of respective organisations/Divisions of DoWR,RD&GR may be encouraged to hoist the Indian National Flag in their premises and to put selfies with Tiranga on the website **www.harghartiranga.com**, to instill the feeling of patriotism in the hearts of people and reminisce the journey of India.

3. It is requested to the various Organizations/ Divisions under the Department to take appropriate action for large participation of their employees for ensuring success of the campaign.

4. This issues with the approval of the competent authority.

Encl: as above

**Signed by Bh.thangmawi
Vaiphei
Date: 08-08-2023 10:45:59
Reason: Approved
(B.H.T. Vaiphei)
Under Secretary (e-Gov)
Tel: 011- 23766944**

All the Organizations/ Divisions under DoWR,RD&GR

Copy for information to :

- (i) PPS to Secretary(WR,RD&GR)
- (ii) PPS to JS(Admn, IC&GW)

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
Azadi Ka
Amrit Mahotsav

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

D.O. No. Misc./Secy(C)/2023

July 31, 2023

Dear Shri Kumar,


‘Azadi Ka Amrit Mahotsav (AKAM)’ is a flagship initiative of the Government of India, which has been launched to commemorate 75 years of India’s independence. AKAM is one of the largest celebratory initiatives anywhere in the world and has seen enthusiastic and a wide range of participation that has served as a unifying force to become a ‘whole of society’ initiative. Since its launch in March 2021, more than 1.9 Lakh events have been conducted jointly by Central Government, States/UTs, departments, and private organizations under AKAM. These events have been conducted at both urban and rural level with its reach within districts and even far away border villages of India. AKAM has become a people’s movement wherein the nation has united to celebrate the wonder that is India. Outside India AKAM footprint has touched more than 150 countries.

2. Under the aegis of AKAM, ‘Har Ghar Tiranga’ campaign was launched from 13th – 15th August 2022 to encourage the citizens to hoist the National Flag of India in their homes. The idea behind the campaign was to instill the feeling of patriotism in the hearts of people and reminisce the journey of India and those who have contributed towards creating this great nation. This campaign witnessed immense success wherein 23 Crore households hoisted the Tiranga in their homes physically and 6 Crore people uploaded Selfies on Har Ghar Tiranga website.

3. This year as well Har Ghar Tiranga campaign will be organized encouraging the people to celebrate India’s Independence Day with same zeal and patriotism from 13th – 15th August 2023. All employees under your administrative jurisdiction may be encouraged to hoist the Indian National Flag in their premises during Har Ghar Tiranga campaign and to put selfies with Tiranga on the website www.harghartiranga.com. Adequate outreach of this campaign on various social media platforms should be ensured.

With regards.

Yours sincerely,


(Govind Mohan)

Shri Pankaj Kumar
Secretary
Department of Water Resources, River Development
and Ganga Rejuvenation
Shram Shakti Bhawan, New Delhi-110001