



संजय गर्ग  
**SANJAY GARG**

अपर सचिव, डेयर एवं सचिव, आई.सी.ए.आर.  
ADDITIONAL SECRETARY, DARE &  
SECRETARY, ICAR

भारत सरकार  
कृषि एवं किसान कल्याण मंत्रालय  
कृषि अनुसंधान एवं शिक्षा विभाग  
कृषि भवन, नई दिल्ली-110001  
GOVERNMENT OF INDIA

MINISTRY OF AGRICULTURE AND FARMERS' WELFARE  
DEPARTMENT OF AGRICULTURAL RESEARCH AND EDUCATION  
KRISHI BHAWAN, NEW DELHI- 110001

D.O. No. GAC-21-/2022-CDN

Dated: 27.07.2022

Dear Director,

As you are aware that "Har Ghar Tiranga" campaign has been launched by the Govt. of India under the aegis of "Azadi ka Amrit Mahotsav" to encourage Citizens to hoist the Indian National Flag in their homes during the Independence Week from 13<sup>th</sup> – 15<sup>th</sup> August, 2022.

In this context, it is important that we leverage resources of our organization to popularize and provide publicity to the campaign by involving citizens from all walks of life through special outreach activity, fully leveraging your institutional machinery and your reach in state to make it a people-centric movement, with maximum *Jan Bhagidari*.

For achieving the above target, you are directed to immediately finalize your Institute's Action Plan for implementing Har Ghar Tiranga program on Priority. It may also be ensured that National Flags are made available to all the employees of the Institute for purchase. Maximum publicity and popularization for the campaign should be ensured through extension activities of the Institutes and KVKs.

The relevant instructions/ letters of the Government in this regard are attached for reference.

With regards,

Yours sincerely,

(Sanjay Garg)

The Directors/ Project Directors of all ICAR Institutes/ National Research Centres/ Project Coordinators/ Coordinated Research Projects/ ATARIs/ Bureaux, etc.

Copy to:

1. All DDGs, ICAR for monitoring & compliance.
2. The Deputy Secretary (GAC), ICAR.





**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN: NEW DELHI-110 001**

F.No.21-35/2022-CDN

Date: -20.07.2022

**ENDORSEMENT**

**Sub:- Hoisting of Tiranga during the Independence Week from 13<sup>th</sup> to 15<sup>th</sup> August,2022-regarding**

D.O. No. 42-22/235/2022-AKAM dated 13<sup>th</sup> July, 2022 and dated 15<sup>th</sup> July, 2022 issued by Ministry of Culture, New Delhi regarding aforesaid mentioned subject is being uploaded on the ICAR website [www.icar.gov.in](http://www.icar.gov.in) and e-office for information and compliance.

  
(N.K. Sarvang) 20.7.2022

Under Secretary (CDN)

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1. All the Constituent Units of ICAR viz. Directors/ Project Directors/ NRCs/ PDs/ ZPDs/ Bureaux/ ATARIs etc.
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राजीव गौबा  
Rajiv Gauba



सत्यमेव जयते



मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

सचिव (डेयर) एवं म.नि. (भा.कृ.अनु.प.) का कार्यालय  
Office of Secy. (DARE) & DG (ICAR)  
e Office Dy. No. 1222509  
Date 14/07/2022

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)

Secretaries to Government of India

Director (GAC)

Secy (D)-Onto  
AS(D)

Cabinet Secretariat, Rashtrapati Bhavan, New Delhi-110044  
Tel: 011-23016696, 23011241 Fax: 011-23018638 E-mail: cabinetsec@nic.in



6-1228659/04  
गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



75  
आज़ादी का  
अमृत महोत्सव

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

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

सचिव (डेयर) एवं मनि. (भा.कृ.अनु.प.) का कार्यालय  
Office of Secy. (DARE) & DG (ICAR) July 15, 2022  
e Office Dy. No. 1226577  
Date 18/07/2022

Dear Dr. Mohapatra:

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

DH - in meeting  
AS(D) - on tour

Yours sincerely,

(Govind Mohan)

DS (EM.), DARE  
DS (US) (CDR)

Dr. Trilochan Mohapatra  
Secretary  
Department of Agricultural Research and Education  
Ministry of Agricultural and Farmers Welfare  
Krishi Bhawan, New Delhi-110001



**Annexure – A**

**Table: Indicative Listings of Indian National Flag on GeM Portal**

Sl. No.	Product Name	Material	Size of Flag	Product Category	Name of Vendor	Product ID	Price (INR)	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	10000000 0
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	Reseller	5116877-8007741866	15	300
8.	Unbranded The Indian National Flag	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-26053188469	16	998800
9.	Unbranded The Indian National Flag	Not mentioned	Size - 27 inch x 18 inch	As per IS:1	Reseller	5116877-44268205517	18	10000000

Sl. No.	Product Name	Material	Size of Flag	Product Category	Name of Vendor	Product ID	Price (INR)	Stock Available as on 14th July 2022
10.	FLAG The Indian National	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-47196670247	21	500000
11.	FLAG The Indian National	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-40145872837	23	300000
12.	Unbranded The Indian National Flag	Not mentioned	( 6300 mm x 4200 mm)	As per IS:1	Reseller	5116877-81727551417	29	300
13.	FLAG The Indian National	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-8196151637	30	9
14.	FLAG The Indian National	Not mentioned	(3600 mm x 2400 mm)	As per IS:1	Reseller	5116877-99177741442	30	100
15.	Unbranded The Indian National Flag	Not mentioned	(900 mm x 600 mm)	As per IS:1	Reseller	5116877-15044728443	30	80000
16.	FLAG The Indian National	Not mentioned	Size - 27 inch x 18 inch	As per IS:1	Reseller	5116877-42847259643	31	1000

Email

Trilochan Mohapatra

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**D.O. regarding celebration of Azadi Ka Amrit Mahotsav - Har Ghar Tiranga Campaign**

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**From :** Govind Mohan <secy-culture@nic.in>

Mon, Jul 18, 2022 12:40 PM

**Subject :** D.O. regarding celebration of Azadi Ka Amrit Mahotsav  
- Har Ghar Tiranga Campaign

2 attachments

**To :** Trilochan Mohapatra <dg.icar@nic.in>

Dear Sir/Madam,

Please find attached letter on above subject,

Regards,  
O/o Secretary (Culture)  
23386995, 23381040

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 **Annexure A.pdf**  
1 MB **D.O. to Secy, Agricultural Research.pdf**  
2 MB

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**F. No. 292/2/1/2022-Cab.III**  
**CABINET SECRETARIAT**  
**RASHTRAPATI BHAVAN**

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New Delhi, dated the 20<sup>th</sup> July, 2022

**OFFICE MEMORANDUM**

**Subject: Review of preparations for 'Har Ghar Tiranga' programme [Hoisting/ Display of National Flag in Households from 13<sup>th</sup> to 15<sup>th</sup> August, 2022].**

The undersigned is directed to enclose herewith a copy of the Minutes of Meeting (Doc No.18/2022-CA.III) chaired by Cabinet Secretary on the above subject, on 18<sup>th</sup> July, 2022 at 05.00 PM.

2. It is requested that the status of actions taken on the relevant decisions may please be uploaded in the 'Committee of Secretaries' module of e-Samiksha portal.

*Secy to Govt*  
*Agg (C)*

*(Niranjan C. Chandrashekhar)*  
Director  
Tel: 23015861  
Email: niranjan.cc@gov.in

✓ All Secretaries to the Government of India

Copy for kind information to: Principal Secretary to Prime Minister

*(Niranjan C. Chandrashekhar)*  
Director

INTERNAL CIRCULATION (One Copy)  
Secy(C)/JS(PK)/Dir(NCC)

Meeting Pad/ Office Copy



**CABINET SECRETARIAT**

Doc. No.18/2022-CA.III

**MINUTES OF MEETING**

Venue : Committee Room, Cabinet Secretariat,  
Rashtrapati Bhavan

Date of meeting : 18.07.2022

Time of meeting : 05.00 PM

**P R E S E N T**

Shri Rajiv Gauba, Cabinet Secretary  
Shri Ajay Kumar Bhalla, Home Secretary  
Shri Pradip Kumar Tripathi, Secretary (Coordination), Cabinet Secretariat  
Shri Govind Mohan, Secretary, M/o Culture  
Shri Puneet Kansal, Joint Secretary, Cabinet Secretariat  
Ms. Uma Nanduri, Joint Secretary, M/o Culture  
Shri Niranjana C. Chandrashekhara, Director, Cabinet Secretariat

**On Video Conference:**

Shri V.K. Tripathi, Chairman & CEO, Railway Board  
Shri Vineet Pandey, Secretary, D/o Posts  
Shri Sanjay Malhotra, Secretary, D/o Financial Services  
Ms Anita Karwal, Secretary, D/o School Education & Literacy  
Shri K Sanjay Murthy, Secretary, D/o Higher Education  
Dr. Anil Kumar Jain, Secretary, M/o Coal  
Shri Pankaj Jain, Secretary, M/o Petroleum & Natural Gas  
Shri Alok Kumar, Secretary, M/o Power  
Shri Sanjay Kumar Singh, Secretary, M/o Steel  
Shri Ali Raza Rizvi, Secretary, D/o Public Enterprises  
Ms. Sujata Chaturvedi, Secretary, D/o Youth Affairs  
Maj. Gen. K. Narayanan, Joint Secretary, D/o Military Affairs  
Shri Mrityunjay Sharma, Deputy Secretary, M/o Civil Aviation

**Subject:** Review of preparations for 'Har Ghar Tiranga' programme [Hoisting/  
Display of National Flag in Households from 13<sup>th</sup> to 15<sup>th</sup> August, 2022].

**Subject: Review of preparations for 'Har Ghar Tiranga' programme [Hoisting/ Display of National Flag in Households from 13<sup>th</sup> to 15<sup>th</sup> August, 2022].**

Cabinet Secretary chaired a meeting of Committee of Secretaries on the above subject on 18<sup>th</sup> July, 2022 at 5pm in the Committee Room, Rashtrapati Bhavan, in hybrid mode.

2. At the outset, Cabinet Secretary, observed that *Har Ghar Tiranga* is a major initiative under Azadi Ka Amrit Mahotsav (AKAM) and entails mobilization of the entire Government machinery for its successful outcome. It is, therefore, imperative that all Ministries/ Departments engage closely with M/o Culture to ensure that the objectives of 'Har Ghar Tiranga' are fully achieved. Cabinet Secretary further noted that generating mass awareness, provisioning of adequate numbers of flags and encouraging citizens to procure and hoist them in their households were key for success of the initiative. He solicited the whole hearted participation of all Ministries/ Departments in this important programme.
3. Secretary, M/o Culture made a presentation on the subject (**Annexure**), outlining the objectives of *Har Ghar Tiranga*, key enablers and the execution strategy including addressing the demand and supply of Flags. He further outlined the three procurement options available viz. through GeM Portal, through M/o Culture and through local procurement (SHGs, local vendors etc.). Secretary, Culture informed that sufficient vendors, onboarded on GeM portal, have capabilities to provide flags of all sizes on credit basis (the normal GeM credit cycle of 30 days). In addition, Flags can also be sourced from e-Commerce portals. He also mentioned the indicative prices of various sizes of Flags.
4. He also emphasized the need of generating momentum through special outreach activities for success of the *Har Ghar Tiranga* programme. He further informed that the *Har Ghar Tiranga* media campaign would be officially launched through a VVIP tweet on 22<sup>nd</sup> July, 2022 followed by the national launch of 'Har Ghar Tiranga' Anthem (*Sankalp Geet*) on 2<sup>nd</sup> August, 2022. 500 celebrities have been roped in for publicity of *Har Ghar Tiranga* in order to generate enthusiasm and elicit peoples' involvement on a mass scale. Secretary, Culture requested Secretaries to fully mobilize their institutional resources including that of their institutions in States, in order to ensure widespread awareness and the effective implementation of *Har Ghar Tiranga* campaign. In this direction, leveraging the organizational network of Ministries/ Departments including the CPSEs, Attached Offices, Autonomous Bodies etc. under their administrative control was emphasized.
5. Secretary, Culture further elaborated the indicative Action Points for various Ministries/ Departments. He also requested that Ministries/ Departments may encourage their CPSEs and related Industry Associations to assist the States in outreach campaigns and supply of Flags.
6. Secretaries/ Representatives informed that they have already sensitized their employees, State institutions and CPSEs on the *Har Ghar Tiranga* initiative and assured that they would contribute fully to the programme's success, from effective publicity to timely procurement and distribution of Flags. Cabinet Secretary observed that M/o Coal, M/o Steel,



M/o Mines etc. may mobilize their industrial/ mining townships as a whole. He further observed that D/o School Education & Literacy and D/o Higher Education may sensitize their students to in turn mobilize their parents/ families to observe *Har Ghar Tiranga* from 13-15<sup>th</sup> August, 2022. Cabinet Secretary also observed that M/o Home Affairs may issue appropriate Advisories relating to *Har Ghar Tiranga* including on handling/ disposal of Flags after the programme and guidance on lowering the Flag after sunset, etc.

7. After detailed deliberations, the following recommendations were made:
  - i. All Ministries/ Departments may adopt a 'Whole of Government' approach and engage closely with M/o Culture to ensure that the objectives of *Har Ghar Tiranga* are fully achieved.
  - ii. Ministries/ Departments to generate momentum through special outreach activities, fully leveraging their institutional machinery and their reach in States to make it a people-centric movement, with maximum *Jan Bhagidari*.
  - iii. Ministries/ Departments may encourage their CPSEs and related Industry Associations/ Corporate Sector to help in procurement and distribution of flags.
  - iv. All Ministries/ Departments may hold meetings and finalize their respective Action Plans for implementing *Har Ghar Tiranga* programme, on priority. It must be ensured that National Flags are made available to all employees for purchase.
  - v. M/o Culture may obtain *Har Ghar Tiranga* Action Plans from all Ministries/ Departments and closely follow up on the progress made on the identified action points.
  - vi. M/o Home Affairs may issue appropriate Advisories relating to the observance of *Har Ghar Tiranga* including on handling/ disposal of Flags after the event, lowering the National Flag after sunset, etc.
  - vii. M/o Information & Broadcasting may ensure wide resonance of the *Har Ghar Tiranga* programme and related activities, across all media platforms.

The meeting ended with a vote of thanks to all participants.

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आजादी का  
अमृत महोत्सव

हर घर तिरंगा  
13-15 अगस्त 2022

# 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

21/01/2020  
27.01.2020  
10:45 AM

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, Staten 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

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

NLC 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

<p><b>Option 1: Procurement through GeM Portal</b></p> <ul style="list-style-type: none"> <li>• Relevant Categories of Flag Products created on GeM Portal</li> <li>• Sufficient Vendors have been onboarded for providing Flags of all sizes</li> <li>• States can place their demand directly on GeM Portal</li> </ul>	<p><b>Option 2: Central Govt. (Moc)</b></p> <ul style="list-style-type: none"> <li>• Ministry of Culture has identified Flag producers who are ready to supply Flags on Demand from States on Credit basis</li> <li>• Identified Vendors can provide flags to Min/Dept on Credit basis</li> <li>• After sale of Flags, transfer of realization of Sale proceeds to Central Govt.</li> </ul>	<p><b>Option 3: Local procurement (SHGs, local vendors)</b></p> <ul style="list-style-type: none"> <li>• Some States have mobilized local resources by identifying related Self Help Groups (SHGs), Tailor groups etc. for flag production</li> <li>• PSUs under the Ministries/Departments may explore the possibility of supporting these SHGs in production and supply of Flags</li> </ul>
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### Indicative Flag Sizes and Tentative Price

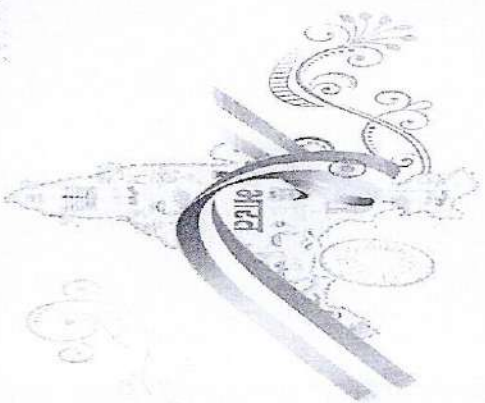
20" X 30"	Rs 25/-
16" X 24"	Rs 18/-
6" X 9"	Rs 9/-



There are other all the while

## The Indian National Flag - Polyester

2



INTERNATIONAL SYMPOSIUM  
NATIONAL FLAG ENSEMBLES  
Ballet Theatre  
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LEAF JEWEL THE INDICATOR  
National Flag ...



**Seller:** Roseberry  
**We do have**   
**Brown leather jewel**  
**Mm. Qty Per Consignment 100**

Laminated Tire (Lam-Tire)  
National Film Polyester

Editor: **Robert**  
 Board: **NA**  
 Main City: **Perth**

### Abstract

[illegible]

**Editorial**



1. *Chlorophyll a* (Chl *a*)

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



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

Amazon: <https://amzn.eu/d/QezSoOv>

Flipkart: <https://dl.flipkart.com/dl/fambooree-indian-national-flag-satin-cloth-24-x-36-inches-rectangle-outdoor/p/itm8f9876656960b?pid=FLAGFPJNRVKK9BGZ&cmid=product.share.dp&refid=PP.5b2bcfcf-02100-4873-50E-541a393a12ca&1.FLAGFPJNRVKK9BGZ&appid=CI>

IndiaMart: [https://m.indiamart.com/proddetail/4-x-6-ft-indian-national-flag-outdoor-100-pure-cotton-15166590178\\_1.html](https://m.indiamart.com/proddetail/4-x-6-ft-indian-national-flag-outdoor-100-pure-cotton-15166590178_1.html)

Etsy: [https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share\\_v4\\_1x](https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share_v4_1x)

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

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://hargharktiranjal.com>

Har Ghar Tiranga

Let's unite through a Tiranga

Pin a Flag

Upload Selfie

The Tiranga flag is a symbol of pride for every Indian. It represents the rich and diverse heritage and aspirations of the Indian people.

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

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





Azadi Ka  
Amrit Mahotsav

Har Ghar Tiranga - 15th August 2022

Thank you

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

राजीव गांधी  
Rajiv Gauba



संविधान सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

DO.No.42-22/235/AKAM

July 13, 2022

*Doct. Sandhu*

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 reminiscence 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)

Secretaries to Government of India

Har Ghar Tiranga: DO



# 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 Sir,*

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,

अजय भल्ला, भा.प्र.से.

AJAY BHALLA, IAS



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

गृह सचिव

Home Secretary

भारत सरकार

Government of India

नॉर्थ ब्लॉक/North Block

नई दिल्ली/New Delhi

20<sup>th</sup> July, 2022

D.O. No. 2/01/2020-Public (Part-III)

Dear Secretary,

As you are aware, 'Azadi Ka Amrit Mahotsav' (AKAM) is being celebrated to commemorate the 75 glorious years of a progressive Independent India. 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. The display/hoisting/use of the Indian National Flag is governed by the Flag Code of India, 2002 and the Prevention of Insults to National Honour Act, 1971.

2. The Flag Code of India, 2002 was amended vide Order dated 30<sup>th</sup> December, 2021 and paragraph 1.2 of Part-I of the Flag Code of India, 2002 shall now be read as under:-

**1.2. "The National Flag shall be made of hand spun and hand woven or machine made, cotton/polyester/wool/silk khadi bunting."**

3. The Flag Code of India, 2002 has been further amended vide Order dated 20<sup>th</sup> July, 2022 and clause (xi) of paragraph 2.2 of Part-II of the Flag Code of India, 2002 shall now be read as under:-

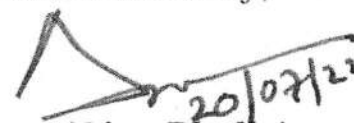
**(xi) "where the Flag is displayed in open or displayed on the house of a member of public, it may be flown day and night;"**

4. I am enclosing the salient features of the Flag Code of India, 2002 including changes made therein on 30<sup>th</sup> December, 2021 & 20<sup>th</sup> July, 2022. FAQs about the use/display of the Indian National Flag are also enclosed. You are requested to ensure that these are widely disseminated among various organisations/PSUs under your administrative control.

With regards.

Encl.: as above

Yours sincerely,

  
(Ajay Bhalla)

Secretaries of all Ministries/Departments of Government of India.



## **Frequently Asked Questions (FAQs) about the Indian National Flag**

**Q1. Is the use, display and hoisting of the National Flag guided by any overarching set of instructions?**

Yes– the ‘Flag Code of India 2002’ and the Prevention of Insults to National Honour Act, 1971.

**Q2. What is the Flag Code of India?**

The Flag Code of India brings together all laws, conventions, practices, and instructions for the display of the National Flag. It governs the display of the National Flag by Private, Public, and Government Institutions. The Flag Code of India took effect on 26<sup>th</sup> January 2002.

**Q3. Which material can be used to produce the National Flag?**

The Flag Code of India, 2002 was amended vide Order dated 30<sup>th</sup> December, 2021 and National Flag made of polyester or machine made Flag have been allowed. Now, the National Flag shall be made of handspun and handwoven or machine-made, cotton/polyester/wool/silk/khadi bunting.

**Q4. What is the appropriate size and ratio of the National Flag?**

As per paragraph 1.3 & 1.4 of the Flag Code of India, the National Flag shall be rectangular in shape. The Flag can be of any size but the ratio of the length to the height (width) of the National Flag shall be 3:2.

**Q5. Can I display the National Flag at my home?**

As per paragraph 2.2 of the Flag Code of India, a member of the public, a private organization, or an educational institution may hoist/display the National Flag on all days or occasions in accordance with the dignity and honour of the National Flag.

- The National Flag shall not be displayed or fastened in any manner as may damage it
- The National Flag should not be flown from a single masthead (top part of a flagpole) simultaneously with any other flag or flags
- The National Flag shall not be used to cover a speaker's desk, nor shall it be draped over a speaker's platform
- The National Flag shall not be used as a portion of costume or uniform or accessory of any description which is worn below the waist of any person nor shall it be embroidered or printed on cushions, handkerchiefs, napkins, undergarments or any dress material

**Q9. Are there any rules for prevention of insult to the Indian National Flag?**

Yes. In accordance with explanation 4 to section 2 of "the Prevention of Insults to National Honour Act, 1971", the following should be observed:

- The National Flag shall not be used as a form of drapery in any form whatsoever, including private funerals
- The National Flag shall not be used as a portion of costume or uniform or accessory of any description which is worn below the waist of any person nor shall it be embroidered or printed on cushions, handkerchiefs, napkins, undergarments or any dress material
- There shall be no lettering upon the National Flag
- The National Flag shall not be used to wrap, receive, or deliver things
- The National Flag shall not be used to cover the sides, back, and top of any vehicle.



- Prime Minister
- Cabinet Ministers, Minister of State, and Deputy Ministers of the Union
- Chief Minister and Cabinet Minister of a State or Union Territory
- Speaker of the Lok Sabha, Deputy Chairman of Rajya Sabha, Deputy Speaker of Lok Sabha, Chairman of Legislative Councils in States, Speakers of the Legislative Assemblies in States and Union Territories, Deputy Chairman of Legislative Council in States, Deputy Speakers of Legislative Assemblies in States and Union Territories
- Chief Justice of India
- Judges of Supreme Court
- Chief Justice of High Courts
- Judges of High Courts

**Q13. How can we display the Indian National Flag along with flags of other nations?**

- As per paragraph 3.32 of the Flag Code of India, when the National Flag is displayed in a straight line with flags of other countries, the National Flag shall be on the extreme right. The flags of other nations will follow in an alphabetical order as per the English versions of names of the nations.
- If the flags are flown in a closed circle formation, the National Flag is flown first and is followed by flags of other national in a clockwise manner.
- When the flag is displayed against the wall with another flag from crossed staffs, the National Flag shall be on the right and its staff will be in front of the staff of the other flag.

## Salient Features of Flag Code of India, 2002

1. The Indian National Flag represents the hopes and aspirations of the people of India. It is the symbol of our national pride and there is universal affection and respect for, and loyalty to, the National Flag. It occupies a unique and special place in the emotions and psyche of the people of India.
2. The hoisting/use/display of the Indian National Flag is governed by the Prevention of Insults to National Honour Act, 1971 and the Flag Code of India, 2002. Some of salient features of the Flag Code of India, 2002 are listed below for the information of the public:-
  - a) The Flag Code of India, 2002 was amended vide Order dated 30<sup>st</sup> December, 2021 and National Flag made of polyester or machine made Flag have been allowed. Now, the National Flag shall be made of hand spun and hand woven or **machine made**, cotton/**polyester**/wool/silk khadi bunting.
  - b) A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions, ceremonial or otherwise, consistent with the dignity and honour of the National Flag.
  - c) The Flag Code of India, 2002 was amended vide Order dated 19<sup>th</sup> July, 2022 and clause (xi) of paragraph 2.2 of Part-II of the Flag Code of India was replaced by the following clause:-

**(xi) “where the Flag is displayed in open or displayed on the house of a member of public, it may be flown day and night;”**
  - d) The National Flag shall be rectangular in shape. The Flag can be of any size but the ratio of the length to the height (width) of the Flag shall be 3:2.
  - e) Whenever the National Flag is displayed, it should occupy the position of honour and should be distinctly placed.
  - f) A damaged or dishevelled Flag shall not be displayed.



संजय कुमार जैन  
संयुक्त सचिव  
SANJAY KUMAR JAIN  
JOINT SECRETARY

75  
Azadi Ka  
Amrit Mahotsav



भारत सरकार  
वित्त मंत्रालय  
लोक उद्यम विभाग  
Government of India  
Ministry of Finance  
Department of Public Enterprises

D.O. No. 1(12)/2021-Coord  
22<sup>nd</sup> July, 2022

Dear Chief Executive,

As you would be aware that the Government has approved the programme of 'Har Ghar Tiranga' under the aegis of the Azadi Ka Amrit Mahotsav (AKAM). The central theme of the programme is to inspire every Indian to hoist the National Flag at their home and invoke the feeling of patriotism in the hearts of the citizen and promote awareness about our National Flag.

2. The Committee of Secretaries headed by Cabinet Secretary reviewed the preparations of the programme (Hoisting/Display of National Flag in Households from 13<sup>th</sup> to 15<sup>th</sup> August, 2022) in the meeting held on 18<sup>th</sup> July, 2022 and has *inter alia* made following recommendations in this regard.

- (i) All Ministries/Department may adopt a 'Whole of Government' approach and engage closely with M/o Culture to ensure that the objectives of Har Ghar Tiranga are fully achieved.
- (ii) Ministries/Department to generate momentum through special outreach activities, fully leveraging their institutional machinery and their reach in States to make it a people-centric movement, with maximum Jan Bhagidari.
- (iii) Ministries/Department may encourage their CPSEs and related Industry Associations/Corporate Sector to help in procurement and distribution of flags.
- (iv) All Ministries/Departments may hold meetings and finalize their respective Action Plans for implementing Har Ghar Tiranga programme, on priority. It must be ensured that National Flags are made available to all employees for purchase.
- (v) M/o Culture may obtain Har Ghar Tiranga Action Plans from all Ministries/Departments and closely follow up on the progress made on the identified action points.

3. It is accordingly requested that all CPSEs may draw up their action plan for promoting 'Har Ghar Tiranga' programme as per the above and share the same with their concerned Administrative Ministry/Department. DPE vide letter dated 19<sup>th</sup> July, 2022 has already requested all CPSEs for procuring their requirements of National Flags. It may also be ensured that instructions contained in the Flag Code of India are duly followed in this regard.

With regards,

Yours sincerely,

(Sanjay Kumar Jain)

To CMDs/MDs of all CPSEs