



ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

बहादुरशाह जफ़र मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

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08th June, 2022

Subject: Har Ghar Tiranga Programme under Azadi ka Amrit Mahotsav– Reg.

Respected Madam/Sir,

The Indian National Flag is a symbol of nation's pride and values. To further honor our flag the 'Har Ghar Tiranga' programme has been approved by the National Implementation Committee (NIC) of the Azadi Ka Amrit Mahotsav (AKAM). The Har Ghar Tiranga programme is to bring the flag home, as our connect with the flag is more formal and institutional than personal. The programme envisages hoisting the National Flag in all households during the Independence Week i.e. 11th-17th August 2022. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of citizens and promote awareness about our national flag.

HEIs across the country can play a huge role in spreading awareness about the Har Ghar Tiranga programme and motivating families to hoist the National Flag during the Independence Week. All information, on the "Har Ghar Tiranga" program is available at <https://amritmahotsav.nic.in/har-ghar-tiranga.htm> and designs/creatives to be used will be uploaded on the same. Through this website, students would be facilitated to know/acknowledge the importance of freedom as well as the struggle by freedom fighters to achieve this freedom.

A week before the Independence Week, essay competition, drawing competition and singing competition may be organized in universities and colleges to build tempo among students. For awareness building and buzz creation, HEIs may also organize Nukkad Nataks, Prabhat Pheries, presentation etc. with a specific call to action on Buying/Gifting a Flag. Flags can be purchased, gifted from www.harghartiranga.com. It is mandatory to obey the 'Flag code of India' 2002 (**enclosed**), to govern the usage of the National flag by the citizens.

In this regard, all the Vice-Chancellors of Universities and Principals of the colleges are requested to disseminate the information on **Har Ghar Tiranga** program with their faculty members, students and stakeholders and to encourage them to urge their family members to hoist the National Flag in their respective households. Institution may upload their participatory videos of 'Har Ghar Tiranga' programme on their social media platforms like Twitter, YouTube, Facebook, Instagram etc. and also share the details on the UGC University Activity Monitoring Portal (UAMP) <https://uamp.ugc.ac.in>.

With kind regards,

Yours sincerely,

(Rajnish Jain)

Encl: As above

To

- The Vice-Chancellors of all the Universities
- The Principals of all Colleges