

गोविंद मोहन
86003/2022/ESTB1
Govind Mohan
Secretary

AMM



भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001

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

D.O. No. - 42-22/119/2022-AKAM

May 23, 2022

Dear Anirudh Tiwari

AMM

The Indian National Flag is a symbol of national pride for the entire nation. To further honor our flag, National Implementation Committee headed by the Hon'ble Home Minister which oversees all efforts under Azadi Ka Amrit Mahotsav has approved the programme of 'Har Ghar Tiranga'. It envisages inspiring Indians everywhere to hoist the national flag at their home. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and promote awareness about our national flag.

2. On 20th May 2022, Cabinet Secretary chaired a meeting of 'Committee of Secretaries'(COS) with all Chief Secretaries on "Har Ghar Tiranga" and outlined following tasks to be undertaken to ensure successful implementation of the program: -

- i. Active participation of all employees of State government, State PSUs, self-help groups, civil society organizations etc. and their families under your administrative jurisdiction.
- ii. Corporate and private organizations may also be encouraged to participate and contribute including CSR resources.
- iii. Creating buzz/awareness building by utilizing websites & social media handles of State government. All State government websites to carry banners linking to Amrit Mahotsav Website - Har Ghar Tiranga corner (amritmahotsav.nic.in).
- iv. Outreach sessions with heads of panchayats at the level of concerned departments
- v. Identification of flag distribution and sales point in each village.
- vi. Self-help groups to be leveraged for stitching of flags, supported by local tailoring groups.
- vii. Enmass purchase of flags to be encouraged by panchayats.
- viii. All government buildings and institutions to hoist the flag.
- ix. Communication material via pamphlets, standees, banners etc to be displayed prominently in local language(s).
- x. Vast network of fair price shops to be leveraged as distribution/ sales point for the flags.
- xi. State transport buses to be painted with messages about Har Ghar Tiranga.
- xii. Toll and check points to be branded, utilized for pamphlets & leaflets.

3. In this regard all information on the "Har Ghar Tiranga" program is available at <https://amritmahotsav.nic.in/> and designs/creatives to be used will be uploaded on the same.

4. It is requested to kindly share detailed plan of action of your State on achieving objectives of Har Ghar Jhanda by 31st May 2022 on secy-culture@nic.in.

With kind regards

Yours sincerely,

(Govind Mohan)

Shri Anirudh Tiwari
Chief Secretary
Government of Punjab
Chandigarh.

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ਡਾਇਰੈਕਟੋਰੇਟ ਆਫ ਤਕਨੀਕੀ ਸਿਖਿਆ ਅਤੇ ਉਦਯੋਗਿਕ ਸਿਖਲਾਈ, ਪੰਜਾਬ, ਚੰਡੀਗੜ੍ਹ।

ਪਿੱਠਅੰਕਣ ਨੰ: 284-288

ਕੰਡਕਟ, ਮਿਤੀ: 19-7-2022

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਹੇਠ ਲਿਖਿਆਂ ਨੂੰ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਕਰਨ ਲਈ ਅਗਲੇਰੀ ਯੋਗ ਕਾਰਵਾਈ ਹਿੱਤ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ:-

1. ਪ੍ਰਿੰਸੀਪਲ,
ਸਾਰੇ ਸਰਕਾਰੀ/ਏਡਿਡ ਸੰਸਥਾਵਾਂ।
2. ਸਮੂਹ ਨੋਡਲ ਅਫਸਰ (ਆਪਣੇ-ਆਪਣੇ ਅਧੀਨ ਆਉਂਦਿਆਂ ਸਾਰੀਆਂ ਸੰਸਥਾਵਾਂ ਨੂੰ ਸਰਕੂਲੇਟ ਕਰਦਿਆਂ ਪੱਤਰ ਦੀ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਕਰਨਾ ਯਕੀਨੀ ਬਣਾਉਣ ਹਿੱਤ)
3. ਡਿਪਟੀ ਡਾਇਰੈਕਟਰ (ਕੰਪਿਊਟਰ)
4. ਸਹਾਇਕ ਕੰਟਰੋਲਰ (ਵਿੱਤ ਤੇ ਲੇਖਾ)
5. ਸਾਰੇ ਸੁਪਰਡੈਂਟ (ਮੁੱਖ ਦਫਤਰ) (ਸਮੂਹ ਸਹਾਇਕ ਸੰਸਥਾਵਾਂ ਤੇ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਕਰਵਾਉਣ ਹਿੱਤ)

ਦੁੱਨੀਗ-ਕਮ-ਪਲੇਸਮੈਂਟ ਅਫਸਰ

20/7/2022