

F. No. 8-14/2022-TS.V
Government of India
Ministry of Education
Department of Higher Education
Management Division

Shastri Bhawan, New Delhi
Dated 3rd June, 2022

Office Memorandum

Subject:- Har Ghar Jhanda Programme under Azadi ka Amrit Mahatsov.

The undersigned is directed to refer to this Ministry's O.M. of even number dated 27th May, 2022 and D.O. letter dated 20th May, 2022 from Secretary (Culture) (copies enclosed) on the above-mentioned subject.

2. It is requested to submit the action plan for achieving the objective of Har Ghar Jhanda Programme, so that a consolidated action plan may be submitted to Ministry of Culture.

Encl.: As above.



(Deep C. Lakra)
Under Secretary to the Government of India
Ph.: 011-23385935

To,

- (i) Office of the Secretary, DoSEL.
- (ii) Chairman, UGC.
- (iii) Chairman, AITCE.
- (iv) All Bureau Heads of DHE.
- (v) Commissioner, KVS/Commissioner, JNV.

**F. No. 8-14/2022-TS.V
Government of India
Ministry of Education
Department of Higher Education
Management Division**

Shastri Bhawan, New Delhi
Dated 27th May, 2022

Office Memorandum

Subject:- Har Ghar Jhanda Programme as a part of Azadi ka Amrit Mahatsov:- reg.

The undersigned is directed to refer to this Ministry's OM of even number dated 17.05.2022 regarding the meeting of the Har Ghar Jhanda Programme as a part of Azadi ka Amrit Mahatsov under the chairmanship of Secretary(HE) on 19.05.2022 at 3:00 pm. The minutes of the said meeting, duly approved by Secretary(HE), are enclosed for information / necessary action.



(Deep C. Lakra)

Under Secretary to the Government of India
Ph.: 011-23385935

To,

1. Prof. Anil D Sahasrabudhe, Chairman AICTE
2. Prof. M. Jagadesh Kumar, Chairman, UGC.
3. Ms. Nidhi Pandey, Commissioner, KVS.
4. Shri Vineet Joshi, Additional Secretary, DHE
5. Smt. L.S. Changsan, Joint Secretary, DoSEL
6. Shri R.C. Meena, Joint Secretary, DoSEL
7. Shri P.K. Banerjee, Joint Secretary, DHE
8. Smt Kamini R. Chauhan, Joint Secretary, DHE
9. Shri R. Rajesh, DDG(Stats),DHE
10. Shri M.M. Singh, Director
11. Shri Pradeep Kumar Pandey, DS
12. Shri M. Sridhar, DS

Copy for information to:-

1. O/o Secretary (HE)
2. O/o Secretary (SE&L)

Minutes of the meeting under the Chairmanship of the Secretary (Higher Education) regarding Har Ghar Jhanda Programme as a part of celebration of Azadi Ka Amrit Mahotsav held on 19th May 2022 at Conference Room, DHE, MoE

Members Present

Shri K. Sanjay Murthy, Secretary, DHE and DOSEL (in-charge) – Chairman

From the Ministry of Education:

1. Shri Vineet Joshi, Additional Secretary, DHE
2. Smt. L.S. Changsan, Joint Secretary, DoSEL
3. Shri R.C. Meena, Joint Secretary, DoSEL
4. Shri P.K. Banerjee, Joint Secretary, DHE
5. Smt Kamini R. Chauhan, Joint Secretary, DHE
6. Shri R. Rajesh, DDG(Stats),DHE
7. Shri M.M. Singh, Director
8. Shri Pradeep Kumar Pandey, DS
9. Shri M. Sridhar, DS (Mgt.)
10. Shri Deep C. Lakra US (Mgt.)

From the autonomous institutions:

1. Prof. Anil D Sahasrabudhe, Chairman AICTE
2. Prof. M. Jagadesh Kumar, Chairman, UGC.
3. Ms. Nidhi Pandey, Commissioner, KVS.

The Secretary (HE) welcomed all the members and informed that the 'Har Ghar Jhanda' programme has been approved by the National Implementation Committee (NIC) of the Azadi Ka Amrit Mahotsav (AKAM) and this has been deliberated upon by the Committee of Secretaries (CoS) under then Chairmanship of the Cabinet Secretary. After a brief presentation of the programme (copy of presentation enclosed for ready reference), the Secretary requested for suggestions from all present. After a detailed deliberation, the following salient points were noted:

1. The Har Ghar Jhanda programme is to bring the flag home. The programme envisages to make the connect from official to personal.
2. The programme envisages hoisting the National Flag in all households during the Independence Week, i.e., 11th -17th August 2022.
3. People can buy and gift flags too. A provision like this can be incorporated and prominently displayed in the Vidyanjali portal.
4. The Ministry of Education, through the autonomous bodies namely, the AICTE, UGC, KVS, NVS, CBSE and the INIs shall make efforts so that the message is disseminated to the largest number of students possible.
5. The students would be facilitated to know/acknowledge the importance of freedom as well as the struggle by freedom fighters to achieve this freedom. The Memorandum of Understanding (MoU) signed by the AICTE with the veterans of India, in which,

Military Officer of any level share their experience in schools and colleges, may be leveraged for this. A week before Independence week, essay competition, drawing competition and singing competition may be organized in Schools and colleges to build tempo among students.

6. The Ministry of Culture will be requested to provide a list of Do's and Don'ts related to hoisting of National Flag, so that it can be circulated to the students. Further, the website developed for uploading photos, etc. by the students may also be requested for.
7. Different websites maintained by the Autonomous Bodies as well as the Ministry will have this information prominently displayed through banners, etc.
8. Modalities are being worked out with the stakeholders for availability of the National Flag for as little as Rs. 20-30/- per piece.

The meeting ended with a vote of thanks to the Chair.



Har Ghar Jhanda

Planning the road ahead

Countdown to 15th August 2022

Agenda for Today

- Har Ghar Jhanda
 - A meeting of the Committee of Secretaries (CoS) Chaired by the Cabinet Secretary was held on 13th May 2022 on this subject
 - Secretary Culture made a detailed presentation on the subject
 - Programme approved by the National Implementation Committee (NIC) was discussed
 - Goal of the programme and tasks assigned to Ministry of Education shall be discussed in subsequent slides



Setting the context

- The Indian National Flag is a symbol of national pride for the entire nation.
- To further honour our flag, NIC approved programme of 'Har Ghar Jhanda'
 - The programme envisages hoisting of the National Flag in all households during the Independence Week i.e. 11th – 17th August, 2022
- Har Ghar Jhanda will foster a 'personal connect' to the Tricolor among Indians
- Our connect with the flag
 - More formal and institutional than personal - special days, school, workplace etc.
 - Bringing the flag home as a nation in the 75th year of independence:
 - An act of personal connection to the *Tiranga*.
 - Embodiment of our commitment to nation-building.



Success Marker

10 crore Indian households covering a significant portion of India's population, hoisting the flag during the 'Independence Week' in August, 2022.

**WHOLE OF GOVERNMENT – WHOLE OF SOCIETY
APPROACH CRITICAL TO SUCCESS**

Challenges and Solution 1/2



- As per the original Flag Code, flags could be made only from hand-woven and/or hand spun clothing material. This imposed limitations on the quantity of flags that could be produced in a given time.
- To overcome this problem, necessary amendment has been carried out by the Ministry of Home Affairs (MHA) in Section 1.2 of the Flag Code of India, 2002 on 30.12.2021.

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

Challenges and Solution 2/2

With the amendment in the Flag Code of India,

multiple benefits have been unlocked

- More people can now make the flag.
- More flags can now be produced than before.
- Flags can now be made from varied materials.



30-05-2022



Task Areas

Jobs to be done

Countdown to 15th August 2022

5 key task areas

Awareness building and buzz creation

Translation of buzz into demand for purchase of flag

Manufacturing of flag to meet the potential demand

Logistics to ensure flag reaches home(s) of people

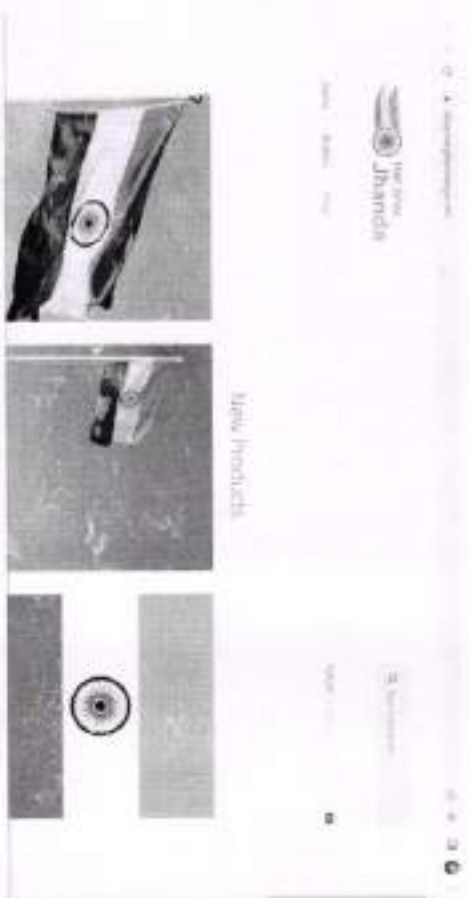
Creation of a finale event/ moment

1. Awareness building and buzz creation

- Har Ghar Jhanda – Anthem + Video
- Social Media campaign
- Publicity and Media
 - SMS, Email, Pamphlet, Wall Painting, Hoardings, Banners, Caller Tunes etc.
- Offline outreach
 - Schools, Colleges, RWAs, Panchayats, Employee groups within and outside Government.
 - Nukkad Natak, Prabhat Pheries, Presentations etc. with specific CALL TO ACTION on Buying/ Gifting a Flag.
- Celebrity and Achiever Shoutouts

2. Translation of buzz into demand for purchase of flag

- Creation of Har Ghar Jhanda website
 - Flags can be purchased, gifted from this website.
 - Website also enables users to upload selfie with the flag.
 - Flags can also be digitally pinned on the map at your location to show commitment to the cause.



www.harghartiranga.com

3. Manufacturing of flag to meet the potential demand 2/2

- Providing spaces near manufacturing facility for other activities
 - Dispatch, packing, accounting, storage of fabric etc.
- Volunteering time/ expertise at such facilities as shramdaan.
 - NYKS, NSS , Party workers, citizens to pitch in
 - Need for a volunteer program framework/outline championed by M/o Youth Affairs & Sports
- Vetting of sellers for onboarding on sale-purchase website
 - Whitelist to be provided by Ministry of Textiles to M/o Culture.
 - Region/ State wise details required as orders mapped to nearest service location.

5. Creation of a finale event/ moment



- What dates may work?
 - 11-17 August has been identified as key window.
 - 15 August – critical for creating a moment in history.
 - May end – announcement in Mann Ki Baat .

30-05-2022



Task Allocation

Who will do what

Countdown to 15th August 2022

Ministry of Culture

1. Awareness building and buzz creation

- A dynamic website that focuses on Har Ghar Jhanda's objectives and is enabled for e-commerce.
- Payment gateway integration (technical part).
- Collaboration – MOU with E – com platforms, digital partners such as Flipkart, Amazon, PayTM etc.

- AKAM Tiranga Anthem.
- Creatives for campaign + Social Media amplification.
- Content on *Tiranga* for circulation to all ministries.
- Anthem/ Website Launch event.
- Finale event – 15th August.

Ministry of Information and Broadcasting



1. Awareness building and buzz creation

1. Tie up with radio, TV broadcasters and OTT platforms to ensure maximum eyeballs for the programme post launch of anthem.
2. Maximum participation of media for launch and finale events.
3. Social Media campaign with celebrities.
4. SMS and push messages campaign in collaboration with MeitY, D/o Telecommunications.



Ministry of Education



1. Schools, Colleges/ Universities across the country can play a huge role in spreading awareness about the Har Gar Jhanda programme and motivating families to hoist the National Flag during the Independence Week
2. DOSEL and DHE to communicate objectives of the programme to school and college-going students through organisations such as UGC, AICTE, CBSE, KVS and NVS
3. Encourage school and college-going students to encourage families to hoist the National Flag
4. Focus to explain the significance of the event to the students
5. Flag distribution at all villages via panchayats, local schools, anganwadis etc.
6. Flag hoisting at Amrit Sarovars in and around villages apart from houses
7. Involvement of freedom fighters and their families
8. Ministry can expand the programme

All Ministries

Creation of a finale event/ moment where everyone comes together

- 15 August – performance of *Tiranga* Anthem at Red Fort.
- Followed by a let's hoist the flag moment.
- Cultural program.



30-05-2022



Thank you.

Challenges and Solution 1/2



- As per the original Flag Code, flags could be made only from hand-woven and/or hand spun clothing material. This imposed limitations on the quantity of flags that could be produced in a given time.
- To overcome this problem, necessary amendment has been carried out by the Ministry of Home Affairs (MHA) in Section 1.2 of the Flag Code of India, 2002 on 30.12.2021.

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

Minutes of Meeting - Har Ghar Jhanda Programme as part of Azadi ka Amrit Mahotsav - Reg**From :** Rai Singh Tarar <management-edu@gov.in>

Mon, May 30, 2022 11:58 AM

Subject : Minutes of Meeting - Har Ghar Jhanda Programme as part of Azadi ka Amrit Mahotsav - Reg

1 attachment

To : chairman <chairman@aicte-india.org>, anju <anju@aicte-india.org>, Prof. Mamidala Jagadesh Kumar <cm.ugc@nic.in>, Nidhi Panday <commissioner-kvs@gov.in>, Vineet Joshi <ashe-moe@gov.in>, L Sweety Changsan <lschangsan@nic.in>, R.C. Meena <r.c.meena@gov.in>, Purnendu Kishore Banerjee <pk.banerjee@nic.in>, Mrs Kamini <jshe-mhrd@nic.in>, R. RAJESH, DDG, Higher Education, MoE <r.rajesh@nic.in>, MURLI MANOHAR SINGH <murlims17573-cgo@gov.in>, Pandey Pradeep Kumar <pandey.pradeep18@nic.in>, Mallagundla SRIDHAR <sridhar65.edu@nic.in>

Cc : K. Sanjay Murthy <secy.dhe@nic.in>, Ms Anita Karwal <secy.sel@nic.in>

Bcc : D.C. LAKRA <dclakra.edu@gov.in>, Ms. Kajal Chakraborty <kajal.ch@nic.in>

Sir/Madam,

Please find attached Office Memorandum No.8-14/2022-TS.V dated 27th May, 2022 regarding Minutes of Meeting - Har Ghar Jhanda Programme as part of Azadi ka Amrit Mahotsav

Thanks & Regards/धन्यवाद एवं सादर

(R S Tarar)/(आर. एस. तरार)

Section Officer (Technical Section-V)/अनुभाग अधिकारी (तकनीकी अनुभाग-5)

Management Division/प्रबंधन प्रभाग

Department of Higher Education/उच्च शिक्षा विभाग

Ministry of Education/शिक्षा मंत्रालय

Room No. 430, C Wing/कमरा नंबर 430 सी विंग

4th Floor, Shastri Bhawan/चौथी मंजिल, शास्त्री भवन

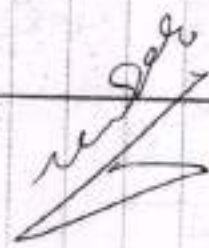
New Delhi-110001/नई दिल्ली - 110001

Tel No. - 011-23385387/टेलीफोन नंबर - 011-23385387

Intercom - 452/इंटरकॉम-452

Also issued by vide F.T.S.No. 1068796/22
1068812/22

Acknowledgement Book


| No. | Month & Date | Name & Address | Contents | By whom delivered | Acknowledgement |
|-----|--------------|---|--|--|-----------------|
| 1 | 30/05/22 | F.No. 8-14/2022-TS.V To o/o Secretary (HE) o/o HE Sub: MHT Has Ghar Shanda Programme | |  | |
| 2 | 30/05/22 | F.No. 8-14/2022-TS.V To, Ms. NEDHE PRADY (Commissioner) Sub: MHT Has Ghar Shanda Programme | 30 MAY 2022 RECEIVED MHT Has Ghar Shanda Programme | | |

NEERAJ

Acknowledgement

| No. | Month & Date | Name | Contents |
|-----|--------------|-------------------------|----------|
| ③ | 30/05/22 | F.No. To, Subject | |
| ④ | 30/05/22 | F.No. To, Subject | |

NEERAJ

| By whom delivered | Acknowledgement |
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Acknowledgement Book

| No. | Month & Date | Name & Address | Contents | By whom delivered | Acknowledgement |
|-----|--------------------------------|--|--|--|-----------------|
| ③ | 29/5/22 30/05/22 | F.No. - 8-14/2022 - TS.V To, Prof. M. Jagadeesh Kumar (Chairman UGC) | | 30 MAY 2022 RECEIVED Principal Director/Min. of Education | |
| ④ | 30/5/22 | F.No. 8-14/2022 - TS.V To, Prof. Anil D. Sahasrabudhe (Chairman AICTE) | Subject - MornHar Ghar Gharada Programme | 30 MAY 2022 RECEIVED Principal Director/Min. of Education | |
| | | Subject - MornHar Ghar Gharada Programme | | | |

NEERAJ

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

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

May 20, 2022

Dear Sanjay :

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 citizen and promote awareness about our national flag.

2. On 13th May 2022, Cabinet Secretary chaired a meeting of 'Committee of 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 your Ministry/Department, PSUs, subordinate organizations, Self-help groups, civil society organizations etc. and their families under your administrative jurisdiction.
- ii. Corporate and private organizations may also be encouraged, wherever possible, to participate and contribute including CSR resources.
- iii. Creating buzz/awareness building by utilizing the websites under the Ministry/Department, as also the social media handles.
- iv. Disseminating the information on the Har Ghar Tiranga program to University and College going students.
- v. Communicating objectives of the programme to College going students through organisations such as UGC etc.
- vi. Encouraging college-going students and their families towards hoisting the national flag.
- vii. Outreach to teaching staff and their families.

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 Ministry on achieving objectives of Har Ghar Tiranga by 31st May 2022 on secy-culture@nic.in.

With kind regards

Yours sincerely,

(Govind Mohan)

Shri K Sanjay Murthy
Secretary
Department of Higher Education
Ministry of Education
Shastri Bhawan, New Delhi - 110001