



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

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

बहादुरशाह जफर 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

F. No. 1-27/2022(e.Gov)

19th July, 2022

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

Respected Madam/Sir,

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.

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. It is envisaged that all citizens will be encouraged to hoist Tiranga in their home during the period **13-15th August**.

A week before the Independence Week, essay competitions, drawing competitions and singing competitions 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, presentations 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 during the period from **13th-15th August, 2022**, and making the 'Har Ghar Tiranga' Campaign a resounding success.

Institutions are also requested to upload their participatory videos of 'Har Ghar Tiranga' programme on their social media platforms like Twitter, YouTube, Facebook, Instagram etc. and also share the detailed activity plan for organizing the above events on the UGC University Activity Monitoring Portal (UAMP) <https://uamp.ugc.ac.in> latest by **25th July, 2022**.

With kind regards,

Yours sincerely,

(Rajnish Jain)

Encl: As above

To

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