

# Har Ghar Tiranga 2024

***Action Points for Ministries***

# Har Ghar Tiranga 2024

This time, there are several collective endeavors planned to mark Har Ghar Tiranga.



**Tiranga Yatras**



**Tiranga Rallies**



**Tiranga Runs**



**Tiranga Concerts**



**Tiranga Canvas**



**Tiranga Pledge**



**Tiranga Selfies**



**Tiranga Tribute**



**Tiranga Mela**

# Deep dive into each activity 1/3

Activity	Details
Tiranga Yatras	<ul style="list-style-type: none"><li>▪ <b>Tiranga Yatras are a key part of the Har Ghar Tiranga movement.</b></li><li>▪ Young and old, men and women all may join the yatras across the length and breadth of India to celebrate and honour the National Flag, bringing a sense of national pride and unity.</li></ul>
Tiranga Rallies	<ul style="list-style-type: none"><li>▪ <b>Bike, cycle, and car rallies</b> dedicated to the spirit Tiranga are organized as part of Har Ghar Tiranga with active participation of hobby groups, youth volunteers, representatives of States.</li></ul>
Tiranga Runs and Marathons	<ul style="list-style-type: none"><li>▪ <b>Runs and marathons dedicated to the spirit of Tiranga</b> celebrating the values of the national flag to be scheduled in the run up to Independence Day.</li><li>▪ People from all walks of life are encouraged to join and honour the flag that binds us all together.</li></ul>

# Deep dive into each activity 2/3

Activity	Details
Tiranga Concerts	<ul style="list-style-type: none"><li>▪ Large public concerts will be organized with patriotic music.</li><li>▪ The Tiranga Anthem from the Ministry of Culture will be played at all concerts.</li><li>▪ These events aim to create a festive atmosphere and celebrate our national pride through music.</li><li>▪ <b>Tiranga Anthem will be available for download in the download section of Har Ghar Tiranga website.</b></li></ul>
Tiranga Canvas	<ul style="list-style-type: none"><li>▪ Tiranga Canvases will be set up at event venues where people can write 'Har Ghar Tiranga' or 'Jai Hind' in any Indian language.</li><li>▪ Each canvas is designed in the same ratio as the national flag (3:2).</li><li>▪ <b>Reference design template for the Tiranga Canvas available for download on Har Ghar Tiranga website.</b></li></ul>
Tiranga Pledge	<ul style="list-style-type: none"><li>▪ The Tiranga Pledge will be part of all programs, encouraging people to commit to the values of the flag. Community cleaning and pledge-taking activities will be organized near Shilaphalakams from earlier campaigns, reinforcing the spirit of the Tiranga.</li><li>▪ <b>Approved copy of Tiranga pledge will be available for download in the download section of Har Ghar Tiranga website.</b></li></ul>

# Deep dive into each activity 3/3

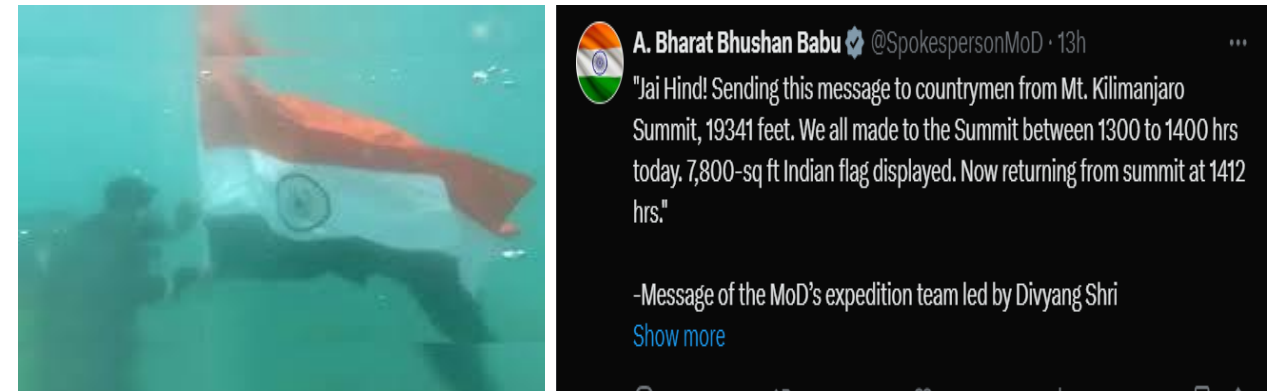
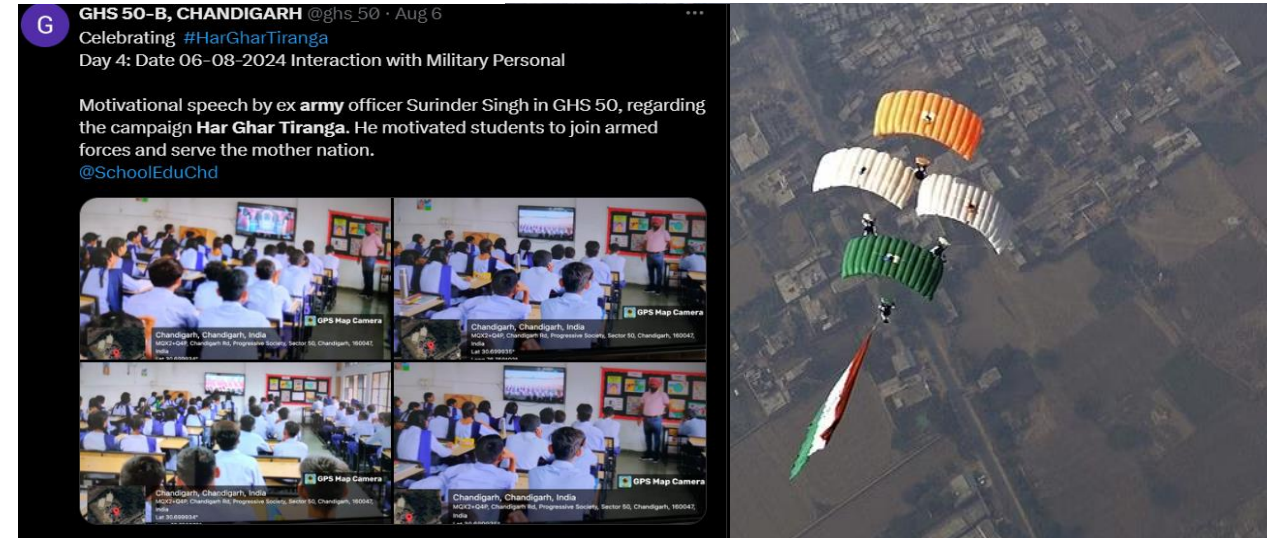
Activity	Details
Tiranga Selfies	<ul style="list-style-type: none"><li>Participants are encouraged to hoist the flag and take selfies with the Tiranga and upload them to the Har Ghar Tiranga website (<a href="http://harghartiranga.com">harghartiranga.com</a>).</li><li>Certificates can be shared on social media with <b>#HarGharTiranga</b> and <b>#HGT2024</b>.</li></ul>
Tiranga Tribute	<ul style="list-style-type: none"><li><b>Bravehearts and freedom fighters, along with their families,</b> to be remembered, honored and felicitated in local programs on behalf of a grateful nation.</li></ul>
Tiranga Melas	<ul style="list-style-type: none"><li><b>Tiranga Melas</b> will support local artisans and add to the festive mood.</li><li>Stalls selling flags, merchandise, and food will be set up around event venues, creating a lively and celebratory atmosphere.</li></ul>



1. Hoist the Indian National Flag
  2. Post your selfie on Harghartiranga.com
  3. Tweets via social handles leaders
  4. Banner change on website
  5. Tiranga pledge taking activities (individual and group)
  6. Play the Tiranga Anthem in all programmes and outreach via social media posts
  7. Send HGT Report card of activities
  8. For flags please contact D/o Post.
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- **MENTION** : All ministries are requested to review their Har Ghar Tiranga activities of the last two years and make plans accordingly for Har Ghar Tiranga 2024



- All military personnel and their families encouraged to hoist the Indian National Flag
- **Outreach activities with War Heroes, Veterans and families, Champions in Sports across schools in Cantt. areas.**
- **Tiranga on the Highest Peaks**
- **Sky Diving with Tiranga**
- **Tiranga Scuba Dive**



- **Tiranga Runs** where participants carry the national flag, highlighting the spirit of unity and fitness.
- **Tiranga Bike Rallies** with riders carrying the national flag, symbolizing speed, strength, and patriotism.
- **Cleaning and pledge taking activities** near shilaphalakam + **Tiranga Marches** with the national flag in their respective localities
- **Tiranga Canvas** activities at all Canteens and Mess.





- All CAPF and Paramilitary personnel and their families encouraged to hoist the Indian National Flag
- Special focus in border areas – Bengal, North East, J&K etc., areas with naxal issues
- **Participation in State Level Programmes**
- **Selfies with Tiranga**
- **Social media outreach with leaders**
- **Tiranga Marches** with the national flag in their respective localities
- **Tiranga Runs** where participants carry the national flag, highlighting the spirit of unity and fitness.
- **Tiranga Bike Rallies** with riders carrying the national flag, symbolizing speed, strength, and patriotism.
- **Cleaning and pledge taking activities** near shilaphalakam
- **Tiranga Canvas** activities
- **Flag-hoisting ceremonies, parades, and other patriotic events** to mark the occasion.



- **Har Ghar Tiranga Events across Railway Stations with active participation of passengers.**

- Face painting, Tiranga quiz, Tiranga canvas,
- Cultural performances, patriotic songs, skits etc.
- Tiranga Exhibitions – Visits of school children to see the exhibition.
- Tiranga Selfie Booths at all stations

- **Announcements and LED display**

- Station Announcements
- Digital Display Boards etc.



- **Special programmes at Stations connected to freedom fighters**
  - Felicitation of freedom fighters
  - Visits to homes of freedom fighters
  - Special spotlight on any station – that has a direct flag story/history connect.
- **Outreach to ensure all Railway Colonies and Houses hoist the Tiranga and Post Tiranga Selfies**
- **Reviews may be undertaken to ensure messages have percolated to every Division/DRM etc.**



# Lighting Up of Railways Stations





- **Tiranga Corners in all airports:** Selfie booths, Displays etc.
- **Tirangas in all houses in airport colonies**
- **Har Ghar Tiranga Events across Airports with active participation of passengers.**
  - Face painting, Tiranga quiz, Tiranga canvas,
  - Cultural performances, patriotic songs, skits etc.
  - Display of Tiranga Exhibitions
- **Lighting of Airport Buildings,**
- **Outreach amongst Airline Operators, Airport Managers : VCs may be held.**
- **Announcements and LED display**
  - In flight Announcements
  - Digital Display Boards etc.





- **Logo Flips and Tiranga Tickers on TV Channels**
  - Channel logo intermittently becomes the flag , mentions Har Ghar Tiranga
  - Running tickers on Har Ghar Tiranga on TV channels
- **Public Service Advertisements on Tiranga**
- **Social Media campaign with celebrities**
  - **Hindi** film industry , artists who work in **Hindi TV serials / music industry**
  - **South** film industry, artists who work in **Tamil/ Telegu, Malayalam, Kannada TV serials / music industry**
  - **Bangla** film industry, artists who work in **Bangla TV serials / music industry**
  - **Marathi/ Gujarati** film industry, artists who work in **Marathi/ Gujarati TV serials / theatre / music industry**
  - **Punjabi** film industry, artists who work in **Punjabi TV serials / music industry**
  - **Spiritual Gurus, Motivational Speakers, Celebrity Teachers with own YouTube Channels**

- Other influencers
  - YouTube Creators** : Home care and Cooking , Fashion & Beauty, Sports and Fitness, Spiritual Content, Environment & Gardening, Technology and Gadgets
  - Daily Vloggers** across language (loyal audience base)
- Stories around any surviving flags connected to 1947 using available footage and information.**
  - Army Mess in Delhi, Fort Chennai, National Archives and others
- Stories of people who died holding the Tiranga.**
  - <https://amritmahotsav.nic.in/unsung-flag-martyrs-hgt.htm>



The First Nation Flag, unfurled by the first Prime Minister of Free India, is in possession of the Army Battle Honours Mess, New Delhi.



Inserting of new white silk cloth support beneath the tri colour support with rolling method

- **Tie up with local PIB, radio channels for live coverage of Yatras, Runs and Rallies**
  - State nodal for Har Ghar Tiranga available with Ministry of Culture
  - Local PIB units may contact state nodals for further amplification, ensure schedules also reach private media.
  - Maximum participation of media for launch and finale events, State events etc.
  
- **SMS and push messages campaign in collaboration with MeitY, D/o Telecommunications**



- **Encourage flag vendors to participate in Har Ghar Tiranga movement**
- **Outreach amongst weaver and artisan communities.**
- **Handicraft** : Tiranga merchandise for Tiranga melas
- **Special programmes and installations:** across all locations of National Institute of Fashion Technology
- **Integrate Tiranga** in existing exhibitions and programmes being undertaken by the Ministry.
  - Example : Know Your Weaves, Plantation activities etc.



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान  
National Institute of Fashion Technology



- **Jago Grahak Jago Vans**
  - Pamphlet distribution, Audio outreach
  - For vans with LEDs – digital display
- **Bureau of Indian Standards**
  - Social Outreach of Flag Code
  - Tiranga Quiz, Tiranga Canvas , Tiranga Pledge etc – outreach among 1 lakh BIS clubs with students of 9-12 standards
- **Outreach to E-commerce vendors to create Har Ghar Tiranga corners**



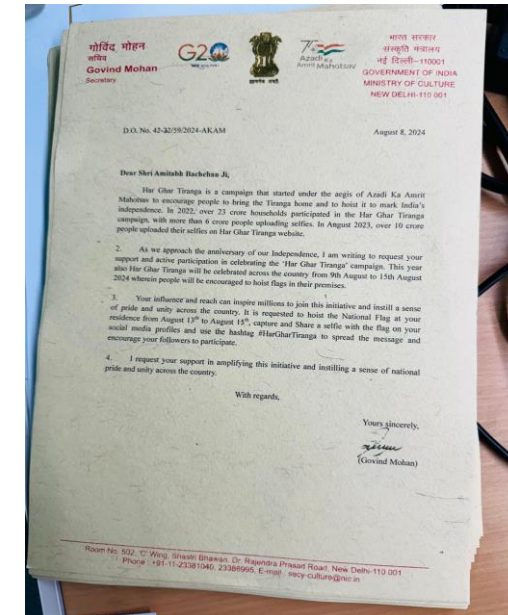


YOUTH AFFAIRS	SPORTS
<ul style="list-style-type: none"><li>▪ <b>Door to Door Outreach with Tiranga via My Bharat volunteers, NSS and others</b></li><li>▪ <b>Cleaning activities + Pledge taking around Shilaphalakams</b></li><li>▪ <b>Tiranga Marches</b> with the national flag in their respective localities</li><li>▪ <b>Tiranga Runs and marathons</b> where participants carry the national flag, highlighting the spirit of unity and fitness.</li><li>▪ <b>Tiranga Cycle and Bike Rallies</b> with riders carrying the national flag, symbolizing speed, strength, and patriotism.</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Programmes across all locations of Sports Authority of India</b></li><li>▪ <b>Returning Olympians</b><ul style="list-style-type: none"><li>▪ <b>Video Appeal</b> to public to participate in HGT, hoist flag, post selfies etc.</li><li>▪ <b>Participation in Tiranga Yatras</b> as part of Welcome Back ceremonies</li><li>▪ <b>Hoist the flag</b> at home</li><li>▪ <b>Click Selfie</b> – post on social media, upload on HGT website</li></ul></li><li>▪ <b>Outreach with Past Olympians for similar support and amplification.</b></li><li>▪ <b>Runs, Rallies, Pledge taking etc.</b></li></ul>

- **Sale of Tirangas:** Social posts to mention details, contact number for enquiries by post office
- **Community Outreach via Postman:**
  - **In every village/city postman to visit 5-10 important people** – teachers/ doctors/ sportspersons/ achievers and give the Tiranga.
  - **Click a picture and post on social media.**
  - If possible, **record an appeal for participation in HGT** from the person on phone.
  - Request the person to amplify HGT from his / her social channels/ pages.
- **Tiranga Yatras and Cycle Rallies**
- **Display of Tiranga Exhibition at post Offices**
- **Selfie points at all post offices**



- **Delivery of Har Ghar Tiranga letters to all MLAs of entire country through D/o Post.**
- **Door to Door Celebrity Outreach with Tiranga.**
  - Along with the Flag request to please deliver letter for influencer/ celebrity/ VIP for outreach support
  - In case list of proposed visits available – more letters would be provided OR such letters may be written by D/o Post itself.



- **Collaborations and Outreach With ‘Creator Award Winners’**
- Ensuring all **Govt websites banners are changed to Har Ghar Tiranga banners** for duration of campaign.
- **Quiz** on Tiranga
- **Tiranga Reels**
- **Outreach via all regional handles of MyGov**
  - In case list of proposed visits available – more letters would be provided OR such letters may be written by D/o Post itself.



THANK YOU!

*Action Points for Ministries*