

**भारतीय मानक ब्यूरो/Bureau of Indian Standards**  
(प्रशासन विभाग/Administration Department)

**परिपत्र/Circular**

**Subject: "Har Ghar Tiranga" campaign – reg.**

This is in continuation of our Circular ref. No. BIS HQ/ADMN/Circular (36)/2024 dated 06 August 2024 on the above subject. Now, Administration Department has received a D.O. letter ref. No. 42-22/62/2024 –AKAM dated 05 Aug 2024 of the Secretary, Ministry of Culture, Govt. of India, New Delhi regarding action plan for celebrating the 'Har Ghar Tiranga' campaign (copy enclosed).

2. In this connection, all offices of BIS have to comply with the above said D.O. and celebrate 'Har Ghar Tiranga' campaign in all offices of BIS, as per details given below:

- (i) All offices of BIS celebrate the 'Har Ghar Tiranga' campaign from 09 Aug 2024 to 15 Aug 2024 under the aegis of Azadi Ka Amrit Mahotsav (AKAM) to encourage people/employees/stakeholders etc. to bring the Tiranga home and to hoist it to mark India's independence.
- (ii) During the campaign, all offices of BIS including HQs has instructed to hoist the National Flag in their households premises, and upload the selfies with the National Flag on the official website i.e. [www.harghartiranga.com](http://www.harghartiranga.com).
- (iii) The buildings/premises will be decorated with lighting in Tricolour (Tricolour of National Flag).
- (iv) All employees including contractual staff of all BIS offices has instruct to hoist the National Flag in their houses and upload the selfies with National Flag on the official website i.e. [www.harghartiranga.com](http://www.harghartiranga.com).
- (v) The massive outreach and success this campaign through Gram Panchayat Sensitization Program, Licensees meet, Industrial meets, Manak Manthan, BIS Standards Club Groups & other awareness activities.
- (vi) During the campaign, banners, social media coverage, and official hashtags #HarGharTiranga and #SelfieWithTiranga will be used for all campaign related posts to ensure consistency and maximum reach.

3. In view of above, HoDs of all ROs/BOs/Labs/NITS including departments at BIS HQS are requested to comply the above and to upload their Selfies with Tiranga on [www.harghartiranga.com](http://www.harghartiranga.com) and BIS Manak Manch also under intimation to Administration Department at email: [administration@bis.gov.in](mailto:administration@bis.gov.in) on or before 16 August 2024, positively, please.

4. This issues with the approval of Competent Authority.

Encl: as above

Our Ref: ADMN/09/56/2021

  
(संदीप मीना)  
निदेशक (प्रशासन)  
Director (Administration)

Circulated to: All employees including contractual staff of ROs/BOs/Labs/NITS including HQ for kind information and compliance, please.

गजेन्द्र सिंह शेखावत  
Gajendra Singh Shekhawat



संस्कृति मंत्री एवं  
पर्यटन मंत्री  
भारत सरकार  
Minister of Culture and  
Minister of Tourism  
Government of India

D.O.No.42-22/60/2024-AKAM

30 JUL 2024

Dear B L Verma ji,

Har Ghar Tiranga is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark India's independence. In 2022, over 23 crore households participated in the Har Ghar Tiranga campaign, with more than 6 crore people uploading selfies. In August 2023, over 10 crore people uploaded their selfies on Har Ghar Tiranga website.

As we approach the anniversary of our Independence, I am writing to request your esteemed support and active participation in celebrating the 'Har Ghar Tiranga' campaign. This year also Har Ghar Tiranga will be celebrated across Nation from 13<sup>th</sup> - 15<sup>th</sup> August, 2024.

To ensure the massive outreach and success of this campaign, I urge you to encourage all employees in your Ministry/ Department and subordinate bodies to hoist Tiranga at their household premises during Independence week from 13<sup>th</sup> - 15<sup>th</sup> August, 2024 and to upload selfie with Tiranga on [www.harghartiranga.com](http://www.harghartiranga.com).

I believe that with your leadership and active participation, the 'Har Ghar Tiranga' campaign can reach every corner of our nation, fostering a deep sense of unity and patriotism.

With kind regards,

वन्दे मातरम्।

Yours sincerely,

(Gajendra Singh Shekhawat)

Shri B. L. Verma,  
Hon'ble Minister of State for Consumer Affairs,  
Food and Public Distribution, Social Justice and Empowerment,  
Shastri Bhawan, New Delhi

Ministry of Culture : Room No. 501, 'C' Wing, Shastri Bhawan, New Delhi-110001  
Tel : 91-11-23386765, 23381539 Fax : 91-11-23385115, E-mail : office-hcm@gov.in  
Ministry of Tourism : 301, Transport Bhawan, Parliament Street, New Delhi-110 001  
Tel.: +91-11-23710431, 23717969, Fax : +91-11-23731506

Dy. No. 69  
Dt. 08/08/2024

गजेन्द्र सिंह शेखावत  
Gajendra Singh Shekhawat



संस्कृति मंत्री एवं  
पर्यटन मंत्री  
भारत सरकार  
Minister of Culture and  
Minister of Tourism  
Government of India



D.O.No.42-22/60/2024-AKAM

30 JUL 2024

H'ble Prahlad Joshi Sahab,

Har Ghar Tiranga is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark India's independence. In 2022, over 23 crore households participated in the Har Ghar Tiranga campaign, with more than 6 crore people uploading selfies. In August 2023, over 10 crore people uploaded their selfies on Har Ghar Tiranga website.

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To ensure the massive outreach and success of this campaign, I urge you to encourage all employees in your Ministry/ Department and subordinate bodies to hoist Tiranga at their household premises during Independence week from 13<sup>th</sup> - 15<sup>th</sup> August, 2024 and to upload selfie with Tiranga on [www.harghartiranga.com](http://www.harghartiranga.com).

I believe that with your leadership and active participation, the 'Har Ghar Tiranga' campaign can reach every corner of our nation, fostering a deep sense of unity and patriotism.

With kind regards,

वन्दे मातरम् ।

Yours sincerely,

(Gajendra Singh Shekhawat)

**Shri Prahlad Joshi,**  
Hon'ble Minister of Consumer Affairs, Food  
and Public Distribution and New and Renewable Energy,  
Krishi Bhawan, New Delhi

Ministry of Culture : Room No. 501, 'C' Wing, Shastri Bhawan, New Delhi-110001

Tel : 91-11-23386765, 23381539 Fax : 91-11-23385115. E-mail : office-hcm@gov.in

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1. Secy (CA) 2. Secy (F & PD)

गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



75  
Azadi Ka  
Amrit Mahotsav

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

D.O. No. 42-22/62/2024-AKAM

August 5, 2024

Dear Ms. Khare,

Har Ghar Tiranga is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark India's independence. In 2022, over 23 crore households participated in the Har Ghar Tiranga campaign, with more than 6 crore people uploading selfies. In August 2023, over 10 crore people uploaded their selfies on Har Ghar Tiranga website.

2. This year also Har Ghar Tiranga will be celebrated across the country from 9th August to 15th August 2024, wherein people will be encouraged to hoist flags in their premises. To maximize the reach and impact of this campaign, following is requested-

- v>1/1/24*  
*Dir (Plet)*  
*P. Circulate*  
*to all for (H)*  
*Ch*
- All employees under your administrative jurisdiction may be encouraged to hoist flags in their household premises and to upload selfies with the National flag on the official website [www.harghartiranga.com](http://www.harghartiranga.com).
  - Website banners and social media cover pages may be updated with the official 'Har Ghar Tiranga' creatives. All creatives, including the website banner, social media cover image, and other general creatives are available at <https://drive.google.com/drive/folders/1fYZk-fik95AF11iuW9C6cCIVZab2MOM> for download.
  - Official hashtags #HarGharTiranga and #SelfieWithTiranga may be used for all campaign-related posts to ensure consistency and maximum reach

3. I kindly request your support in this national endeavor and hope that the necessary action will be taken to ensure the success of the campaign.

With regards,

Yours sincerely,

*Govind Mohan*  
(Govind Mohan)

*6/8/24*  
*Secy*  
*06/08/24*  
*ASD (H)*

Ms. Nidhi Khare  
Secretary  
Department of Consumer Affairs  
Ministry of Consumer Affairs, Food and Public Distribution  
Krishi Bhawan, New Delhi-110001