



D.O. Letter No.02 /SPLCS/YAT&C/2025, Date:-30-07-2025

To
All the District Collectors & Magistrates.

Sub: Youth Advancement, Tourism & Culture Department –HarGharTiranga (HGT) Campaign 2025 – Implementation at District Level – Instructions Issued– Regarding.

Ref: D.O. No. 42-22/119/2022-AKAM (Pt.II), dated 25.07.2025, from Secretary, Ministry of Culture, Government of India.

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The Ministry of Culture, Government of India, has launched the HarGharTiranga (HGT) Campaign 2025, to be observed from 2nd to 15th August 2025, in three structured phases under the AzadiKa Amrit Mahotsav program. The campaign aims to promote wide-scale public participation in patriotic activities.

2. In this connection, the Ministry has requested all States and Union Territories to conduct the proposed activities as outlined in the letter and annexure.

3. In light of the above, you are here by requested to

- Nominate a Nodal Officer from your district for smooth coordination by 30th July 2025, and forward the information to the Director, Department of Language and Culture at (Mail: apculturecommission@gmail.com)
- Ensure district-wide implementation of campaign activities such as flag hoisting ceremonies, Tiranga rallies, cultural programs, and exhibitions, as per the guidelines enclosed.
- Mobilize participation from educational institutions, Self Help Groups (SHGs), youth clubs, and local bodies.
- Widely publicize the campaign and encourage citizens to upload their “Selfie with Tiranga” at www.harghartiranga.com.
- Kindly ensure that clear photographs and brief descriptions of all campaign-related activities conducted by your department are sent to the Nodal Officer at apculturecommission@gmail.com, to facilitate compilation and onward submission to the Ministry of Culture, Government of India.

4. A detailed framework of the campaign activities and responsibilities is enclosed for your reference and action. You are kindly requested to extend full cooperation to make this campaign a grand success in the state of Andhra Pradesh.

Encl: As stated above

Yours sincerely,

(Ajay Jain)