

Har Ghar Tiranga

**Presentation to States and Union Territories
31 July 2025**

- Since 2022 Har Ghar Tiranga an annual feature of events of Independence Week
- The initiative is aimed creating a personal bond with the national flag of India
- This year Har Ghar Tiranga events have been divided into 3 phases
- Phase 1 will start from 2nd August and go on till 8th August 2025
- Phase 2 will start from 9th August and go on till 12th August 2025
- Phase 3 will start from 13th August and go on till 15th August 2025

1. Starts early – 2nd August onwards – longer duration of campaign
2. Phase wise campaign – 3 different phases
3. Visual led outreach - Lighting and Decorations in public places start early
4. Anchored in reinvigorated spirit of nation building and personal commitment
5. Gratitude to soldiers and security personnel
6. Volunteer Programme – snowball effect

Focus – Phase 1

- Set and invoke patriotic mood
- Create tricolor visual references in public places
- Bring alive the history of the national flag in public discussions
- Act as a countdown to August 15
- Ensure outreach via Tiranga Volunteers

Phase 1 : 2nd August - 8th August 2025 (1/6)

- Decorating school walls and boards with **Tiranga inspired art**
- Share pictures on social media with #harghartiranga2025
- Showcasing **exhibition of Tiranga**
- Ministry of Culture has curated an exhibition on Tiranga
- It will be available for download on HGT website
- Exhibitions may be displayed in schools, public spaces, railway stations, airports, government buildings and during VIP programmes
- Coverage may be spread across 79 locations

- Hosting **Tiranga Rangoli** competitions:
- Host competitions in schools, colleges, public places such as malls/parks
- Where competitions not feasible – demonstration, workshops may be done
- Large size rangoli art on few street also encouraged
- Participate in **Quiz on Tiranga** on My Gov.
- Ministry of Education and MyGov to host Tiranga Quiz on MyGov platform.
- States and UTs may encourage citizens specially students to participate.
- Locally conduct quiz on history of Tiranga.

- **Tiranga Rakhi Making** Competition or Workshop
- States/UTs to organize workshops in schools, colleges, anganwadis, childcare centers, old age homes, night shelters to ensure maximum outreach
- Encourage malls, corporates, RWAs to host workshops
- Department of Posts (DoP) to deliver rakhis to soldiers and police personnel
- **Tiranga Weaves and Threads** – Public Displays and Installations
- Any activity involving tri color thread, showcasing traditional weaves
- Government of States/UTs to showcase displays in public places such as local markets.

- **Letter writing to Jawans and Police Personnel** celebrating spirit of Tirangas
- Schools to organise letter writing inspired by the values and spirit of the Tiranga
- Focus on thanking soldiers and police personnel for security and service to the nation
- Bulk collection of letters from schools and delivery to soldiers and police personnel
- Support of D/o Post , Central Armed Police Forces, M/o Defence may be sought for seamless delivery

- **Week-long special campaign “हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग”, as joint collaboration between Department of Drinking Water and Sanitation, Ministry of Jal Shakti and Ministry of Culture, to be observed from 8th to 15th August 2025.**
- **Campaign builds on the spirit of collective celebration and civic unity, combining the essence of freedom with the resolve for Swachhata and Sujalta (Cleanliness and water sufficiency).**
- **Series of activities across villages/ Gram Panchayats under Swachh Bharat Mission (SBM-G) and Jal Jeevan Mission (JJM), including Swachh Sujal Gaon pledges, community clean-up drives, cleanliness of WaSH assets, awareness activities, water conservation, and culminating in flag hoisting ceremonies at key WaSH infrastructure sites including Amrit Sarovars, Public Places, etc on 15th August 2025.**

- **Volunteer for Har Ghar Tiranga**
- Citizens specially youth are encouraged to take the message of the Tiranga door to door and inspire others to hoist the flag and upload Tiranga selfies.
- Website of Har Ghar Tiranga will have details of registration.
- Volunteers will be able to download volunteer certificates from website.
- States and UTs requested to invite top 10 volunteers to 15th August ceremonies in your State/UT capital.

Special Request (Important)

- **Tiranga Lighting & Projection**
- Start as early as possible – preferably 2nd August onwards
- Maximum visibility and reminders via tricolor lighting and decoration
- Where feasible project the Tiranga on any given surface
- Outreach to cover buildings, monuments, bridges, markets, hotels, dams, RWAs
- Special tricolor decorations and lighting in all local markets
- Tiranga themed garlands, diyas, rangoli in public places specially streets, bus stops
- Special notices and announcements may be issued to ensure optimized participation

Focus – Phase 2

- **Bringing People Together**
- **Creating Moments**
- **Celebratory Tone**
- **Tricolor Visibility Everywhere**
- **Sale of Tiranga**
- **Media Spotlight**
- **Selfie Upload**

- **Big Event – Tiranga Mahotsav**
- **Organize State/UT level VIP event at a centrally located venue with high janbhagidari**
- **Event to be held in presence of VIP - Chief Minister, LG, Governor of the State/UT**
- **Ensure presence of Local MLA, MPs and other achievers, sportspersons at the event**
- **Audience members to have Tirangas in hand**
- **Venue to be decorated in tricolor theme**

- The VIP event to comprise of two key activities
- **Tiranga Mela** : focus on local products, participation of SHGs.
- **Tiranga Concert** : focus on patriotic songs with well known singers.

Mela Components

- Organize Tiranga Mela (similar to Saras Mela)
- Collaboration with Ministry of Rural Development for stall support if required
- Sale of Tiranga color theme items (garland/diyas food/clothing/ handicraft etc.)
- Display of Tiranga exhibition during the mela.
- HGT selfie-booths to be prominently displayed and facilitated with proper branding for encouraging selfie uploads on the website www.harghartiranga.com.



Suggested Flow of VIP Programme

- Arrival and walk through mela area
- Interaction with people at stalls
- Guided walk-through exhibition on Tiranga
- Arrival on stage
- Welcome and Felicitation
- Speeches
- Playing of Tiranga Anthem
- Tiranga Concert*
- Departure
- *VIP may attend starting 1-2 songs incase of time constraint

- **Tiranga Bike Rally and/or Tiranga Cycle Rally**
- Organize Tiranga bike and cycle rallies
- Seek support and collaboration of NSS, CAPF and others
- Play the Tiranga Anthem and other patriotic songs

- **Tiranga Yatras with high Janbhagidari**
- Organize Tiranga Yatras with very long spread of tricolored fabric/flags in hand.
- Ensure coverage across urban and rural areas, across blocks and panchayats
- Ensure participation of school children, youth and people of all segments of society
- Create long human chains. **Setting of records are encouraged**
- Play the Tiranga Anthem and other patriotic songs

- **Tiranga sale and distribution**
- **Active participation of SHGs**
- **Ensure maximum local production and procurement**
- **Coordinate with E-Commerce Vendors**
- **Ensure on time / adequate sale and distribution of flags**
- **Keep number of Household in your State/UT in consideration while planning**

- **Media Amplification and Activation**
- Ensure media amplification through State PIBs and DIPRs
- **One press conference**, Regular press releases
- Special outreach via radio
- **Social media amplification using #HarGharTiranga2025, #HarGharTiranga**
- Amplification via local achievers, sports persons, celebrities
- Tag Ministry of Culture and AKAM handles for national amplification of local efforts.
- **Share real-time pictures and updates in HGT 2025 STATE NODAL GROUP**
- Tiranga Anthem to be made part of programmes and media coverage
- Change social handle and website banners to Har Ghar Tiranga

- Display of the flag at home, office, car
- Selfie Upload
- Tricolor Visibility Everywhere
- Records with Tiranga
- Media Spotlight
- Data sharing with Ministry of Culture

Phase 3: 13th August – 15th August 2025

- **Flag hoisting**
- Ceremonies across the country
- Participation of all
- Coverage : Urban and Rural
- **Selfie with Tiranga**
- Uploads on the website www.harghartiranga.com

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