

Corporate Office

Admin & PR Branch

1<sup>st</sup> Floor, Bharat Sanchar Bhawan,

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New Delhi-110001.

Ph: 011-23734157.



भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

BSNL CO/Admn-III-Pt/Misc./2021

Dtd 8<sup>th</sup> August, 2024

To

All CGMs,  
BSNL.

Subject: 'Har Ghar Tiranga' Campaign from 9<sup>th</sup>-15<sup>th</sup> August, 2024-Regarding.


Kindly find enclosed herewith letter no.16-11/2022-O&M dated 08.08.2024 from Under Secretary(C&A), DOT, DO Letter No 42-22/2024-AKAM dtd 5<sup>th</sup> August, 2024 from Ministry of Culture & DO Letter No. 1223863 dtd 3<sup>rd</sup> August, 2024 from Ministry of Culture & Ministry of Tourism regarding 'Har Ghar Tiranga' Campaign. It is intimated that under the aegis of 'Azadi Ka Amrit Mahotsav', 'Har ghar Tiranga' campaign will be celebrated from 9<sup>th</sup>-15<sup>th</sup> august, 2024.

In order to ensure successful implementation of 'Har ghar Tiranga' campaign, it is requested to take necessary action as per the guidelines mentioned in the enclosed letter from DoT, DO letters from Ministry of Culture & from Ministry of Culture & Ministry of Tourism.

It is further requested that all officers/officials of your respective circles may be encouraged to hoist the National Flag in their homes during the 'Har Ghar Tiranga' campaign from 9<sup>th</sup>-15<sup>th</sup> August, 2024 and to put selfies with Tiranga on the website [www.harghartiranga.com](http://www.harghartiranga.com).

This is issued with the approval of the Competent Authority.

Enclosures: As above.

  
08.8.2024  
(Rajeev Sharma)  
DGM(Admin)

Copy to:

- 1) PS to CMD, BSNL for kind information.
- 2) PSs to All Directors, BSNL Board and CVO, BSNL for kind information.
- 3) All Unit Heads of BSNL CO with the request to involve and motivate the employees of their respective Units to hoist Tiranga at their home.
- 4) All employees of BSNL requesting to participate in this program/Campaign and to hoist Tiranga at their homes.
- 5) Sh. Anup Kumar, Under Secretary(C&A), DOT with respect to his Letter no. 16-11/2022- O&M dated 08.08.2024 for information please.

No. 16-11/2022-O&M  
Government of India  
Minister of Communications  
Department of Telecommunications

Sanchar Bhawan, 20 Ashoka Road,  
New Delhi-110 001, Dated: 08.08.2024

To,

- |                     |                      |
|---------------------|----------------------|
| 1. CMD, BSNL        | 2. CMD, IIT Ltd.     |
| 3. CMD, MTNL        | 4. CMD, TCIL         |
| 5. DG, NICE         | 6. DG, NTIPRIT       |
| 7. CEO, C-DOT       | 8. CGCA              |
| 9. DG(T)            | 10. Sr. DDG, NCCS    |
| 11. Sr. DDG, TEC    | 12. WA, WPC          |
| 13. Director, WMO   | 14. Registrar(TDSAT) |
| 15. Secretary(TRAI) |                      |

Subject: 'Har Ghar Tiranga' Campaign- reg.

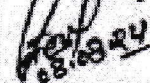
Sir/Madam,

I am directed to refer to D.O. letters No. 42-22/2024-AKAM dated 30.07.2024 from Hon'ble Minister of Culture and Tourism and 42-22/2024-AKAM dated 05.08.2024 from Secretary, Ministry of Culture and to state that under the aegis of Azadi Ka Amrit Mahotsav, 'Har Ghar Tiranga' Campaign will be celebrated from 9<sup>th</sup> - 15<sup>th</sup> August 2024.

2. In order to ensure successful implementation of the above campaign, it is requested to issue necessary instructions and encourage active participation of the employees by hoisting the flag at their home and upload the selfies with Tiranga on [www.harghartiranga.com](http://www.harghartiranga.com) during the Campaign.

Encl.: As above.

Yours faithfully,



(Anoop Kumar)  
Under Secretary (C&A)  
Tele: 011 2303 6213

गजेन्द्र सिंह शेखावत  
Gajendra Singh Shekhawat



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

Dr No 1223863 On Mac & Doc/NER/VP/2024  
Date 02-08-2024

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

30 JUL 2024

H'ble Scindia 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.

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 मातरम!

Yours sincerely,

(Gajendra Singh Shekhawat)

Shri Jyotiraditya M. Scindia,  
Hon'ble Minister of Communications  
and Development of North Eastern Region  
Sanchar Bhawan,  
New Delhi

Secy (I) / Secy (II) / Secy (DNER)

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

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  
August 5, 2024

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

*Dear Neeraj:*

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. As we approach the anniversary of our Independence, I am writing to request your support and active participation in celebrating the 'Har Ghar Tiranga' campaign. 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.

3. To maximize impact and outreach of Har Ghar Tiranga, it is requested to disseminate informational and motivational messages through SMS, leveraging the widespread connectivity and accessibility of mobile networks across India. By partnering with telecom operators, it may be ensured that the message of "Har Ghar Tiranga" reaches every nook and cranny of the country. Following text may be used as SMS options (160 Characters)-

For English-

- i. Hoist the National Flag at home from 9<sup>th</sup>- 15<sup>th</sup> August & join the Har Ghar Tiranga movement. Click your selfie & upload on harghartiranga.com
- ii. Hoist Bharat's pride & honour, our Tiranga at home from 9<sup>th</sup> - 15<sup>th</sup> August & participate in Har Ghar Tiranga. Click your selfie & upload on harghartiranga.com
- iii. From 9<sup>th</sup> - 15<sup>th</sup> August, let us proudly hoist the Tricolour in our homes & join the nationwide Har Ghar Tiranga celebrations. Click selfies & upload on harghartiranga.com

For Hindi -

- i. 9 से 15 अगस्त तक घर पर राष्ट्रीय ध्वज फहराएं और हर घर तिरंगा अभियान में शामिल हों। अपनी सेल्फी क्लिक करें और harghartiranga.com पर अपलोड करें।
- ii. 9 से 15 अगस्त तक घर पर देश के गौरव और सम्मान का प्रतीक तिरंगा फहराएं और हर घर तिरंगा अभियान में भाग लें। सेल्फी क्लिक करें व harghartiranga.com पर अपलोड करें।
- iii. 9 से 15 अगस्त तक, आइए गर्व से अपने घरों पर तिरंगा फहराएं और हर घर तिरंगा अभियान में शामिल होकर अपनी सेल्फी क्लिक करें और harghartiranga.com पर अपलोड करें।

4. I kindly request your support in taking the necessary steps to coordinate with mobile network operators for the successful implementation of this campaign.

*With regards,*

Yours sincerely,

(Govind Mohan)

Shri Neeraj Mittal  
Secretary  
Department of Telecommunications  
Ministry of Communications  
Sanchar Bhawan, New Delhi-110001