



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

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(Ministry of Education, Govt. of India)

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Date: 08.08.22

Subject:- Promotion of hashtag #harghartiranga as a part of Har Ghar Tiranga Campaign-regarding.

Respected Madam/Sir,

As you are aware, as part of 'Azadi Ka Amrit Mahotsav' AKAM, 'Har Ghar Tiranga' campaign has been launched to encourage citizens to hoist the National Flag of India in their homes. The idea behind the campaign is to instill the feeling of patriotism in the hearts of people and reminisce the journey of India and those who have contributed towards creating this great nation.

The Ministry of Culture (ref letter no DO.No.42-22/45/2022-C&M-pt. dated July 23, 2022) has developed a website www.harghartiranga.com where citizens are encouraged to pin a flag and upload a selfie with flag.

All the Higher Education Institutions are requested to create awareness amongst the students, faculty, staff and other stakeholders about the website and use official hashtag **#harghartiranga** for social media promotions.

Efforts may also be made for participation of maximum number of citizens in hoisting the Tiranga at their homes during the Independence week from 13th- 15th August, 2022.

With kind regards,

Yours sincerely,

(Rajnish Jain)

Encl:- as above.

To,

1. The Vice Chancellors of all Universities
2. The Principals of all Colleges.