



INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN, NEW DELHI-110 001

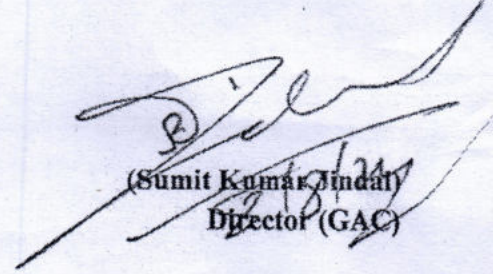
F.No.GAC 21-35/2022-CDN

Dated the 09 August, 2024

**ENDORSEMENT**

**Sub: - Har Ghar Tiranga Campaign to celebrate India's Independence Day-regarding.**

D. O. letter. No.42-22/62/2024-AKAM dated 5<sup>th</sup> August 2024 received from Secretary, Ministry of Culture, Government of India, New Delhi, regarding the aforesaid mentioned subject is being uploaded on the ICAR website [www.icar.gov.in](http://www.icar.gov.in) and e- office for information and compliance.

  
(Sumit Kumar Jindal)  
Director (GAC)

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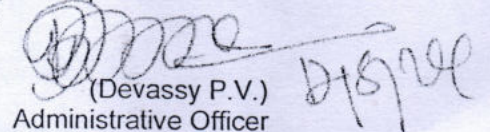
ADD (B) 09/08/24  
Sent MS  
9/8/24

पृष्ठांकन सं. 18-35/2024-स्थापना दि.9.08.2024/Endt. No.18-35/2024-Estt. Dt.9.08.2024

Copy forwarded for information & compliance to/ प्रतिलिपि सूचनार्थ एवं अनुपालन के लिए निम्नलिखित को प्रेषित है।

1. All H.Ds/H.Ss, ICAR-SBI, Cbe-7
2. The Officer Incharge, ICAR-SBI-RC(Karnal/Kannur/Agali)
3. The Senior Finance & Accounts Officer, ICAR-SBI, Cbe-7
4. The Assistant Administrative Officer (C&B/Estt./Stores), ICAR-SBI, Cbe-7.
5. Officer Incharge(PME/Library/ Farm/Estate)
6. Dr. P. Puthiraprathap, Principal Scientist-for Institute Face Book
7. Dr. P. Murali, pr.Sci. & Officer I/c.(AKMU)- for Institute Website

With a request to circulate among all the staff members working under them for information & compliance

  
(Devassy P.V.)  
Administrative Officer

9/8/24  
MS

गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



75  
Azadi Ka  
Amrit Mahotsav

भारत सरकार  
असकृति 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 Shri Pathak,

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—

- a) 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).
- b) 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-fik95AF11iuWf9C6cCIVZab2MOM> for download.
- c) 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)

Shri Himanshu Pathak  
Secretary  
Department of Agricultural Research and Education  
Ministry of Agricultural and Farmers Welfare  
Krishi Bhawan, New Delhi-110001