

ADMINISTRATION BRANCH – III

No. A/327/2020-ADMIN (III)/ 37142

08.08.2025


CIRCULAR

Sub : Organization of Har Ghar Tiranga Campaign - 2nd to 15th August 2025

Ministry of Education vide their D.O letter No. M-11014/02/2025-CDN dated 4 August 2025 (Copy attached) has intimated that the Government of India has decided to celebrate the **Har Ghar Tiranga Campaign 2025 from 2nd to 15th August 2025** across nation in three phases. The details of the activities to be carried out during three phases are given in the attached Annexure-1.

In order to ensure the massive outreach and success of this campaign, all the Schools/Special Centers/Departments and all the JNU fraternity is requested to hoist the Indian National Flag in their respective premises during Har Ghar Tirang campaign and to carry out the activities as mentioned in the Annexure-1 and to upload selfies with Tiranga on the website www.harghartiranga.com.

Encl: As above


08/08/2025
उप-कुलसचिव (प्रशासन)
Dy. Registrar (Admin.)

CC:

1. Concerned staff members
2. DoS, IHA, Coordinator-NCC/NSS is also requested to conduct this event successfully and to ensure massive out reach of this campaign.
3. Director, CIS with the request to display the above circular in University website.



भारत सरकार
शिक्षा मंत्रालय
उच्चतर शिक्षा विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION
SHASTRI BHAVAN
NEW DELHI-110 115

Rina Sonowal Kouli
Joint Secretary
Department of Higher Education

D.O. No. M.11014/02/2025-CDN
Dated 04.08.2025

'Har Ghar Tiranga (HGT)' 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 the years, the campaign has become a successful Janbhagidari movement of national identity, patriotism and pride. The HGT campaign was successfully implemented during the years 2022, 2023 and 2024, with the Tiranga being prominently hoisted across homes, offices, institutions and public spaces nationwide on 15th August.

2. In continuation of this spirit, Government of India has decided to celebrate the HGT 2025 across the country from 2nd to 15th August, 2025 in three phases as approved by the National Implementation Committee (NIC). Phase 1 will start from 2nd to 8th August 2025, Phase 2 from 9th to 12th August 2025, Phase 3 from 13th to 15th August 2025. The details regarding three Phases are attached at Annexure 1. A copy of the PPT received from Ministry of Culture is also attached.

3. I would therefore, request you to organise the Har Ghar Tiranga campaign on the above lines and also adequate outreach of this campaign on various social media platforms may kindly be ensured.

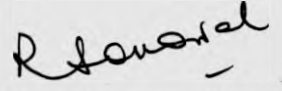
Yours sincerely,

Sd/-

(Rina Sonowal Kouli)

Directors of IITs, NITs, IIITs, IISc, IISERs, SPAs and other CFTIs
VCs of Central Universities and VC, NIEPA

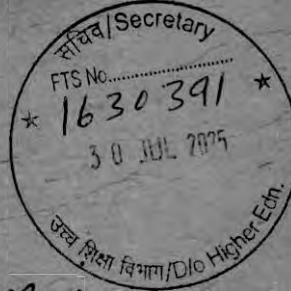
Copy to: All Bureau Heads for follow up action.


(Rina Sonowal Kouli)

विवेक अग्रवाल
सचिव
Vivek Aggarwal
Secretary



भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001



D.O.No.42-22/119/2022-AKAM(Pt.II)

July 29, 2025

Dear Mr. Tom

As you are aware, Government of India launched Har Ghar Tiranga (HGT) campaign in 2022 under the aegis of Azadi Ka Amrit Mahotsav. The objective of this campaign has been to encourage citizens to hoist the national flag at their homes and build a personal and emotional connection with the Tiranga. Over the years, the campaign has become a successful Janbhagidari movement of national identity, patriotism, and pride.

2. The HGT campaign was successfully implemented during the years 2022, 2023, and 2024, with the Tiranga being prominently hoisted across homes, offices, institutions, and public spaces nationwide on 15th August. Activities such as Selfie with Tiranga, Prabhat-pheris, Tiranga Rallies (including bike and cycle rallies), Tiranga exhibitions, along with other grassroots-level Janbhagidari initiatives, have made the Independence Day celebration a more participative and widely celebrated occasion across the country.

3. In continuation of this spirit, Government of India has decided to celebrate the Har Ghar Tiranga 2025 across the country from 2nd to 15th August 2025, in three phases, as approved by the National Implementation Committee (NIC) on 24/07/2025. The phases are given as under:

- 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.

4. Further, in accordance with the directions of the National Implementation Committee (NIC), the Department of Higher Education, Ministry of Education is requested that your department kindly directs the UGC, AICTE and Centrally Funded Institutions (CFIs) to advise the Universities and Higher Educational Institutions under their jurisdiction to undertake the activities towards HGT 2025 as highlighted in Annexure 1.

5. In the above context, it is requested to kindly nominate a Nodal Officer from your Department to coordinate with the Ministry of Culture for effective implementation of the HGT 2025 campaign.

With regard

Yours sincerely,

(Vivek Aggarwal)

Shri Vineet Joshi
Secretary
Department of Higher Education
Ministry of Education
Shastri Bhawan, New Delhi - 110001

Annexure 1

**HGT 2025 activities as directed by National Implementation Committee
Ministry of Education (Dept. of Higher Education)**

Phase I (2nd–8th August 2025):

- Organizing Tiranga Rangoli competitions across colleges, universities, institutes of higher education, etc.
- Organizing Tiranga Rakhi-making workshops and competitions in coordination with the Department of Posts for facilitating to dispatch the rakhis to soldiers and police personnels.
- Encouraging students to participate in national quiz on the Tiranga via the MyGov platform in coordination with MeitY (MyGov).
- Display of exhibitions provided by Ministry of Culture (available in download section of website www.harghartiranga.com) in educational institutions.

Phase II (9th–12th August 2025):

- Facilitating participation of students in Tiranga yatraas/ rallies.

Phase III (13th–15th August 2025):

- Organizing flag hoisting ceremonies in all colleges, universities and institutions of higher education.
- Encourage students to click Selfie with Tiranga and upload them on the website www.harghartiranga.com.

HGT 2025: New and Different



Ministry of Culture
Government of India

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

www.harghartinanga.com

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Focus – Phase 1



Ministry of Culture
Government of India

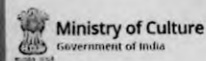
- Set and invoke patriotic mood
- Create tricolor visual references in public places
- Bring alive the history of the national flag in public discussions
- Act as a countdown to August 15
- Ensure outreach via Tiranga Volunteers

www.harghartinanga.com

4

4

Phase 1 : 2nd August - 8th August 2025 (1/11)



- Decorating school walls and boards with Tiranga inspired art
- Share pictures on social media with #harghartiranga2025
- Responsibility: Ministry of Education - D/o School Education and Literacy

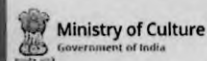


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Phase 1 : 2nd August - 8th August 2025 (2/11)



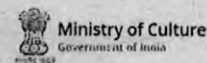
- Showcasing exhibition of Tiranga
- M/o Culture has curated an exhibition on Tiranga, available for download on HGT website
- Exhibitions may be displayed in schools, colleges, public spaces, railway stations, airports, government buildings and during VIP programmes
- Primary Responsibility of Display: Ministry of Education (schools and colleges), Ministry of External Affairs (missions/posts), Ministry of Railways (stations), Ministry of Civil Aviation (airports), Ministry of Communication- D/o Post (post offices), M/oPNG
- Secondary Responsibility of Display: All Ministries in their own and connected offices, events

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6

6

Phase 1 : 2nd August - 8th August 2025 (3/11)



- Hosting Tiranga Rangoli competitions
- Host competitions in schools, colleges, public places such as malls/parks
- Where competitions not feasible - demonstration, workshops may be considered by teachers and artists
- Schools may be encouraged to create large size rangoli art on streets outside the school bringing in community engagement.
- Responsibility: Ministry of Education

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7

7

Phase 1 : 2nd August - 8th August 2025 (4/11)



- Quiz on Tiranga on MyGov platform
- Some questions may be on the HGT campaign also.
- Primary Responsibility: Ministry of Education and MyGov to host Tiranga Quiz on MyGov platform.
- Secondary Responsibility: All Ministries to amplify quiz via social media and ensure participation.

www.harghatiranga.com

8 ▼

8

Phase 2 : 8th August - 12th August 2025 (4/8)



Ministry of Culture
Government of India

- Tiranga Yatras/Rallies with high Janbhagidari
- Organize Tiranga Yatras/Rallies 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 human chains where feasible. Setting of records are encouraged.
- Responsibility: All Ministries may organize local Tiranga Yatras with own staff members, Ministry of Education to collaborate and support efforts of States and UTs, encourage schools to take out local yatras around schools and colleges. D/o Post requested to support rallies and increase visibility.

www.barghartiranga.com

23

23

Phase 2 : 8th August - 12th August 2025 (5/8)



Ministry of Culture
Government of India

- Tiranga sale and distribution.
- Active participation of SHGs, E Commerce Vendors.
- Ensure on time / adequate sale and distribution of flags.
- Few requests from States have come.
- Responsibility: All Ministries may order flags for their internal activities, encourage employees to buy flags. Ministry of Textile may encourage flag suppliers and monitor demand. D/o of Post requested to support sale and delivery.

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24

24

Phase 2 : 8th August - 12th August 2025 (8/8)



Ministry of Culture
Government of India

- Tiranga Anthem (refreshed) to be made part of programmes and media coverage.
- TV Channel logo change, tickers
- Thematic Content - DD/ AIR / Sansad TV etc.
- Announcements in train, plane, metro, malls, garbage collection drives
- Branding Support , Web Banners
- Responsibility (I&B, Railways, Civil Aviation, DMRC, MoHUA, M/o PNG, MeITY)

Special Request :

- M/o Tourism - (places and people connected to Tiranga, brochures in hotels etc.)
- M/o Railways - media spotlight on stations with flag and freedom fighter connect.

www.bargharfiranga.com

27

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Focus - Phase 3



Ministry of Culture
Government of India

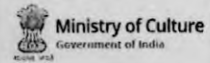
- Selfie Upload
- Display of the flag at home, office, car
- Tricolor Visibility Everywhere
- Records with Tiranga
- Media Spotlight
- Flag Hoisting
- Data sharing with Ministry of Culture

www.bargharfiranga.com

28

28

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
- Responsibility - All Ministries

www.harghartiranga.com

29

29

Har Ghar Tiranga

**Presentation to Ministries, Government of India
August 2025**

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30

30