

**Nationwide 'Har Ghar Tiranga' campaign**

**The programme is aimed at instilling respect for the country: Union Minister**

**'Har Ghar Tiranga' programme is to awaken the spirit of patriotism: CM**

On the occasion of Azadi Ka Amrit Mahotsav, the Central Government has taken up nationwide campaign namely 'Har Ghar Tiranga'. Union Home Minister Amit Shah on 17<sup>th</sup> July, 2022 exchanged views with the Chief Ministers of different states of the country through video conference to make this campaign a complete success. Chief Minister Professor (Dr.) Manik Saha, Chief Secretary J.K Sinha, Information and Cultural Affairs Department's Secretary Abhishek Chandra and Home Department Secretary Sharadindu Chowdhury were present in the video conference organized at the conference hall of the state secretariat.

Union Home Minister Amit Shah addressed the states through video conference, saying that the celebration of Azadi Ka Amrit Mahotsav is a matter of pride for the citizens of the country. The country's Prime Minister Narendra Modi has taken new and different plans to celebrate Azadi Ka Amrit Mahotsav. Efforts have been made to present the memory of the martyrs in the freedom movement of the country to the new generation. In the 75th year of independence, it has been decided to highlight the position of the country in various fields including education, health, foreign policy, communication. The Union Home Minister said that the 'Har Ghar Tiranga' programme has been adopted with the aim of awakening patriotism and respect for the country among every citizens of the country. As part of this programme, an initiative has been taken to hoist the national flag in 20 crore families of the country on August 13-15, 2022. It is not possible for the central and state governments alone to make this programme a successful one, therefore every citizen of the country has to work together. In order to make this programme a successful one, the states have to give priority to three things - promotion, production and hoisting of the national flag in every house. The Union Home Minister said that from July 22, 2022 the 'Har Ghar Tiranga' campaign will be officially launched. States should give importance to the use of news media, social media, TV channels, all government advertisements, hoardings, posters from town to village to promote the campaign widely.

In the video conference, the Union Home Minister said that assistance will be provided to the states from the Union Ministry of Culture in making the tricolor. The Union Home Minister also advised the states to utilize Self Help Groups, Cooperative Societies, various non-governmental organizations etc. in making the tricolor. The Chief Ministers of different states presented various information to the Union Home Minister regarding the preparation for this campaign through video conference. The Chief Minister of the state Professor (Dr.) Manik Saha highlighted the preparations for the 'Har Ghar Tiranga' campaign and said that with the aim of awakening the spirit of patriotism among the people of the state, a plan has been taken to hoist the national flag in 4 lakh houses of the state through the 'Har Ghar Tiranga' campaign.

These 4 lakh national flags will be procured through Self Help Groups, Handloom and Handicraft Departments, Scheduled Caste Welfare Departments, Panchayats and various private manufacturers. The Chief Minister said that 4 lakh national flags will be distributed through ration shops, post offices, panchayat offices etc. In this regard, the state government will organize Gram Sabhas for public awareness. Also emphasis will be placed on publicity campaign to make this campaign a complete success. Various motivational videos will be made in Bengali and Kokborok languages, posters and standees will be put up on roadsides, awareness speeches will be made by prominent personalities on social media and publicity campaigns will be conducted on local TV channels to promote the campaign nationwide. The Chief Minister said that a comprehensive directive will also be issued by the state government regarding hoisting of the national flag in government institutions, government undertakings, educational institutions, private institutions and homes.

Govind Mohan, secretary of the Union Ministry of Culture in the video conference elaborated on 'Har Ghar Tiranga' campaign and urged the states to make it a successful programme.

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