

F. No. 3-2/2020-NCMEI - 311
Government of Bharat
National Commission for Minority Educational Institutions

Jeevan Tara Building, Sansad Marg,
New Delhi, dated the 7th August, 2025

To,

Competent Authority of all States

Subject: Organising Har Ghar Tiranga Campaign 2025-reg

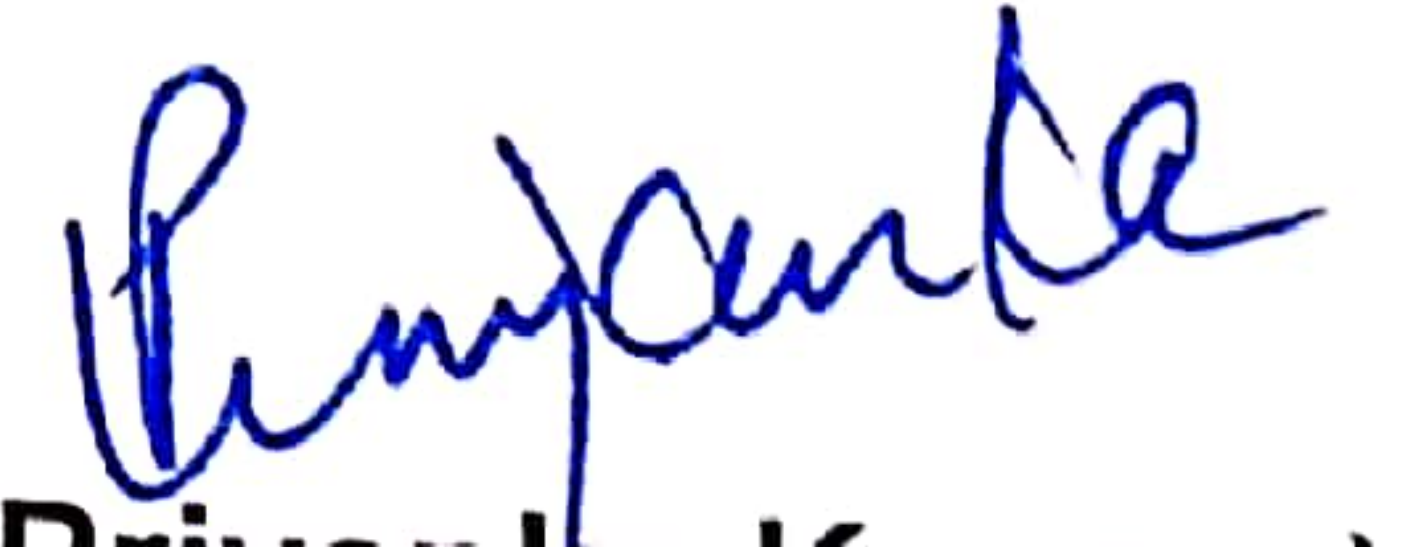
Dear Sir/Madam

The 'Har Ghar Tiranga' campaign has been 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 and has over the years has become a successful Janbhagidari movement of national identity, patriotism and pride.

In continuation of this spirit, this year, Har Ghar Tiranga campaign will be organized from 2nd to 15th August 2025 in the following three phases:

- (i) Phase I – 2 nd August to 8th August, 2025
- (ii) Phase II – 9th August to 12th August, 2025
- (iii) Phase III - 13th August to 15th August, 2025

In view of above, you are requested to direct the Minority Educational Institutions to organize the activities in all three phases as annexed to celebrate the 'Har Ghar Tiranga' campaign and make this celebration a grand success.


(Priyanka Kapoor)
Section Officer, NCMEI

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.

Har Ghar Tiranga

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

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1

1

Har Ghar Tiranga



Ministry of Culture
Government of India

- Since 2022 Har Ghar Tiranga an annual feature of events of Independence Week
- The initiative is aimed creating a personal bond with the national flag of India
- This year Har Ghar Tiranga events have been divided into 3 phases
- 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

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2

2

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

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Focus – Phase 1



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Government of India

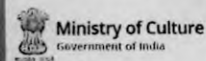
- Set and invoke patriotic mood
- Create tricolor visual references in public places
- Bring alive the history of the national flag in public discussions
- Act as a countdown to August 15
- Ensure outreach via Tiranga Volunteers

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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

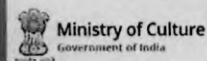


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Phase 1 : 2nd August - 8th August 2025 (2/11)



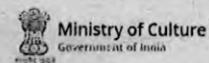
- Showcasing exhibition of Tiranga
- M/o Culture has curated an exhibition on Tiranga, available for download on HGT website
- Exhibitions may be displayed in schools, colleges, public spaces, railway stations, airports, government buildings and during VIP programmes
- Primary Responsibility of Display: 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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Phase 1 : 2nd August - 8th August 2025 (4/11)



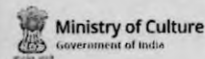
- Quiz on Tiranga on MyGov platform
- Some questions may be on the HGT campaign also.
- Primary Responsibility: Ministry of Education and MyGov to host Tiranga Quiz on MyGov platform.
- Secondary Responsibility: All Ministries to amplify quiz via social media and ensure participation.

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Phase 1 : 2nd August - 8th August 2025 (5/11)



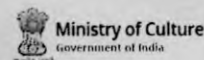
- Tiranga Rakhi Making Competition or Workshop
- Responsibility: Ministry of Women and Child Development (Childcare Centers, Anganwadi Centers) Ministry of Education (Schools, Colleges)
- Department of Posts (DoP) to deliver rakhis to soldiers and police personnel
- Ministry of Home Affairs and Ministry of Defence to facilitate support to D/o Post for delivery.
- Create events out of delivery moments

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9

9

Phase 1 : 2nd August - 8th August 2025 (6/11)



- Letter writing to Jawans and Police Personnel celebrating spirit of Tirangas
- Schools to organise letter writing inspired by the values and spirit of the Tiranga
- Focus on thanking soldiers and police personnel for security and service to the nation
- Bulk collection of letters from schools and delivery to soldiers and police personnel
- Responsibility: M/o Education, D/o Post , MHA - Central Armed Police Forces, M/o Defence
- Create events out of delivery moments

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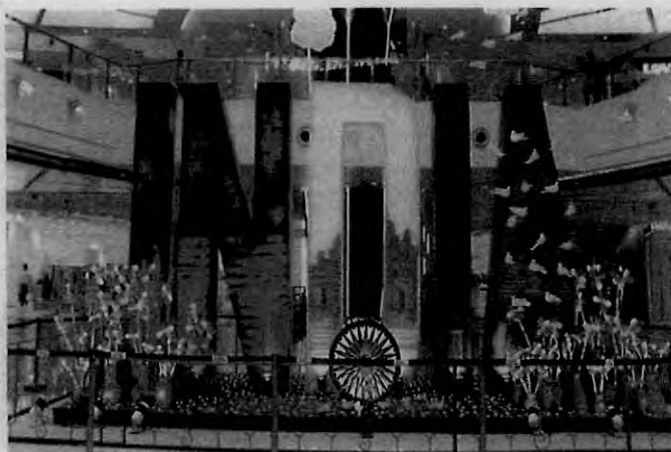
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Phase 1 : 2nd August - 8th August 2025 (7/11)



Ministry of Culture
Government of India

- Tiranga Weaves and Threads
- Any activity/installation involving tri color thread and fabric
- To showcase traditional weaves in Tiranga colours
- Responsibility: Ministry of Textiles to showcase big size displays in public places such as markets.



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



Ministry of Culture
Government of India

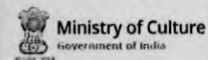
- Week-long special campaign "हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग", as joint collaboration between Department of Drinking Water and Sanitation, Ministry of Jal Shakti and Ministry of Culture, to be observed from 8th to 15th August 2025.
- Campaign builds on the spirit of collective celebration and civic unity, combining the essence of freedom with the resolve for Swachhata and Sujalta (Cleanliness and water sufficiency).

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12

12

Phase 1 : 2nd August - 8th August 2025 (9/11)



- Series of activities across villages/ Gram Panchayats under Swachh Bharat Mission (SBM-G) and Jal Jeevan Mission (JJM)
- Swachh Sujal Gaon pledges, community clean-up drives, cleanliness of WaSH assets, awareness activities, water conservation, and culminating in flag hoisting ceremonies at key WaSH infrastructure sites including Amrit Sarovars, Public Places, etc. on 15th August 2025.
- Responsibility: MoHUA, M/o Rural Development, M/o Jal Shakti, M/o Culture

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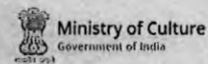


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14

14

Phase 1 : 2nd August - 8th August 2025 (10/11)



- **Patriotic Film Festival:** To showcase films on India's freedom movement, films with patriotic overtones etc.
- **Responsibility:** Ministry of Information and Broadcasting (through NFDC) to develop and disseminate multimedia content.
- **Host a grand event for inauguration of film festival.**

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



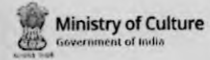
- **Volunteer for Har Ghar Tiranga**
- **Citizens specially youth are encouraged to take the message of the Tiranga door to door and inspire others to hoist the flag and upload Tiranga selfies**
- **Website of Har Ghar Tiranga will have details of registration**
- **Volunteers will be able to download volunteer certificates from website**
- **States and UTs have been requested to invite top 10 volunteers to 15th August ceremonies or a special programme later**
- **Responsibility: M/o YAS (MYBharat, NSS), M/o Education (Students),**
- **All Ministries requested to amplify the call for volunteers**

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16

Special Request – All Ministries (Important)



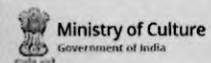
- Tiranga Lighting & Projection
- Start as early as possible – preferably 2nd August onwards
- Maximum visibility and reminders via tricolor lighting and decoration
- Where feasible project the Tiranga on any given surface
- Coverage: roundabouts, buildings, monuments, bridges, markets, hotels, dams, RWAs
- Special tricolor decorations and lighting in all local markets
- Tiranga themed garlands, diyas, rangoli in public places specially streets, bus stops
- Special notices and announcements may be issued to ensure optimized participation

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17

17

Focus – Phase 2



- Creating Moments
- Celebratory Tone
- Bringing People Together
- Tricolor Visibility Everywhere
- Sale of Tiranga
- Media Spotlight
- Selfie Upload

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18

18

Phase 2 : 8th August - 12th August 2025 (1/8)



Ministry of Culture
Government of India

- Big Event - Tiranga Mahotsav - VIP Event in Delhi
- Responsibility - Ministry of Culture

Two key activities

- Tiranga Mela : focus on local products, participation of SHGs.
- Tiranga Concert : focus on patriotic songs with well known singers.
- Incase any ministry would like to put up a stall - please connect to MoC teams.
- Support from Delhi Govt and Police.

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19

19

Bike Rally of Members of Parliament (2/8)



Ministry of Culture
Government of India

- Har Ghar Tiranga Bike Rally
- Date : 12 August, 2025
- Time - 8 AM
- Route map - Bharat Mandapam to Dhyan Chand Stadium
- VIP Presence and Planning Support
- Responsibility - M/o Culture
- Support: Delhi Govt, Delhi Police

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20

20



21

Phase 2 : 8th August - 12th August 2025 (3/8)



Ministry of Culture
Government of India

- Tiranga Bike Rally and/or Tiranga Cycle Rally
- Bike and Cycle Rallies may also lead/follow people walking/marching with Tirangas
- Responsibility: Ministry of Home Affairs (CAPFs), Government of India.



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22

22

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.

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



Ministry of Culture
Government of India

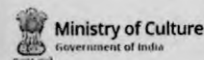
- Tiranga sale and distribution.
- Active participation of SHGs, E Commerce Vendors.
- Ensure on time / adequate sale and distribution of flags.
- Few requests from States have come.
- Responsibility: All Ministries may order flags for their internal activities, encourage employees to buy flags. Ministry 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 (6/8)



■ Har Ghar Tiranga 2025 – Central Flag Demand-20,04,000 (based on VC meeting with States/ UTs on 31st July 2025)

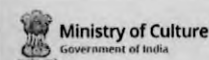
Sl No.	State/UT	Central Flag Demand	Sl No.	State/UT	Central Flag Demand
1	Andaman and Nicobar Islands (UT)	60,000	19	Lakshadweep (UT)	NIL
2	Andhra Pradesh	NIL	20	Madhya Pradesh	NIL
3	Arunachal Pradesh	2,94,000	21	Maharashtra	NIL
4	Assam	NIL	22	Manipur	NIL
5	Bihar	NIL	23	Meghalaya	NIL
6	Chandigarh (UT)	NIL	24	Mizoram	NIL
7	Chhattisgarh	NIL	25	Nagaland	NIL
8	Dadra & Nagar Haveli and Daman & Diu (UT)	NIL	26	Odisha	NIL
9	Delhi (NCT of Delhi)	NIL	27	Puducherry (UT)	NIL
10	Goa	NIL	28	Punjab	NIL
11	Gujarat	NIL	29	Rajasthan	NIL
12	Haryana	NIL	30	Sikkim	1,50,000
13	Himachal Pradesh	NIL	31	Tamil Nadu	NIL
14	Jammu and Kashmir (UT)	15,00,000	32	Telangana	NIL
15	Jharkhand	NIL	33	Tripura	NIL
16	Karnataka	NIL	34	Uttar Pradesh	NIL
17	Kerala	NIL	35	Uttarakhand	NIL
18	Ladakh (UT)	NIL	36	West Bengal	NIL

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25

25

Phase 2 : 8th August - 12th August 2025 (7/8)



- Media Amplification, Outreach and Activation
- One press conference,
- Regular press releases by all Ministries.
- Special outreach via radio.
- Social media amplification using #HarGharTiranga2025 #HarGharTiranga.
- Amplification via local achievers, sports persons, celebrities.
- Tag Ministry of Culture and AKAM handles for national amplification of local efforts.
- Tiranga Anthem (refreshed) to be made part of programmes and media coverage.

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26

26

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.

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27

Focus - Phase 3



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Government of India

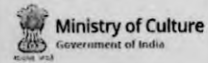
- Selfie Upload
- Display of the flag at home, office, car
- Tricolor Visibility Everywhere
- Records with Tiranga
- Media Spotlight
- Flag Hoisting
- Data sharing with Ministry of Culture

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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

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29

29

Har Ghar Tiranga

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

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30

30