



File No. A/317/2021- Secy - GAD
THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
GENERAL ADMINISTRATION DEPARTMENT
E-mail:- gad.utladakh@ladakh.gov.in

UT Secretariat, Ladakh
Dated:- 30.05.2022

Subject:- Celebrations of 'Har Ghar Tiranga' Programme - Nomination of Nodal Department/ Nodal Officers thereof.

Order No:-144-LA(GAD) of 2022
Dated:-30.05.2022

As a part of Azadi Ka Amrit Mahotsav (AKAM) celebration and commemoration of 75 years of India's Independence 'Har Ghar Tiranga' celebrations have been planned by the Ministry of Culture, Government of India.

The 'Har Ghar Tiranga' programme envisages hoisting of the national flag in Indian households during the Independence Week 2022 (11th -17th August 2022).

The Indian Flag Code was amended on 30.12.2021 to maximize outreach of the Tricolor. The mega campaign would foster a 'personal connect' to the Tricolor among Indians and motivate them to commit themselves to nation building and exhort people to hoist national flag over their houses on August 15, 2022.

Therefore in an endeavour to ensure maximum participation, sanction is hereby accorded to the:-

1. Nomination of Tourism & Culture Department as Nodal Department for coordinating the 'Har Ghar Tiranga' Campaign and organizing interaction events at UT/ district headquarters; and
2. Nomination of the Secretary, Tourism & Culture Department as Nodal Officer/ Over-all Coordinator for UT level coordination and interaction with the Ministries in Government of India and Deputy Commissioners, Leh/Kargil as Nodal Officers for making all arrangements for the programme in their respective districts.

The Nodal Department/ Nodal Officers shall ensure:-

- i. Active participation of all stakeholders including employees of government, PSUs, self help groups, civil society etc. by encouraging people to observe the event along with their families. Corporate and private organizations may also be encouraged to participate and contribute including CSR resources.
- ii. Creating buzz/awareness building by utilizing websites & social media handles of UT Administration. All websites to carry banners linking to Amrit Mahotsav Website-Har Ghar Tiranga corner (amritmahotsav.nic.in).

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- iii. Mobilize all sections of society across the length and breadth of the Union territory to fully achieve the objectives of the 'Har Ghar Tiranga' programme.
- iv. Popularize the concept of amendment to Flag code of India 2002. Outreach sessions with head of panchayats at the level of concerned departments. Enmass purchase of flags to be encouraged by panchayats.
- v. Ensure adequate availability of national flags and identification of flag distribution and sales point in each village. Self help groups to be leveraged for stitching of flags supported by local tailoring groups. Fair price shops to be leveraged as distribution sales point for the flags.
- vi. All government buildings and institutions to hoist the flag. Toll and check points to be branded, utilized for pamphlets & leaflets.
- vii. Necessary logistics arrangements are made for successful implementation of the campaign throughout the Union territory so that participants can join through virtual mode also. Communication material via pamphlets, standees, banners etc. to be displayed prominently in local language(s).
- viii. Proper communication plans for the event/ activities from **11th -17th August 2022**, are taken up as per instructions contained in the advisories/communications of the Ministry of Culture, Govt. of India.

All information on "Har Ghar Tiranga" program is available at <https://amritmahotsav.nic.in> .

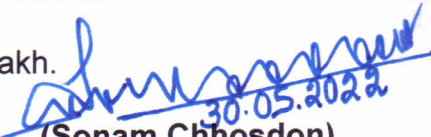
The Nodal Officers shall ensure sharing of **detailed plan of action** of the Union territory and the Districts on achieving the objectives of 'Har Ghar Tiranga' by **30th May, 2022** to General Administration Department for onwards transmission to the Ministry of Culture, Govt. of India by 31st May, 2022.

By order of the Administration, UT Ladakh .

Sd/-
(Ajeet Kumar Sahu) IAS
Commissioner/Secretary
General Administration Department

Copy to the:-

1. All Administrative Secretaries, UT Administration of Ladakh.
2. Additional Director General of Police , Ladakh.
3. Joint Secretary (JKL), Ministry of Home Affairs, Government of India.
4. Secretary, Tourism & Culture Department, Ladakh.
5. Secretary to Hon'ble Lieutenant Governor, Ladakh.
6. Deputy Commissioner/CEO, LAHDCs, Leh & Kargil.
7. All Directors/ HoDs/Chief Engineer /Registrar UoL, Ladakh.
- ✓ 8. District Informatics Officer, Scientist-E NIC, Ladakh .
9. OSD/Private Secretary to Hon'ble Chairman/CECs, LAHDC, Leh and Kargil for information of Hon'ble CECs.
10. Private Secretary to Advisor to Hon'ble Lt. Governor for information of Advisor to Hon'ble Lt. Governor Ladakh.
11. Superintendent, Archives, Archaeology & Museums, Ladakh.
12. Order/ e-office file.


(Sonam Chhosdon)
Deputy Secretary
General Administration Department