

GOVERNMENT OF ASSAM  
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM  
KAHILIPARA, GUWAHATI-19.

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No.DHE/EG/Misc-19/2019/24

Dated Kahilipara, the 27/07/2022

From :- Sri Dharma Kanta Mili, ACS  
Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

To, ✓

1. The Registrar,  
State Universities of Assam
2. The Principal,  
All Govt. /Provincialised Colleges of Assam.

Sub : Regarding celebration of 75<sup>th</sup> Year of Independence "Har Ghar Tiranga"

Ref : CAD.85/2021/Pt.82 dtd. 12/07/2022

Sir,

In inviting a reference to the subject cited above, I have the honour to forward herewith a letter and its enclosures received from the Addl. Secretary to the Govt. of Assam, Cultural Affairs Department, Dispur regarding celebration of 75<sup>th</sup> Year of Independence "Har Ghar Tiranga" to be celebrated during 11<sup>th</sup> -17<sup>th</sup> August 2022 as part of Azadi Ka Amrit Mahotsav which is self-explanatory and request to take necessary action on the matter for successful implementation of "Har Ghar Tiranga" as per instruction of Govt. of India.

This is for favour of your information and necessary action.

Yours faithfully

↓  
Director of Higher Education, Assam  
Kahilipara, Guwahati-19  
Dated Kahilipara, the 27/07/2022

Memo No.DHE/EG/Misc-19/2019/24-A

Copy to:

1. The Addl. Secretary to the Govt. of Assam, Cultural Affairs Department, Dispur, Guwahati-06.

/  
Director of Higher Education, Assam  
Kahilipara, Guwahati-19

(2)

**GOVERNMENT OF ASSAM  
CULTURAL AFFAIRS DEPARTMENT  
DISPUR, GUWAHATI - 6.**

(23)

No. CAD. 85/2021/pt./82

Dated. Dispur, the 12<sup>th</sup> July, 2022.

From : Additional Secretary to the Govt. of Assam  
Cultural Affairs Department, Dispur.

Apptt. Branch  
✓  
13-7-2022

To : (i) The Director, Higher Education, Kahilipara, Guwahati -19.  
(ii) The Director, Secondary Education, Kahilipara, Guwahati -19.  
(iii) The Director, Elementary Education, Kahilipara, Guwahati -19.  
(iv) The Managing Director, Sarba Siksha Abhyan, Assam, Kahilipara, Guwahati -19.

Sub : Regarding celebration of 75<sup>th</sup> Year of Independence "Har Ghar Tiranga".

Sir,

With reference to the subject cited above, I am directed to forward herewith copy of D.O. Letter No. D.O. No.- 42-22/119/2022-AKAM dtd. 23.5.2022 received from the Secretary, Ministry of Culture, Govt. of India, New Delhi regarding the programme 'Har Ghar Tiranga' to be celebrated during 11<sup>th</sup> - 17<sup>th</sup> August, 2022 as part of Azadi Ka Amrit Mahotsav.

In this regard, you are requested to take necessary steps on the following points for successful implementation of 'Har Ghar Tiranga' as per instruction of Govt. of India -

1. Networks of teachers and principals as Key opinion leaders to be leveraged for awareness and outreach.
2. Special assemblies dedicated to the Tiranga to be held.
3. Photos to be shared on social media with #harghartiranga.
4. Special diary note, leaflet to be sent to all parents for participation.
5. PTMs (parent Teacher Meeting) when held to be leveraged for briefing about Har Ghar Tiranga.

In this connection, the repository of creatives for "Har Ghar Tiranga" are available in the link as mentioned below -

Link - <https://docs.google.com/presentation/d/1tZLm7YfT2TUmPW69-PYYgl6hQWTurwp87FjD5XC6rQ/edit?usp=drivesdk>

The detail plan of action may be furnished to this Department for onward submission to the Govt. of India.

Yours faithfully,

Encl: As stated above.

Additional Secretary to the Govt. of Assam  
Cultural Affairs Department

Memo. No. CAD. 85/2021/pt./82-A

Dated. Dispur, the 12<sup>th</sup> July, 2022.

Copy to the :-

1. P.S. to the Secretary, Elementary/ Secondary/ Higher/ Technical Education Department, Dispur for his kind information.
2. P.A. to Secretary, Cultural Affairs Department, Dispur for kind information.



गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



75  
आजादी का  
अमृत महोत्सव

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

May 23, 2022

Dear Sir:

The Indian National Flag is a symbol of national pride for the entire nation. To further honor our flag, National Implementation Committee headed by the Hon'ble Home Minister which oversees all efforts under Azadi Ka Amrit Mahotsav has approved the programme of 'Har Ghar Tiranga'. It envisages inspiring Indians everywhere to hoist the national flag at their home. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and promote awareness about our national flag.

2. On 20<sup>th</sup> May 2022, Cabinet Secretary chaired a meeting of 'Committee of Secretaries' (COS) with all Chief Secretaries on "Har Ghar Tiranga" and outlined following tasks to be undertaken to ensure successful implementation of the program: -

- i. Active participation of all employees of State government, State PSUs, self-help groups, civil society organizations etc. and their families under your administrative jurisdiction.
- ii. Corporate and private organizations may also be encouraged to participate and contribute including CSR resources.
- iii. Creating buzz/awareness building by utilizing websites & social media handles of State government. All State government websites to carry banners linking to Amrit Mahotsav Website - Har Ghar Tiranga corner (amritmahotsav.nic.in).
- iv. Outreach sessions with heads of panchayats at the level of concerned departments.
- v. Identification of flag distribution and sales point in each village.
- vi. Self-help groups to be leveraged for stitching of flags, supported by local tailoring groups.
- vii. Enmass purchase of flags to be encouraged by panchayats.
- viii. All government buildings and institutions to hoist the flag.
- ix. Communication material via pamphlets, standees, banners etc to be displayed prominently in local language(s).
- x. Vast network of fair price shops to be leveraged as distribution/ sales point for the flags.
- xi. State transport buses to be painted with messages about Har Ghar Tiranga.
- xii. Toll and check points to be branded, utilized for pamphlets & leaflets.

3. In this regard all information on the "Har Ghar Tiranga" program is available at <https://amritmahotsav.nic.in/> and designs/creatives to be used will be uploaded on the same.

4. It is requested to kindly share detailed plan of action of your State on achieving objectives of Har Ghar Jhanda by 31<sup>st</sup> May 2022 on [secy-culture@nic.in](mailto:secy-culture@nic.in).

With kind regards

Yours sincerely,

(Govind Mohan)

Shri Jishnu Barua  
Chief Secretary  
Assam  
Dispur

Room No. 502, 'C' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001  
Phone : +91-11-23381040, 23386965, E-mail : [secy-culture@nic.in](mailto:secy-culture@nic.in)