

F. No 8-14/2022-TS.V
Government of India
Ministry of Education
Department of Higher Education
(Management Division)

Shastri Bhawan, New Delhi.
Dated 12th August 2022

OFFICE MEMORANDUM

Subject: Har Ghar Tiranga Programme – reg.

The undersigned is directed to refer to Secretary, Ministry of Culture's D.O. Letter No. 42-22/45/2022-C&M-pt-II dated 29.07.2022 on the subject cited above.

2. In regard to amplification and outreach of ongoing Har Ghar Tiranga campaign, following is requested:-

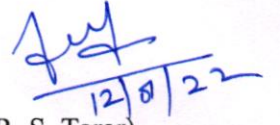
- a. Hashtag, #harghartiranga is to be used extensively on all social media platforms.
- b. Selfie with tiranga to be uploaded on Har Ghar Tiranga website i.e.
<https://harghartiranga.com>.
- c. Har Ghar Tiranga banners to be updated on all official websites after 2nd August 2022.

The banner is available to download at :

<https://drive.google.com/drive/folders/19SI2GAc5PmcXi3zbMD9Qw8GVVLwDiSmI>

- d. Use of creative, standis, and selfie booths to be used at events and to be displayed in office premises.

Encl: As above



(R. S. Tarar)
Section officer (Mgt.)
Tel:-011-23385387

To,

All BHs of DHE
Secretary and Principal Secretary (Higher Education) of All States and UTs
Chairman, UGC
Chairman, AICTE
Secretary General, AIU
All IIMs
All IITs,
All IIITs
All NITs,
All IISERs,
All NITTRs,
All SPA,
All CUs

Copy for information to:-
PS to JS(Mgt.)

गोविंद मोहन
सचिव
Govind Mohan
Secretary



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आज़ादी का
अमृत महोत्सव

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001
July 29, 2022

D.O. No. - 42-22/45/2022-C&M-Pt-II

Dear Sanjay :

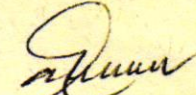
This is in continuation of the DO Letter No.42-22/45/2022-C&M-pt dated 23rd July 2022. In regard to amplification and outreach of *Har Ghar Tiranga* campaign, following is requested-

- Hashtag of *Har Ghar Tiranga* #harghartiranga is to be used extensively on all social media platforms.
 - Selfie with *tiranga* to be uploaded on *Har Ghar Tiranga* website (<https://harghartiranga.com/>).
 - Updation of *Har Ghar Tiranga* banners on all official websites after 2nd August 2022. Banner may be downloaded from <https://drive.google.com/folderview?id=19SI2GAc5PmcXi3zbMD9Qw8GVVLwDiSml>.
 - Use of creatives, standis and selfie booths across events and display of the same in office premises.
2. The *Har Ghar Tiranga* logo, template for standis and selfie booth, and other materials are available in the download section of the *Har Ghar Tiranga* website :

<https://harghartiranga.com/downloads>.

with regards,

Yours sincerely,


(Govind Mohan)

Shri K Sanjay Murthy
Secretary
Department of Higher Education
Ministry of Education
Shastri Bhawan, New Delhi - 110001

AS (C)

J S (Mgmt)

Wg
10/8

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50 (Mgmt)

Please circulate
to all institutions.