

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

Dated, Dispur, the 1st June, 2022.

ASAM
CULTURAL AFFAIRS DEPARTMENT
DISPUR

30/6
Dated

Administrative
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From : Smt Monidipa Borkotoki, ACS
Additional Secretary to the Govt. of Assam
Cultural Affairs Department, Dispur.

To : The Deputy Commissioner
Baksa Barpeta / Biswanath / Bongaiigaon / Cachar / Charaideo / Chirang /
Darrang / Dhemaji / Dhubri / Dibrugarh / Dima Hasao / Goalpara / Golaghat /
Haflakandi / Hojai / Jorhat / Kamrup / Kamrup Metropolitan / Karbi Anglong /
Kamrang / Kokrajhar / Lakhimpur / Majuli / Morigaon / Nagaon / Nalbari /
Sivasagar / Sonitpur / South Salmara-Mancachar / Tinsukia / Udalguri /
West Karbi Anglong Districts.

Sub : Regarding Azadi Ka Amrit Mahotsav 'Har Ghar Tiranga'.

With reference to the subject cited above, I am directed to forward herewith a 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 11th - 17th August, 2022 as part of Azadi Ka Amrit Mahotsav.

The cabinet Secretary had chaired a meeting of 'Committee of Secretaries' (COS) on 20.5.2022 with all Chief Secretaries on 'Har Ghar Tiranga' and outlined a set of tasks to be undertaken to ensure successful implementation of the program.

Therefore, you are requested kindly to take necessary action on the points mentioned in the D.O. letter and also to ensure wide circulation of the same to all offices/ institutions/ organisations under your administrative jurisdiction to make the program a grand success.

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

Enclosure As stated above.

[Signature]
Additional Secretary to the Govt. of Assam
Cultural Affairs Department

Dated, Dispur, the 1st June, 2022.

Memo. No. CAD 85/2021/pt/52-A

1. S.O. to Chief Secretary, Cultural Affairs Department, Dispur for his kind information.
2. P.A. to Secretary, Cultural Affairs Department, Dispur for kind information.

By order etc.,

[Signature]
Additional Secretary to the Govt. of Assam
Cultural Affairs Department

[Handwritten notes]
14/06/22
14/06/22
14/06/22

श्री अरवि
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 GOVERNMENT OF INDIA
 MINISTRY OF CULTURE
 NEW DELHI-110 001



Govind Mohan

May 23, 2022

19/2022-AKAM

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 Char 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.

On 20th May 2022, Cabinet Secretary chaired a meeting of 'Committee of Secretaries'(COS) with all Chief Secretaries on 'Har Char 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 Char 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 Char Tiranga.
- xii. Toll and check points to be branded, utilized for pamphlets & leaflets.

In this regard all information on the "Har Char Tiranga" program is available at <https://amritmahotsav.nic.in/> and designs/creatives to be used will be uploaded on the same. It is requested to kindly share detailed plan of action of your State on achieving objectives of Har Char Jhanda by 31st May 2022 on secy-culture@nic.in.

With kind regards

Yours sincerely,

 (Govind Mohan)

Samprasad Barua
 Chief Secretary
 Assam
 Dispur

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