

आयुक्तालय कॉलेज शिक्षा, राजस्थान, जयपुर

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क्रमांक: एफ.8(8)विधि/एनएसएस/आकाशि/2022/414-15 दिनांक. 10 अगस्त, 2023

प्राचार्य,
समस्त राजकीय/निजी महाविद्यालय,
राजस्थान।

विषय :- आजादी के अमृत महोत्सव के अन्तर्गत दिनांक 13 से 15 अगस्त, 2023 तक हर घर तिरंगा कार्यक्रम आयोजित करने बाबत।

सन्दर्भ:- सचिव, भारत सरकार, संस्कृति मंत्रालय, नई दिल्ली के पत्र क्रमांक विधि/
सचिव(सी)/2023 दिनांक 31.07.2023

महोदय,

उपर्युक्त विषयान्तर्गत सचिव, भारत सरकार, संस्कृति मंत्रालय, नई दिल्ली ने आजादी के अमृत महोत्सव के अन्तर्गत दिनांक 13 से 15 अगस्त, 2023 तक हर घर तिरंगा कार्यक्रम आयोजित करने का निर्णय लिया गया है।

अतः सन्दर्भित पत्र की छाया प्रति संलग्न कर आपको निर्देशित किया जाता है कि आपके अधीन समस्त अधिकारियों/कर्मचारियों को दिनांक 13 से 15 अगस्त, 2023 तक हर घर तिरंगा कार्यक्रम आयोजित कर तिरंगे के साथ अपनी फोटो सन्दर्भित पत्र में दी गई वेबसाइट - www.harghartiranga.com पर अपलोड करने हेतु निर्देशित करें।

कृपया कार्य को उच्च प्राथमिकता दें।

संलग्न : उपरोक्तानुसार।

प्रतिलिपि -

- वेब साइट प्रभारी, आयुक्तालय कॉलेज, शिक्षा राजस्थान, जयपुर को अपलोड हेतु।

भवदीय,

(डॉ. सुरेन्द्र सिंह)
राज्य समन्वयक
युवा कौशल एवं विकास प्रकोष्ठ

Signature valid

Digitally signed by Dr. Surendra
Singh
Designation: Associate Professor
Date: 2023.08.11 10:49:56 IST
Reason: Approved

RajKaj Ref No. : 4497706



गोविंद मोहन
सचिव
Govind Mohan
Secretary



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

D.O. No. Misc./Secy(C)/2023

July 31, 2023

Dear Ms. Lochan,

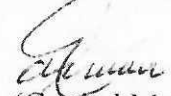
'Azadi Ka Amrit Mahotsav (AKAM)' is a flagship initiative of the Government of India, which has been launched to commemorate 75 years of India's independence. AKAM is one of the largest celebratory initiatives anywhere in the world and has seen enthusiastic and a wide range of participation that has served as a unifying force to become a 'whole of society' initiative. Since its launch in March 2021, more than 1.9 Lakh events have been conducted jointly by Central Government, States/UTs, departments, and private organizations under AKAM. These events have been conducted at both urban and rural level with its reach within districts and even far away border villages of India. AKAM has become a people's movement wherein the nation has united to celebrate the wonder that is India. Outside India AKAM footprint has touched more than 150 countries.

2. Under the aegis of AKAM, 'Har Ghar Tiranga' campaign was launched from 13th – 15th August 2022 to encourage the citizens to hoist the National Flag of India in their homes. The idea behind the campaign was to instill the feeling of patriotism in the hearts of people and reminisce the journey of India and those who have contributed towards creating this great nation. This campaign witnessed immense success wherein 23 Crore households hoisted the Tiranga in their homes physically and 6 Crore people uploaded Selfies on Har Ghar Tiranga website.

3. This year as well Har Ghar Tiranga campaign will be organized encouraging the people to celebrate India's Independence Day with same zeal and patriotism from 13th – 15th August 2023. All employees under your administrative jurisdiction may be encouraged to hoist the Indian National Flag in their premises during Har Ghar Tiranga campaign and to put selfies with Tiranga on the website www.harghartiranga.com. Adequate outreach of this campaign on various social media platforms should be ensured.

With regards.

Yours sincerely,


(Govind Mohan)

Ms. Meeta R. Lochan
Secretary
Department of Youth Affairs
Ministry of Youth Affairs and Sports