

GOVERNMENT OF ANDHRA PRADESH

OFFICE OF THE  
COMMISSIONER OF TECHNICAL EDUCATION  
ANDHRA PRADESH :: VIJAYAWADA

Cir. Memo. No: E/CTE/ AKAM/2022

Date: 05.08.2022

Sub: Technical Education – Azadi Ka Amrit Mahotsav (AKAM) - Action Points for all Higher Educational Institutes on the eve of Har Ghar Tiranga – Participation - Certain Instructions to Professional Institutes – Submit the action taken report – Regarding.

Ref: Govt. Memo No: 1784566/MC/2022-V, dated 02.08.2022 of the Principal Sectary, Higher Education (MC) Department

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While enclosing the copy of the reference cited, all the Principals of the Professional Institutes (Engg., Pharmacy, MBA, MCA) are instructed to implement the action points as directed by the Government of India pertaining to Har Ghar Tiranga in their institutes scrupulously without any deviation and make this programme a grand success. Further informed that the action taken report on the action points shall be mailed to [sectionmc9@gmail.com](mailto:sectionmc9@gmail.com) at the earliest.

Encl: as above

Sd/- Dr. POLA BHASKAR  
COMMISSIONER

To

The Principals of Professional Institutions in the State of AP

Copy to

The Registrar in the State of AP for taking necessary action.

The Secretary to the Govt., AP Secretariat, Velagapudi, Amaravathi for favor of information.

*Ramchandra* 05/08/22  
For COMMISSIONER  
*P/O*  
*5/8/22*

जी. किशन रेड्डी  
संस्कृति, पर्यटन एवं  
उत्तर पूर्वी क्षेत्र विकास मंत्री  
भारत सरकार



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आजादी का  
अमृत महोत्सव

G. Kishan Reddy  
Minister of Culture, Tourism and  
Development of North Eastern Region  
Government of India

एफ.टी.एस. 1096779 शिक्षा मंत्री  
दिनांक/Date: 22, 07, 2022

D.O.No.42-22/250/2022-AKAM

शुक्रवा 25/7  
D.J(Mgmt)

Secy (HE)  
Secy (SEWL)

Respected Shri Dharmendra Pradhan Ji,

Namaste,

'Azadi Ka Amrit Mahotsav (AKAM)' is an ongoing celebration to commemorate the 75 glorious years of a progressive independent India. AKAM is dedicated to the people of India who have been instrumental in the development of the country and its evolutionary journey. In this regard all the States/UTs, and Government bodies are participating in the celebrations held across the country.

The *Har Ghar Tiranga* campaign is one such initiative that being held under the aegis of *Azadi Ka Amrit Mahotsav*. The vision of the *Har Ghar Tiranga* programme is to instill patriotism in the hearts of citizens by inspiring them to hoist the National Flag between 13<sup>th</sup> August and 15<sup>th</sup> August at their homes with pride. The Government of India aims to exhort 20 crore households to be a part of the *Har Ghar Tiranga* initiative. The Hon'ble Union Minister of Home Affairs and Co-operation Sri Amit Shah has discussed with the Chief Ministers of states and the administrators of Union Territories through video conference and the state governments and Union Territories have wholeheartedly agreed to support this initiative. I would request your support and participation in your state to ensure that the initiative meets its desired outcomes.

To promote the *Har Ghar Tiranga* campaign and ensuring its wide outreach, I request you to leverage your social media profiles and handles starting 23<sup>rd</sup> July. Apart from sharing tweets, posts and reels from your official handle about the campaign, I would also request you to change your display profile and the banner image of your social media handle based on the creatives associated with the campaign that are attached below. This would further amplify the outreach and visibility of the campaign amongst the public. I would also request you to instruct your offices and encourage the larger general public including members of your constituency to actively do the same.

The creatives for *Har Ghar Tiranga* and the Logo which may be used for tweets can be downloaded from the link i.e. <https://bit.ly/3coY8j4>.

With kind regards,

Regards,

Yours sincerely,

(G. Kishan Reddy)

Shri Dharmendra Pradhan,  
Hon'ble Minister of Education, Skill Development  
and Entrepreneurship  
Shastri Bhawan, New Delhi



Har Ghar Tiranga - 15th August 2022

**Har Ghar Tiranga**

## Har Ghar Tiranga: Action Points for all Higher Education Institutions



Har Ghar Tiranga - 15th August 2022

- Hon'ble Prime Minister has held meeting with Hon'ble Chief Ministers of all the States
- Broad contours of the programme has been finalised by the Committee of Secretaries under the Chairmanship of Cabinet Secretary
- Secretary Higher Education has conducted VC with Chairman UGC, Chairman AICTE and all Bureau Heads on 19<sup>th</sup> May 2022
- Letters have been issued to Heads of Institutions of all INIs, Chairmen of UGC and AICTE, VCs of all Central Universities pointing out key tasks
- Educational Institutions have a huge role to play in this campaign
  - Phase 1: Between now and 10<sup>th</sup> August 2022 – create adequate awareness
  - Phase 2: Between 11<sup>th</sup> – 15<sup>th</sup> August – Prabhat pheri, hoisting flag at every household, quiz, etc.
  - Phase 3: After 15<sup>th</sup> August – safe custody of flag
- Alumni associations also may be engaged to increase the outreach

## Har Ghar Tiranga: Action Points for all Higher Education Institutions



Har Ghar Tiranga - 15th August 2022

- **Phase 1:** Between now and 10<sup>th</sup> August – create adequate awareness
  - Create awareness among faculty, staff and students
  - Be in sync with the Har Ghar Tiranga website <https://harghartiranga.com> starting from 22nd July 2022
  - Students may be encouraged to sell flags at their own neighborhood to at least 5 more households
  - Large Scale display of Campaign Creatives in Institution's Buildings
  - Download creatives/ logo for tweets from <https://bit.ly/3coY8j4>
- **Phase 2:** Between 11<sup>th</sup> – 15<sup>th</sup> August
  - Organise "Prabhat Pheris" involving students, local Youth Clubs, volunteers of NSS, NCC, etc.
  - Hoist the National Flag at the household of all the students, faculty and staff during August 13-15
  - Post selfie with the flag in the website <https://harghartiganga.com>
  - Pin the Flag on the website as per their geographical coordinates
  - Conduct Quiz/ Seminars, special events to popularise the campaign
  - Update Institution's website – post latest activities – be in sync with Har Ghar Tiranga website
- **Phase 3:** After 15<sup>th</sup> August – Keep the flag safely at own home and spread the awareness

## COVID Vaccination Amrit Mahotsav: Action Points for all Higher Education Institutions



Har Ghar Tiranga - 15th August 2022

- **Crucial Dates** : 15 July – 30 September (75 days)
  - Provide free precautionary doses to all eligible population of age 18 or more
  - Precautionary dose can be taken by all who have completed 6 months (26 weeks) from date of administering 2<sup>nd</sup> dose of COVID vaccination
- **Role of Higher Education Institutions:**
  - Launch a campaign to enumerate number of eligible adult population (faculty, staff and students) on their rolls
  - Find out eligible adult population in their households
  - Encourage all of them to get COVID vaccination remaining doses/ precautionary doses
  - Organise vaccination camps at campus or motivate all to get it at Government COVID vaccination centres
  - Vaccination team, logistics, cold boxes, etc. will be arranged by Dept. of Health of concerned State/UT
  - M/o Health and family Welfare has issued details of coordinators at central level and SOP for the institutions
- **Vaccine drive:** To be taken in mission mode and completed as a part of Azadi ka Amrit Mahotsav by September 30



Har Ghar Tiranga - 15th August 2022

**Thank you**

  
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हर घर तिरंगा  
13-15 अगस्त 2022

**Har Ghar Tiranga**



## Azadi Ka Amrit Mahotsav (AKAM)



Har Ghar Tiranga - 15th August 2022

On 12th March, 2021, Nation began a 75-week countdown to the 75th anniversary of Independence from Sabarmati Ashram launched by Hon'ble Prime Minister Shri. Narendra Modi

Azadi Ka Amrit Mahotsav is one of the world's largest programs of this nature in terms of scope and participation

AKAM programs are based on 5 key themes driving our commemorative and celebratory efforts. (Freedom struggle, Ideas@75, Resolve@75, Actions@75, Achievements@75)

**48000+ events, 150+ countries, 28 states, 8 UTs, 55 Ministries, 1 event every 15 minutes**



## Har Ghar Tiranga (HGT) – Broad Contours



Har Ghar Tiranga - 15th August 2022

Har Ghar Tiranga campaign planned as a tribute to Indian National Flag under Azadi Ka Amrit Mahotsav

Hoisting of Indian National Flag by more than 20 Crore households across India from 13<sup>th</sup> to 15<sup>th</sup> August 2022

Campaign to encourage citizens to hoist National Flag of India in their homes to mark 75<sup>th</sup> Independence Day

Instill feeling of patriotism and acknowledge the journey of India in the last 75 years

**Selfie with Flag and Pin the Flag on [www.harghartiranga.com](http://www.harghartiranga.com)**

**Ensure participation of Citizens from all walks of life and age group**



## Har Ghar Tiranga (HGT) – Key Enablers – Changes in Flag Code

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Azadi Ka  
Amrit Mahotsav

Har Ghar Tiranga - 15th August 2022

**Flexibility in Materials permitted** for preparation of flags – Polyester, Cotton, Wool, Silk and Khadi bunting material permitted.

**Permitted Sizes:** Length to Height (Width) Ratio of 3:2 to be maintained. No size restriction.

**Machine Made Flags permitted** in addition to Hand-made Flags

**No restriction on timing of Flag Display.**

A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions



amritmahotsav.nic.in | f t i

## Har Ghar Tiranga: Sourcing of Flags

States have mobilized Self Help Groups (SHGs) for production of Flags.

Local Tailoring Units and MSMEs have also been roped in for production of Flags

Ministry of Textiles have identified Flag producers who are supplying Flags in big quantities

All 1.6 Lakh Post Offices in the country shall also make available flag for sale at the last mile

### Indicative Flag Sizes and Tentative Price

20" X 30"	Rs 25/-
16" X 24"	Rs 18/-
6" X 9"	Rs 9/-





Har Ghar Tiranga - 15th August 2022

# Har Ghar Tiranga: Creating Buzz about the Campaign – Some Pointers

All Higher Education Institutions can be involved in the outreach campaign

Universities/Colleges/Vocational Institutes to be onboarded.

Campaign creatives to be displayed across the Institute Notice-boards.

Events and Activities centered around Tiranga may be organized with each event dedicated to a particular aspect of Tiranga

Institute Vehicles may be painted with HGT Campaign creatives

Marathon Runs with Students sporting HGT creatives can be organized from 11<sup>th</sup> – 15<sup>th</sup> August



## Har Ghar Tiranga: Involving Alumni Associations in the campaign

Alumni Associations of Higher Education Institutes can be a major vehicle for outreach for the campaign

Pan-IIT, Pan-IIM and other University and Institute alumni associations can be roped in for popularizing the campaign

Some of the Alumni Associations have presence across the Globe; their members can be contacted for spreading the campaign across the Globe

Alumni Associations can also be roped in for facilitating supply of Flags



## Indicative listings of Indian National Flag on e-Commerce Platforms

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Schools may utilize e-Commerce platforms for supply of Flags. Some indicative listings are as follows

Amazon: <https://amzn.eu/d/0ezSoOv>

Flipkart: <https://dl.flipkart.com/dl/jamboree-indian-national-flag-satin-cloth-24-x-36-inches-rectangle-outdoor/p/itm8f9876656960b?pid=FLAGFPJNRVKK9BGZ&cmpid=product.share.pp&refId=PP.5b2bcfcf-02b0-48f3-b094-1e393a1acab1.FLAGFPJNRVKK9BGZ&appld=CL>

IndiaMart: <https://m.indiamart.com/proddetail/4-x-6-ft-indian-national-flag-outdoor-100-pure-cotton-15169590173.html>

Etsy: [https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share\\_v4\\_lx](https://www.etsy.com/in-en/listing/1015116564/india-flag-5-x-3-ft-100-polyester-with?ref=share_v4_lx)

National Flag Shop: <https://nationflagshop.com/>

# Har Ghar Tiranga Website: <https://harghartiranga.com>

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## Upload Selfie

The Tricolor Flag is a symbol of pride for every Indian. It represents national identity and unites the hopes and aspirations of the Indian people.

Upload Selfie

More selfies



Har Ghar Tiranga Website created for engaging participants under the campaign

**Pin a Flag:** Citizens can Pin a flag on the website based on their Geographical Coordinates

**Information about Flag** shall be made available including Creatives and Flag Supplier details – Min/Dept may use the same

**“Selfie With Flag”** Corner for uploading people to upload photographs with Flag

**All Institutes may ensure that Students** Pin the Flag and upload Selfie with Flag on the Website/Social Media Platforms



## Other Important Points regarding the Campaign



Har Ghar Tiranga campaign has been officially launched with Hon'ble PM's Tweet on 22<sup>nd</sup> July.

All Websites/Social Media pages of Institutes/Universities/Colleges may be updated with Har Ghar Tiranga Campaign creatives such that click would redirect visitors to <https://www.harghartiranga.com>

All Institutes/Universities/Colleges may ensure that all Teachers/Staff/Students have access to Flags.

Institutes/Universities/Colleges may illuminate their buildings in Tri-color during Independence Week. Hoisting/Display of Flags during the campaign from 13<sup>th</sup> to 15<sup>th</sup> August

All employees/students may be directed to update **Selfie with Flag** on the Har Ghar Tiranga Website. Simultaneously, they may **Pin the Flag** on the website as per their Geographical coordinates



Har Ghar Tiranga - 15th August 2022

**Thank you**