

## HAR GHAR TIRANGA

### *A Nationwide Celebration of Unity and Patriotism*

(Ministry of Culture)

August 13, 2024

'*Har Ghar Tiranga*' is a campaign that started under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark India's independence. It stemmed from the thought that our relationship with the national flag has always been more formal and institutional than personal. The idea behind the initiative was to invoke the feeling of patriotism in people's hearts and promote awareness about the Indian National Flag. The Ministry of Culture is the nodal ministry for *Har Ghar Tiranga*.

*Har Ghar Tiranga* has grown to be a people's movement. People across the country, belonging to different segments of society, have embraced and infused the idea with their warmth and support via participation in online and offline programmes and events.

### Har Ghar Tiranga 2024



2024 marks the 3<sup>rd</sup> edition of the *Har Ghar Tiranga* programme to be celebrated from **August 9-15, 2024**. All States and Union Territories are actively participating in the celebrations, ensuring the campaign's success. Key industry partners- e-commerce platforms, railways, civil aviation sectors, the Indian armed forces, and the Central Armed Police Forces (CAPF)- are also actively disseminating information and promoting the campaign. Self-help groups nationwide are actively contributing to large-scale flag production and availability. This collaborative effort is turning the vision of honouring the National Flag into reality and another milestone celebration of the people of India by the people of India.

A highlight of the campaign has been the [special Tiranga Bike Rally](#) featuring Members of Parliament, on 13th August at 8 AM. The rally started from Bharat Mandapam, Pragati Maidan, New Delhi and ended at Major Dhyan Chand Stadium, passing through India Gate.

This time, several collective endeavours are planned to mark the campaign nationwide.

#### **Tiranga Runs**

To be organized in various cities across the country to promote patriotism.

#### **Tiranga Concerts**

Musical events featuring patriotic songs to celebrate our national heritage.

#### **Street Plays (Nukkad Nataks)**

Performances in local communities to spread the message of unity and patriotism.

#### **Painting Competitions**

Engaging the youth and children in artistic expressions of their love for the nation.

#### **Exhibitions on the Evolution of Tiranga**

Showcasing the history and significance of the national flag.

#### **Flash Mobs**

Enthusiastic displays of national pride in public places.



### **— Tiranga Rallies —**

Bike, cycle, and car rallies dedicated to the spirit Tiranga are being organized locally with active participation of hobby groups, youth volunteers, representatives of different States and others.

### **— Tiranga Yatra —**

Tiranga Yatras are a key part of the Har Ghar Tiranga movement.

Young and old, men and women all join the yatras across the length and breadth of India to celebrate and honour the National Flag, bringing a sense of national pride and unity.





## **Tiranga Runs**

Runs and marathons dedicated to the spirit of Tiranga celebrating the values of the national flag are scheduled in the run up to Independence Day. People from all walks of life are encouraged to join and honor the flag that binds us all together

## **Tiranga Concerts**

Large public concerts will be organized with patriotic music. The Tiranga Anthem from the Ministry of Culture will be played at all concerts. These events aim to create a festive atmosphere and celebrate our national pride through music. Tiranga Anthem is available for download in the download section of this website.



## **Tiranga Canvas**

Tiranga Canvases will be set up at event venues where people can write "Har Ghar Tiranga" or "Jai Hind" in any Indian language. Each canvas is designed in the same ratio as the national flag (3:2). A reference design template for the Tiranga Canvas is available for download in the download section of this website.

## **Tiranga Selfie**

Participants are encouraged to hoist the flag and take selfies with the Tiranga and upload them to the Har Ghar Tiranga website (harghartiranga.com). Certificates can be shared on social media with #HarGharTiranga and #HGT2024. This will help engage people and celebrate their participation.





## Tiranga Tribute

Bravehearts and freedom fighters, along with their families, will be remembered, honored and felicitated in local programs on behalf of a grateful nation. Their sacrifices and contributions to India's freedom and progress is a constant inspiration for all of us.

## Tiranga Melas

Tiranga Melas will support local artisans and add to the festive mood. Stalls selling flags, merchandise, and food will be set up around event venues, creating a lively and celebratory atmosphere.



## **First and Second Editions of *Har Ghar Tiranga***

Prime Minister Shri Narendra Modi launched the “*Har Ghar Tiranga*” campaign in 2022 to celebrate 75 years of India’s Independence. The idea behind the initiative was to strengthen the feeling of patriotism in the people’s hearts and to celebrate Azadi Ka Amrit Mahotsav in the spirit of Jan Bhagidari. States, Union Territories, and Ministries participated extensively in the campaign with full fervor. NGOs and Self-Help Groups from various places also contributed towards making Har Ghar Tiranga.

During the campaign in 2022, several milestones, such as the Guinness World Record of the World’s ‘Largest Human Image of a Waving National Flag’ in Cricket Stadium, Sector 16, Chandigarh, with the participation of 5,885 people, were created.

In both the previous editions, the programme conceived in a hybrid format envisaged a physical & emotional connection with the flag itself in the personal context and also envisaged a collective celebration and amplification of patriotic fervour through the act of uploading a selfie on the special website created for this initiative. In 2022, the national flag was hoisted at more than 23 crore homes and 6 crore people uploaded their selfies with the flag on [harghartiranga.com](http://harghartiranga.com). In 2023, over 10 crore selfies were uploaded. Bringing the flag home collectively as a nation thus became symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our collective commitment to nation-building.



# HAR GHAR TIRANGA

11th – 15th August, 2022

**6 Crore  
Selfies Uploaded**

13th – 15th August 2023

**10 Crore  
Selfies Uploaded**



## References

- <https://webcast.gov.in/events/MTc2Mg-->
- <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2043288>
- <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1851205#:~:text=The%20Government%20of%20India%20is,iconic%20sites%20across%20the%20country.>
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- <https://www.pib.gov.in/PressReleseDetail.aspx?PRID=1947521>

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