



Research Unit
Press Information Bureau
Government of India

Har Ghar Tiranga: A People's Celebration of the Tiranga

13 August, 2025

The *Har Ghar Tiranga* campaign, launched under the aegis of **Azadi Ka Amrit Mahotsav**, was envisioned as a way to transform India's relationship with its National Flag from a purely formal and institutional symbol into one that is deeply personal. The idea was simple yet profound — to encourage every citizen to bring the Tiranga home, hoist it with pride, and celebrate India's independence as a shared and heartfelt experience. The Ministry of Culture serves as the nodal agency, steering this nationwide initiative.

From its inception, *Har Ghar Tiranga* has grown beyond an annual programme into a mass people's movement. Over the years, it has drawn unprecedented participation from every corner of the country — from bustling cities to remote villages, from corporate offices to schools, from defence forces to self-help groups. The campaign has found support from e-commerce platforms, railways, civil aviation, the armed forces, and the Central Armed Police Forces (CAPFs), ensuring that the message of patriotism reaches every home. Self-help groups have been instrumental in large-scale flag production, ensuring that the Tiranga is available and accessible to all.

Har Ghar Tiranga 2025 Edition – Celebrating the Spirit of the Nation

The Tiranga is more than just a flag—it is a living emblem of India's unity, diversity, and resilience. The Har Ghar Tiranga 2025 campaign builds on the resounding success of previous years, infusing it with fresh energy, creativity, and opportunities for citizens to connect with the national flag in deeply personal and community-driven ways.

This year's edition will unfold in phases, ensuring participation from every corner of the country in the run-up to Independence Day. The celebrations will culminate on 15th August 2025 with a unified display of the Tiranga across homes, institutions, and public spaces, symbolizing a collective affirmation of national pride.



Phase-Wise Celebration Plan¹

Phase I

2nd - 8th August 2025

Schools and communities came alive with Tiranga art, rangolis, and vibrant decorations, while monuments and markets embraced the Tricolour. Wall paintings, quizzes, and skits brought alive the Flag's history and spirit of unity.

Phase II

9th - 13th August 2025

Celebrations focus on creating shared moments and fostering togetherness, with States and Union Territories hosting Tiranga Mahotsavs. Patriotic concerts, local product fairs, bike and cycle rallies, and spirited yatras will continue to draw enthusiastic public participation.

Phase III




13th - 15th August 2025

The finale of Har Ghar Tiranga will highlight individual expressions of patriotism, with citizens bringing home the flag and participating in flag hoisting ceremonies across urban and rural areas. People will share their moments through the Selfie with Tiranga initiative and uploads on the campaign website.

Key Activities for 2025

- **Tiranga Volunteer:** Citizens are being called upon to become volunteers, with over 5 lakh youths registering. Volunteers are spreading awareness about the flag's history, significance, and etiquette, hoisting flags, sharing selfies, and earning digital Ambassador badges and certificates.
- **Har Ghar Tiranga, Har Ghar Swachhata:** Clean-up drives, water conservation activities, and flag hoistings at Amrit Sarovars are being organised, integrating Swachh Bharat Mission (Grameen) and Jal Jeevan Mission initiatives to promote patriotism alongside public health.

¹ <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2025/aug/doc2025811605101.pdf>

- **Tiranga Quiz, Art, Weaves & Threads:** Online quizzes on MyGov are being conducted, public art installations from tricolour threads and fabrics are being displayed, and citizens are being encouraged to create Tiranga-themed paintings, posters, digital artworks, and crafts.
- **Tiranga Letter Writing & Rakhi Making:** Students and youth are being invited to write letters of gratitude and craft Tiranga-themed rakhis for armed and police forces, strengthening citizen–protector bonds.
 

- **Tiranga Yatra, Rallies & Runs:** Community flag processions, bike/cycle/car rallies, and Tiranga-themed runs and marathons are being organised, promoting unity, fitness, and national pride.
 
- **Tiranga Concerts, Selfie, Tribute & Melas:** Patriotic music concerts are being organised with the Tiranga Anthem, citizens are being encouraged to click selfies with the flag on the official website, special ceremonies are being held to honour freedom fighters, and melas with stalls for flags, themed merchandise, and food are being conducted to support local artisans and community celebration.

Jan Bhagidari for Har Ghar Tiranga Abhiyan

The Har Ghar Tiranga campaign draws its strength from a *whole of society* approach, bringing together ministries, departments, States, Union Territories, and citizens in a unified effort. This coordinated participation ensures that the celebrations reach every part of the country and resonate with people from all walks of life.

Under the spirit of *Jan Bhagidari* Self Help Groups (SHGs) across the country have played a pivotal role in making the Har Ghar Tiranga campaign a truly inclusive movement. Women-led SHGs have been at the forefront of manufacturing the National Flag, ensuring not only adherence to quality standards but also timely availability across urban and rural areas. Their efforts have extended beyond production to active participation in the distribution of flags, enabling citizens in even the remotest regions to join the celebrations. This collaboration reflects the strength of community-driven initiatives in translating national campaigns into grassroots realities.

Uttar Pradesh

In Uttar Pradesh, the State Rural Livelihood Mission has mobilised around 30,000 self-help group members to produce an impressive 2 crore national flags for the Har Ghar Tiranga 2025 campaign. This large-scale effort has not only brought together thousands of women from across the state but has also fostered a deep sense of pride and unity, as they contribute their skills to creating the national symbol that will adorn millions of homes.



From Chandauli district, Uttar Pradesh, **Arti Singh's** journey is stitched with both skill and spirit. A sewing trainer by profession, she joined the Naari Shakti Mahila Prerna Gram Sangathan in 2015, and with government support, built her own tailoring business with multiple machines, bringing other women along with her.

When Har Ghar Tiranga came, it wasn't just a campaign — it was an opportunity. Her group received orders for thousands of flags. *"Mahilaon mein bohot utsaah hai... hum poore man se desh ke liye kaam kar rahe hain,"* Arti says, her voice brimming with pride. The workshop echoed with the whirr of sewing machines and the excitement of women who saw their work flying high across the country. For them, each flag was more than fabric — it was a symbol of unity, dignity, and empowerment.



In Lalitpur district, UP, the women of the Gaura Devi Self Help Group are working tirelessly for the Har Ghar Tiranga campaign. Among them is **Sanju Raja**, who sits at her sewing machine for hours each day, carefully stitching the colours of the nation into fabric. Around her, the other women cut, press, and finish the flags — each contributing in their own way so that a thousand Tirangas will soon be ready to fly.

Sanju's journey has been one of quiet resilience. Just four years ago, her family's situation was so dire that even arranging two meals a day was a struggle. Today, her children go to school, she runs a small shop, and her household stands on firmer ground. This transformation, she says, has been possible because of the opportunities government's initiatives have brought into her life.

For Sanju, the Har Ghar Tiranga campaign is more than just stitching flags. *"Hamare banaye huye jhande jab ghar-ghar par lahraenge, to ye hamare liye garv ki baat hai,"* she says with a smile that carries both pride and gratitude. In every thread they sew, the women of Chilla are weaving not only the Tiranga but also their hopes, dignity, and dreams for a brighter tomorrow.



Bihar

In Bihar, the Har Ghar Tiranga campaign has brought together nearly 500 skilled and first-time artisans across 10–15 districts, working through producer companies such as Shilpgram and Janki, as well as other local institutions. With proper training in place, both seasoned members and newcomers are contributing to the large-scale production of flags in all three notified sizes — 20×30, 16×24, and 6×9 inches — using materials like satin and roto polyester. So far, around 3 lakh Tirangas have been stitched and supplied locally within the state. The work not only instills a deep sense of national pride but also provides a steady livelihood.



In Bagwara village, Bihar, **Kajal Kumari** works at the Jeevika Didi Ka Silai Ghar, stitching the Tricolour for Har Ghar Tiranga. Introduced to this work by her aunt, she proudly says, “Jab main Tiranga banati hoon, toh mujhe apne mann mein garv mehsoos hota hai ki main desh ke liye kuch kar rahi hoon.”

This year, she and her group are making thousands of flags, knowing they will soon fly high on homes across the country. “Hamare banaye hue jhande logon ke ghar pahunchenge, yeh humare liye sabse badi khushi hai,” she shares with a smile.

For her, Har Ghar Tiranga is a true people’s campaign — one that brings communities together, creates livelihoods, and fills every participant with a shared sense of pride.



Assam

In Assam, the Har Ghar Tiranga Abhiyan brought together Self Help Groups (SHGs) through a coordinated effort of the district administration, Block Mission Management Units of the Assam State Rural Livelihoods Mission (ASRLM), and other departments. Priority was given to SHGs with proven expertise in tailoring and textile work, ensuring they could immediately begin large-scale flag production. In Assam, SHG members have been producing flags in standard sizes such as 20"x30", 16"x24", and 12"x18", using khadi cotton, polyester, and other approved materials in line with the Flag Code of India. Production has been steadily scaled up to meet demand ahead of Independence Day, with distribution taking place at district, block, and state levels. For many SHG women, this initiative has been more than seasonal employment—it has provided a dignified source of income, strengthened their entrepreneurial confidence, and brought a shared sense of pride in contributing to a national celebration.



In Kamrup, Assam, Dipali Murari and the women of the Jyoti Self Help Group have turned their skill with needle and thread into a celebration of the nation. This year alone, they have stitched 20,000 Tirangas and set up stalls to share them with homes far and wide.

A seasoned hand at stitching, Dipali has taught 10 other women in her group, and now nearly 50 members are part of this spirited effort. "Rozgaar toh mil raha hai, lekin Tiranga banane ka apna hi ek garv hai," she says, her voice filled with pride.

For Dipali, Har Ghar Tiranga is a festival in itself — her entire village now flies the flag, and the women receive warm respect for their work. "Yahan har ghar par Tiranga hai... aur humare liye yeh bahut badi baat hai," she adds with a smile, capturing the excitement that runs through her community.



Various ministries and departments are also actively contributing to the campaign²:

Whole of Government Participation

1

Ministry of Jal Shakti

Leading the joint Har Ghar Tiranga, Har Ghar Swachhata drive with the Ministry of Culture, combining the spirit of freedom with the resolve for cleanliness and safe water through activities under Swachh Bharat Mission (Grameen) and Jal Jeevan Mission.

2

Ministry of Education

Mobilising school children to write letters and create Tiranga-themed rakhis for soldiers and police personnel as a gesture of gratitude.

3

Ministry of Youth Affairs and Sports

Driving volunteer outreach, quizzes, and public engagement events.

4

Ministry of Railways and Ministry of Civil Aviation

Organising Tiranga Bike and Cycle Rallies, Yatras, and Runs, along with exhibitions and awareness drives for passengers and crew.

5

Ministry of Information and Broadcasting

Amplifying campaign messages and activities through media outreach.

6

Ministry of Electronics and Information Technology

Supporting digital engagement and online participation.

7

Ministry of Home Affairs

Enabling active participation of the Central Armed Police Forces through rallies, bands, and outreach in remote areas.

8

Ministry of Women and Child Development

Organising outreach programmes in anganwadis and childcare centres.

9

Ministry of Housing & Urban Affairs, Ministry of Rural Development, Ministry of External Affairs, Ministry of Textiles, Ministry of Tourism, Ministry of Petroleum & Natural Gas, and Ministry of Communications

Contributing through sectoral outreach, events, and integration of the campaign into ongoing programmes.

² <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2025/aug/doc2025811605101.pdf>

The Journey So Far: 2022–2024

2022

The first edition of Har Ghar Tiranga in 2022 celebrated 75 years of India's independence, launched by Prime Minister Shri Narendra Modi with the spirit of Jan Bhagidari. States/UTs, ministries, NGOs, and community groups came together to create a festival-like atmosphere nationwide. The campaign achieved notable milestones, including a Guinness World Record for the Largest Human Image of a Waving National Flag in Chandigarh with 5,885 participants, over 23 crore homes hoisting the Tiranga, and more than 6 crore selfies uploaded on the official portal.



2023

The second edition in 2023 saw this enthusiasm grow even stronger. Over 10 crore selfies with the flag were uploaded, turning the campaign into a digital celebration of patriotism. In both 2022 and 2023, the hybrid format of the programme encouraged a personal emotional connection with the flag at home, while also fostering a collective celebration through online engagement.

2024

In 2024, the third edition was celebrated from August 9–15, with participation from all States, UTs, and key industry partners. A highlight was the Tiranga Bike Rally on 13th August, where Members of Parliament rode from Bharat Mandapam, Pragati Maidan, to Major Dhyan Chand Stadium, passing the iconic India Gate. The nationwide activities once again brought millions together, reinforcing that bringing the flag home is not just symbolic — it is a shared commitment to the ideals of the nation.



Flag Code of India

Har Ghar Tiranga is celebrated in line with the Flag Code of India, encouraging citizens to understand and uphold the dignity, respect, and symbolism of the National Flag. Each year, this nationwide initiative transforms the simple act of hoisting the Tricolour into a collective celebration of unity and patriotism, as homes, schools, offices, and public spaces across India are adorned with the vibrant saffron, white, and green.



Salient Features of the Flag Code of India, 2002

- The Flag Code of India, 2002 was amended vide Order dated 30th December, 2021 and National Flag made of polyester or machine made Flag have been allowed. The National Flag shall now be made of hand-spun and hand-woven or machine-made cotton, polyester, wool, or silk khadi bunting.
- A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions, ceremonial or otherwise, consistent with the dignity and honour of the National Flag
- The Flag Code of India, 2002 was amended vide Order dated 19th July, 2022 and clause (xi) of paragraph 2.2 of Part-II of the Flag Code of India was replaced by the following clause:- (xi) "where the Flag is displayed in open or displayed on the house of a member of public, it may be flown day and night."
- The National Flag shall be rectangular in shape. The Flag can be of any size but the ratio of the length to the height (width) of the Flag shall be 3:2.
- Whenever the National Flag is displayed, it should occupy the position of honour and should be distinctly placed

- f. A damaged or dishevelled Flag shall not be displayed.
- g. The Flag should not be flown from a single masthead simultaneously with any other flag or flags.
- h. The Flag should not be flown on any vehicle except of the dignitaries mentioned in Section IX of Part III of the Flag Code, such as President, Vice-President, Prime-Minister, Governors etc.
- i. No other flag or bunting should be placed higher than or above or side by side with the National Flag.

Conclusion

From its historic beginnings in 2022 to the spirited milestones of the years that followed, the Har Ghar Tiranga campaign has grown into a powerful expression of collective pride. It has witnessed records being set, communities uniting in unprecedented numbers, and countless personal stories of devotion to the nation. In 2025, as the Tricolour once again rises across every home, school, office, and street, it carries forward the legacy of these shared moments while opening new chapters of unity and service. It reminds us that our freedom is a living heritage, honoured not only through symbolic gestures but also through our commitment to the ideals that the Tiranga embodies. Standing together beneath its colours, we reaffirm our identity as one nation and one people, bound by the spirit of sacrifice, resilience, and hope.

References:

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