

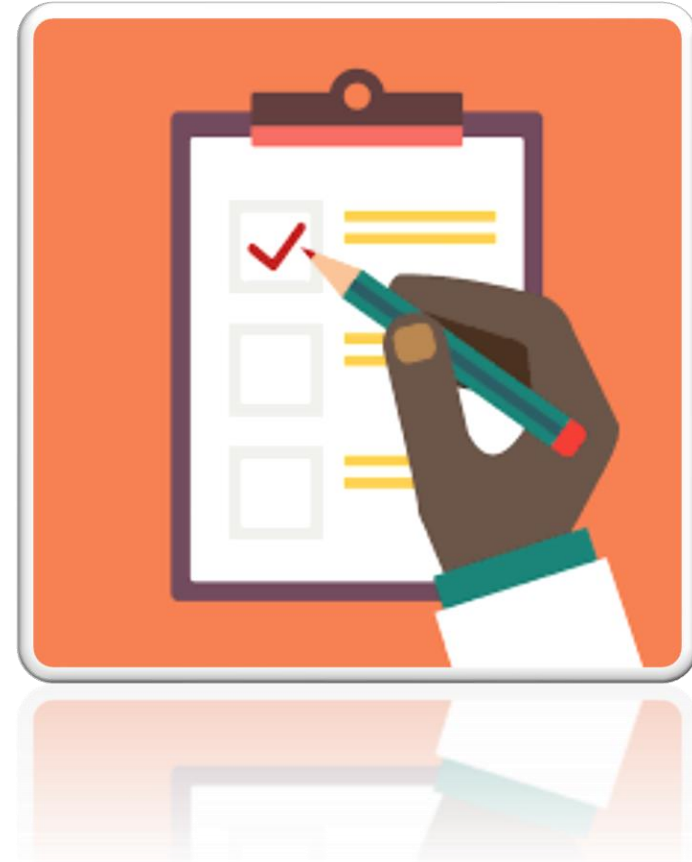


Har Ghar Tiranga

Planning the road ahead

Countdown to 15th August 2023

- Har Ghar Tiranga
 - Discussion on what has happened so far
 - Planning the road ahead with various stakeholders



Setting the context

- The Indian National Flag is a symbol of national pride for the entire nation.
- Historically, our connect with the flag had been
 - More formal and institutional than personal - special days, school, workplace etc.
- Our thinking behind this initiative
 - Bringing the flag home as a nation in the 75th year of independence:
 - An act of personal connection to the *Tiranga*.
 - Embodiment of our commitment to nation-building.



LAST YEAR ...

Tiranga was everywhere – North to South - Kashmir to Kanyakumari

JAMMU AND KASHMIR: District Administration Srinagar established national record by displaying 1850 metres long Tricolour at Bakshi Stadium.



TAMIL NADU : A glorious 75 feet Tiranga unfurled at the southern most tip of India at Kanyakumari, by amphibious warriors of Thiruvananthapuram military station.



States & UTs had done an outstanding job of making the campaign a grand success.

Prabhat pheries across the country, Chants of Vande Mataram

Active participation of all : children, youth, adults.



People joined the Tiranga movement with cycle and bike rallies pan India



Manipur CM flags off motorbike rally to observe 75 years of Independence



And the flag size got bigger & bigger
and the rally trails longer & longer
leading to Tiranga records being set.



This year too we need your support to make HAR GHAR TIRANGA reach all across India.

Already the work has started...

Tiranga Outreach Glimpses



Andaman and
Nicobar Islands



Jharkhand



Rajasthan



Lakshadweep



Nagaland



Haryana



Jammu and Kashmir

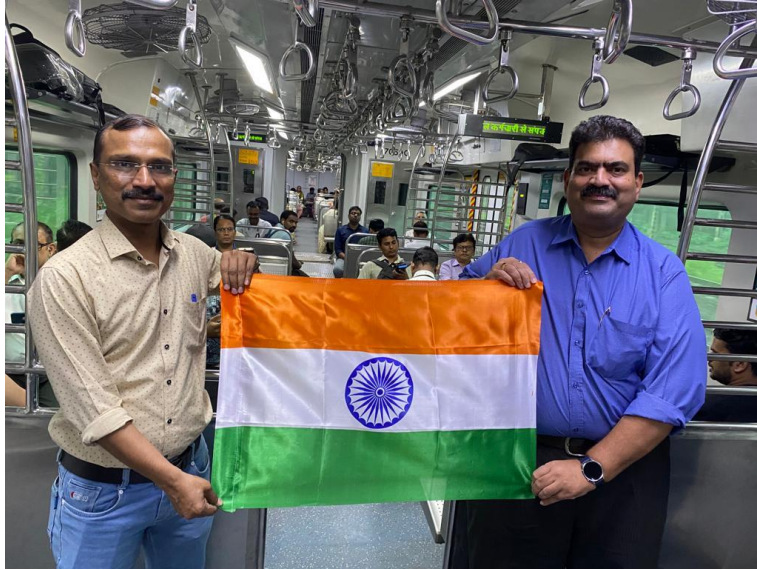


Tripura

Bike Rally in Delhi



Post Offices selling flags, undertaking massive outreach, home delivery





Task Areas

Jobs to be done

Countdown to 15th August 2022

Amplification of Har Ghar Tiranga Outreach

- Har Ghar Tiranga Posts
- Special call out by local celebs to hoist the Tiranga
- Highlighting website in all communication
 - Selfie upload via harghartiranga.com
- Use approved hashtag
 - #HarGharTiranga
- Participate in Trending activities
 - #SelfieWithTiranga 13th Aug
 - #HarDilTiranga 14th Aug
 - #HarGharTiranga 15th Aug





संस्कृति मंत्रालय
भारत सरकार



हर घर तिरंगा

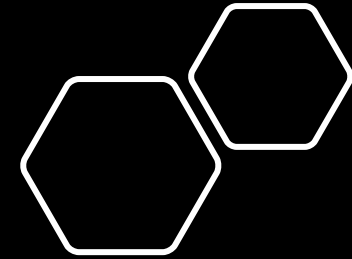
आइये आज़ादी का अमृत महोत्सव मनाएं
13 से 15 अगस्त हर घर तिरंगा फहराये

75
आज़ादी का
अमृत महोत्सव
हर घर तिरंगा
13-15 अगस्त 2023





Download Link - [Tiranga Creatives and Audio](#)



Amplification of Har Ghar Tiranga Outreach



▪ Offline outreach

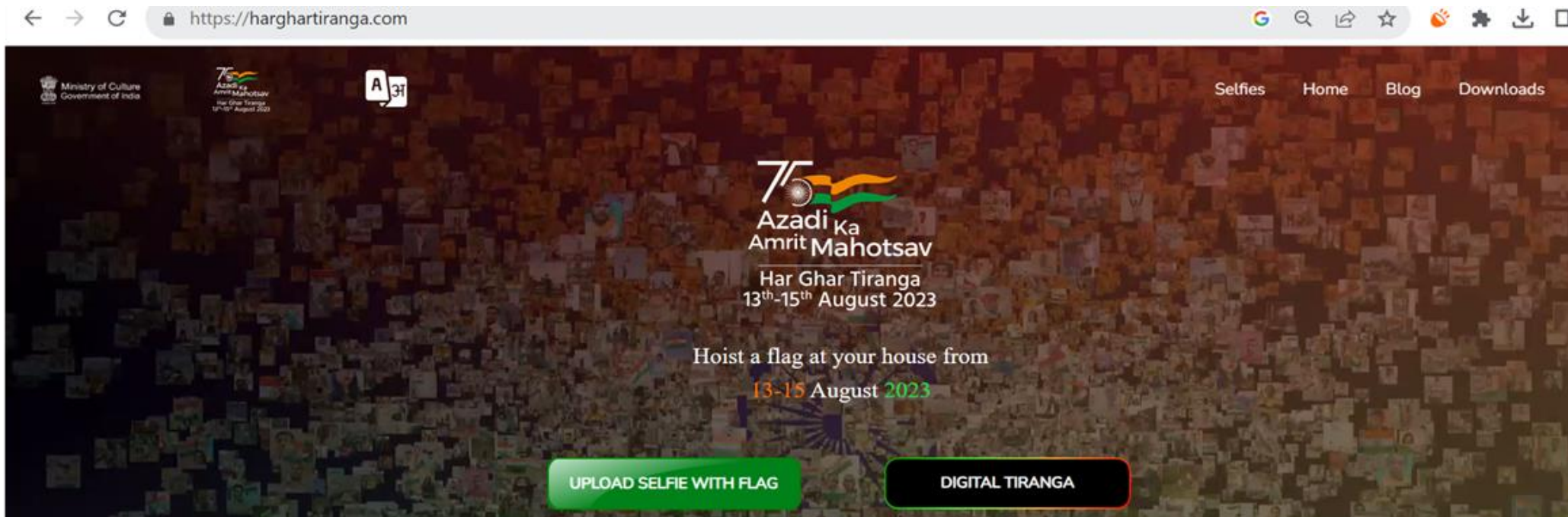
- Schools, Colleges, RWAs, Panchayats etc.
- Taking groups of people to buy Tiranga from nearest post office – led by celebrities/sportspersons.
- Tiranga bike /Cycle rallies with State Police force personnel, College students, Youth Volunteers and others.
- In Corporate offices - Har Desk Tiranga for all employee groups.
- Prabhat Pheries & Tiranga Marches in and around your localities.
- Message broadcast to groups in your community/area.

Amplification of Har Ghar Tiranga Outreach 2

- **Offline outreach**
 - Announcements in newspapers/ TV / Radio.
 - Hoardings, Banners, Caller Tunes etc.
 - Public messaging – via loudspeaker across colonies, markets, areas of high footfalls.
 - Local markets and monuments and Govt. building to be lit up in Tiranga colors
 - Flag hoisting by all prominent people . Social media posts.

Amplification of Har Ghar Tiranga Outreach 3

- Individual Call to Action
 - Buy a flag and hoist it at home.
 - Click a selfie with a flag and upload selfie on harghartiranga.com





Thank you.