



भारत सरकार Government of India
रेल मंत्रालय Ministry of Railways
रेलवे बोर्ड Railway Board



(E- File No.3399083)

2022/M(C)/135/AKAM

New Delhi, Dated: 06.07.22

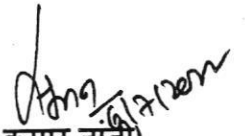
General Managers
All Zonal Railways.

Sub: Action to be taken for execution of program "Har Ghar Tiranga" under Azadi ka Amrit Mahotsava.

Ref: Director (AKAM), M/o Culture's letter F.No.42-22/45/2022-C&M Dated 08.06.22.

In reference to the subject it is advised to make provision of PVC flag under the program "Har Ghar Tiranga" on IR coaches.

For expeditious completion of the above work.


(सुमन कुमार तांती)
निदेशक / यांत्रिक इंजी. कोचिंग
रेलवे बोर्ड

C/- PCMEs/All Zonal Railways for kind information and necessary action please.

F.No 42-22/45/2022-C&M
Government of India
Ministry of Culture

IGNCA Campus, New Delhi
Dated:08/06/2022

Subject: Minutes of the meeting to review preparedness for NIC approved program "Har Ghar Tiranga" held on 02nd June, 2022.

A copy of minutes of the meeting to review preparedness for NIC approved program "Har Ghar Tiranga" held on 02nd June, 2022 taken by Group of Ministers consisting of Hon'ble Minister of Textiles, Commerce & Industry, Consumer Affairs, Food & Public Distribution, Hon'ble Minister of Culture, Tourism, Development of North Eastern Region, Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports is sent herewith for information and necessary action.

Priyanka Chandra
8/6/22
(Priyanka Chandra)
Director (AKAM)

To
The List of Attendees (As per list)

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No response.

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Sd/- GA Br

Minutes of the Meeting to review preparedness for "Har Ghar Tiranga"

Meeting to review preparedness for NIC approved program "Har Ghar Tiranga" was taken by Group of Ministers consisting of Hon'ble Minister of Textiles, Commerce & Industry, Consumer Affairs, Food & Public Distribution, Hon'ble Minister of Culture, Tourism, Development of North Eastern Region, Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports on 02.06.2022 at 2.30 PM. List of attendees is annexed.

2. Secretary, Culture made a presentation on pre-launch buzz creation strategy, launch program, flag production and distribution plans, outreach and publicity plan, action plan for various stakeholders. A copy of presentation is enclosed.
3. After due deliberations following directions were given: -
 - i. MEA and Indian Diaspora to be actively involved in the program.
 - ii. 2nd August is the Birth Anniversary of Pingali Venkayya, creator of the design on which Indian National flag is based. This occasion needs to be commemorated suitably.
 - iii. Logo of "Har Ghar Tiranga" to be in alignment with already existing logo of Azadi Ka Amrit Mahotsav.
 - iv. Creatives to be used for "Har Ghar Tiranga" hoardings, banners, standees, newspaper advertisement to be revised and designed differently for each category.
 - v. GEM platform to be utilized for price discovery of different flag varieties. Quotations may be called from manufacturers for different sizes and different materials.
 - vi. E-Commerce platform may be utilized for sale and distribution of flags. A meeting may be held under chairmanship of Secretary, DPIIT or Secretary, Department of Consumer Affairs with E-Commerce platforms for ensuring necessary tie ups.
 - vii. Panchayati Raj Department in all States/UTs to be designated as Nodal entities for stocking and distribution of flags.
 - viii. District Collectors to constantly monitor progress of implementation of program.
 - ix. Post offices, Panchayats, CSC centers to be utilized for distribution of flags.

- x. CPSUs and Corporates to take up responsibility of sponsoring flag, as per States and UTs allotted.
- xi. Letters to be issued to all textile associations for production of flags by Minister of Textiles. Quality of flags and costing needs to be ensured.
- xii. Railway Wagons/ Coaches to carry PVC flag. Tin plates with AKAM logo & Har Ghar Tiranga message to be exhibited on locomotives. Design of tin plates may be obtained from O/o Hon'ble Minister of Consumer Affairs.
- xiii. All aircrafts to be painted with logo of Har Ghar Tiranga. In flight announcements to be made for "Har Ghar Tiranga" keeping in view dignity of the program. In this regard, Hon'ble Minister of Civil Aviation to convene a meeting with all airline companies.
- xiv. Department of Telecom to ensure SMS and push messages, caller tunes with call to action.
- xv. Kailash Company has been asked to work towards song based on youthful, confident, resurgent, progressive India. Lyrics needs to be kept simple & theme need to have instant connect with masses.
- xvi. Industry Associations and other associations, can be asked to order and distribute flags to their members.
- xvii. Create a campaign for distribution of paper flags free of cost to create a mass movement.
- xviii. Gram Sabha can be used to get demand of Flags through the Gram Pradhans.
- xix. Letters from the Hon'ble Home Minister can be sent to all Gram Panchayats.
- xx. Jingles on mobiles should be kept crisp and to be played in a randomized manner instead of 1 jingle for all calls.
- xxi. **Related to the Har Ghar Jhanda Anthem:**
- Pitch needs to be exciting and should fill excitement in the masses. Singers should be singing in the video.
 - Prominent celebrities should be in the video in order to attract masses.
 - Regional representation of maximum states & UTs to be ensured in the celebrities appearing in the video.
 - **Themes that may be used for the Anthem:** Amrit Kaal, Aspiration, Self-confidence, Aatamnirbhar Bharat, Bright Future, Vishwaguru, Forward looking, progressive, futuristic technology, skilled, youthful, inclusivity, Sabka Saath, Sabka Vikas, Sabka Vishwask, Sabka Prayas, Sustainability

08/06/20

– Swachh Bharat & Swachhta, pharmacy of the world, trust, can-do-spirit,
Centered around Achievements in 75 & hope for next 25.

Meeting ended with Thanks to the chair.

1.6/6/22

List of Attendees

S.No.	Name	Designation
1.	Shri Piyush Goyal	Hon'ble Union Minister of Textiles, Commerce & Industry and Consumer Affairs, Food & Public Distribution
2.	Shri G. Kishan Reddy	Hon'ble Minister of Culture, Tourism and Development of North Eastern Region
3.	Shri Anurag Singh Thakur	Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports
4.	Shri Upendra Prasad Singh	Secretary, Ministry of Textiles
5.	Shri Govind Mohan	Secretary, Ministry of Culture
6.	Shri Nagendra Nath Sinha	Secretary, Ministry of Rural Development
7.	Shri Rajiv Bansal	Secretary, Ministry of Civil Aviation
8.	Shri R.N. Singh	Secretary, Ministry of Railways
9.	Shri Vineet Pandey	Secretary, Department of Post
10.	Shri Apurva Chandra	Secretary, Ministry of Information & Broadcasting
11.	Shri Bijaya Kumar Behra	Joint Secretary, Ministry of Panchayati Raj
12.	Shri Peter	Railway Board
13.	Shri Gaurav Kumar	Economic Advisor, Ministry of Textiles
14.	Smt. Priyanka Chandra	Director, Ministry of Culture
15.	Shri Anil Kumar	Director, Ministry of Textiles
16.	Smt. Shreyanka Basu	Consultant, Ministry of Culture

✓ 1.8/6/22