

MOST IMMEDIATE

No.CD-14040/42/2022-Coord
Government of India
Ministry of Road Transport & Highways
(Coordination Section)
Transport Bhawan, 1, Sansad Marg, New Delhi-110001

Dated: 26th July, 2022

OFFICE MEMORANDUM

Subject: 'Har Ghar Tiranga' programme [Hoisting/Display of National Flag in Households from 13th to 15th August, 2022].

The undersigned is directed to forward herewith a copy of Ministry of Culture's D.O. letter No.42-22/235/2022-AKAM dated 15.07.2022 on the above subject providing an indicative list of GeM listings for Indian National Flag for immediate necessary action.

2. Further, preparation of the 'Har Ghar Tiranga' programme has been reviewed by CoS in the meeting held under the chairmanship of Cabinet Secretary on 18th July, 2022. During the meeting, the following recommendations/decision, *inter-alia*, relevant for this Ministry were made:

(i) All Ministries/Departments may adopt a 'Whole of Government' approach and engage closely with M/o Culture to ensure that the objectives of Har Ghar Tiranga are fully achieved.

(ii) Ministries/Departments to generate momentum through special outreach activities, fully leveraging their institutional machinery and their reach in States to make it a people-centric movement, with maximum Jan Bhagidari.

(iii) Ministries/Departments may encourage their CPSEs and related Industry Associations/ Corporate Sector to help in procurement and distribution of flags.

(iv) All Ministries/ Departments may hold meetings and finalize their respective Action Plans for implementing Har Ghar Tiranga programme, on priority. It must be ensured that National Flags are made available to all employees for purchase.

3. In this regard, it has been decided that all offices/officers of the MoRTH/Toll Plazas/ WSAs will fly the National Flag during the Har Ghar Tiranga programme.

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4. Accordingly, all the offices/officers/agencies/Toll Plaza/WSAs under this Ministry are requested to take necessary action, as per the aforesaid decisions, to make 'Har Ghar Tiranga' programme a people-centric movement, with maximum Jan Bhagidari.

5. This issues with the approval of competent authority.

Encl: As above



(Rajesh Choudhary)

Deputy Secretary to the Govt. of India

T.No. 23710211

To

1. DG (RD) & SS
2. AS & FA / AS (H)
3. All Joint Secretaries
4. All ADGs/CEs
5. All Directors/DSs
6. All SEs
7. All ROs, MoRTH/NHAI/ED(Projects)NHIDCL.
8. All Other Officers in the MoRTH
9. Sr. Tech Director, NIC to upload this on the website/e-office of the MoRTH

Copy to:

1. Chairperson, NHAI
2. MD, NHIDCL,
3. Director, IAHE

Copy also to:

1. PS to Hon'ble Minister (RTH)
2. PS to Hon'ble MoS (RTH)
3. Sr. PPS to Secretary (RTH)
4. PSO to JS(Coord.)

Annexure – A

Table: Indicative Listings of Indian National Flag on GeM Portal

Sl. No.	Product Name	Material	Size of Flag	Product Category	Name of Vendor	Product ID	Price (INR)	Stock Available as on 14th July 2022
1.	Unbranded The Indian National Flag	100% Polyester	Size 6 (900 mm X 600 mm)	Indian Polyester	Reseller	5116877-80437672968	50	500000
2.	Unbranded The Indian National Flag	100% Polyester	Size 6 (900 mm X 600 mm)	Indian Polyester	Reseller	5116877-65064214564	50	1000000
3.	Unbranded The Indian National Flag	100% Polyester	Size 6 (900 mm X 600 mm)	Indian Polyester	Reseller	5116877-46354701452	50	10000000
4.	Unbranded The Indian National Flag	100% Polyester	Size 6 (900 mm X 600 mm)	Indian Polyester	Reseller	5116877-24925060224	50	10000000 0
5.	Unbranded The Indian National Flag	100% Polyester	Size 6 (900 mm X 600 mm)	Indian Polyester	Reseller	5116877-99158249238	50	500000
6.	Unbranded The Indian National Flag	100% Polyester	Size 7 (450 mm X 300 mm)	Indian Polyester	Reseller	5116877-60002012863	50	2072
7.	Unbranded The Indian National Flag	Not mentioned	(6300 mm x 4200 mm)	As per IS:1	Reseller	5116877-8007741866	15	300
8.	Unbranded The Indian National Flag	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-26053188469	16	998800
9.	Unbranded The Indian National Flag	Not mentioned	Size - 27 inch x 18 inch	As per IS:1	Reseller	5116877-44268205517	18	10000000

1713406/2022/COORDINATIONS

Sl. No.	Product Name	Material	Size of Flag	Product Category	Name of Vendor	Product ID	Price (INR)	Stock Available as on 14th July 2022
10.	FLAG The Indian National	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-47196670247	21	500000
11.	FLAG The Indian National	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-40145872837	23	300000
12.	Unbranded The Indian National Flag	Not mentioned	(6300 mm x 4200 mm)	As per IS:1	Reseller	5116877-81727551417	29	300
13.	FLAG The Indian National	Not mentioned	(450 mm X 300 mm)	As per IS:1	Reseller	5116877-8196151637	30	9
14.	FLAG The Indian National	Not mentioned	(3600 mm x 2400 mm)	As per IS:1	Reseller	5116877-99177741442	30	100
15.	Unbranded The Indian National Flag	Not mentioned	(900 mm x 600 mm)	As per IS:1	Reseller	5116877-15044728443	30	80000
16.	FLAG The Indian National	Not mentioned	Size - 27 inch x 18 inch	As per IS:1	Reseller	5116877-42847259643	31	1000

गोविंद मोहन

सचिव

Govind Mohan

Secretary



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आजादी का
अमृत महोत्सव

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

DO. No. 42-22/235/2022-AKAM

July 15, 2022

Dear Sir,

Kindly refer to my previous communication wherein it was informed that 'Har Ghar Tiranga' campaign has been launched under the aegis of 'Azadi Ka Amrit Mahotsav' (AKAM) to encourage citizens to hoist the National Flag of India in their homes. Under the campaign, it is envisaged that all citizens shall be encouraged to hoist Tiranga at their homes during the Independence week from 13th - 15th August, 2022. In this regard, reference is also invited to Cabinet Secretary's D.O. Letter No 42-22/235/2022-AKAM dated July 13, 2022 requesting support and leadership in the campaign.

2. In this context, it is important that we leverage resources of your Ministry to popularize and provide publicity to the campaign by involving citizens from all walks of life. Ministry of Culture has already initiated various steps in this regard and shall be ready to provide support if required.

3. Simultaneously, we have worked with all stakeholders to ensure production and supply of flags of various sizes. Sufficient number of flag suppliers have been on-boarded on GeM portal and the number has been increasing daily. Ministries/Departments can place their order directly through the GeM portal.

4. I would request you to kindly place demands for your Ministry through GeM portal well in advance so as to give enough time to suppliers to fulfill their commitment and also to enable delivery of these flags. An indicative list of GeM listings for Indian National Flag is attached as Annexure A.

With regards,

Encl.: As above

Yours sincerely,

(Govind Mohan)

Shri Aramane Giridhar
Secretary
Ministry of Road, Transport and Highways
Transport Bhawan, New Delhi-110001