



भाकृअनुप-केन्द्रीय रोपण फसल अनुसंधान संस्थान  
कासरगोड़ - 671124, केरल, भारत



**ICAR-Central Plantation Crops Research Institute**  
Kasaragod - 671124, Kerala, India  
(An ISO 9001:2015 Certified Institution)



Endt.F.No.11(9)Celebrations/2020-Estt. date: 09.08.2024

Copy of DO letter No.42-22/62/2024-AKAM dated 05.08.2024 of Ministry of Culture, New Delhi duly endorsed by Council vide Endorsement No.F. GAC 21-35/2022-CDN dated 09.08.2024 regarding **Har Ghar Tiranga Campaign to celebrate India's Independence Day** is endorsed herewith for information and compliance.

Senior Administrative Officer

Copy to:

- 01 The PC(Palms)/All HoDs, ICAR-CPCRI, Kasaragod
- 02 The Chief Fin. and Accounts Officer/Admin. Officer, ICAR-CPCRI, Kasaragod
- 03 The AAO ((Estt./E&M/P&IM/Accounts), ICAR-CPCRI, Kasaragod
- 04 PPS to Director/RTI&APAR Cell/PME Cell/Library/Farm Section/AKMU/Hindi Cell
- 05 Administrator (e-Office)/Website for uploading on Institute E-office notice board and Website
- 06 Notice Boards



भारतीय कृषि अनुसंधान परिषद  
कृषि भवन, नई दिल्ली - 110001

मिसिल. संख्यां - 21-35/2022 - समन्वय

दिनांक: 09 अगस्त, 2024

सेवा में,

भारतीय कृषि अनुसंधान परिषद के  
संस्थानों/राष्ट्रीय अनुसंधान केन्द्रों के  
समस्त निदेशक / परियोजना निदेशक

महोदय/महोदया,

कृपया इस अनुमोदित / परिचालित संलग्न पत्र आवश्यक कार्यवाही हेतु देखे।

नरेन्द्र कु.

कृते (अनुभाग अधिकारी)  
(समन्वय अनुभाग)



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN, NEW DELHI-110 001**

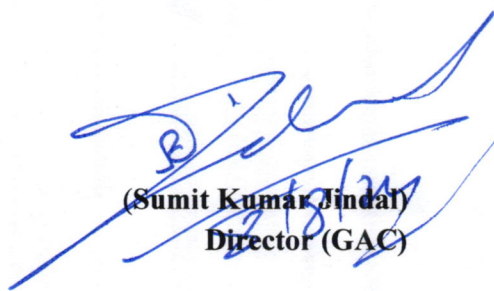
F.No.GAC 21-35/2022-CDN

Dated the 09 August, 2024

**ENDORSEMENT**

**Sub: - Har Ghar Tiranga Campaign to celebrate India's Independence Day-regarding.**

D. O. letter. No.42-22/62/2024-AKAM dated 5<sup>th</sup> August 2024 received from Secretary, Ministry of Culture, Government of India, New Delhi, regarding the aforesaid mentioned subject is being uploaded on the ICAR website [www.icar.gov.in](http://www.icar.gov.in) and e- office for information and compliance.

  
(Sumit Kumar Jindal)  
Director (GAC)

**Distribution:**

1. All the Constituent Units of ICAR viz. Directors/ Project Directors/ NRCs/ ATARIs etc.
2. All officers/ Sections at ICAR Krishi Bhawan/ KAB-I & II/ NASC.
3. PSO to DG, ICAR/ Sr.PPS to Secretary, ICAR/ PPS to FA, ICAR
4. Media Unit for uploading on the ICAR Website.
5. Guard file/ spare copies



गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



75  
Azadi Ka  
Amrit Mahotsav

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

~~D.O. No. 42-22/62/2024-AKAM~~

~~August 5, 2024~~

Dear Shri Pathak,

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. In 2022, over 23 crore households participated in the Har Ghar Tiranga campaign, with more than 6 crore people uploading selfies. In August 2023, over 10 crore people uploaded their selfies on Har Ghar Tiranga website.

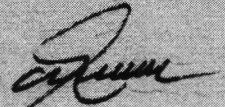
2. This year also Har Ghar Tiranga will be celebrated across the country from 9th August to 15th August 2024, wherein people will be encouraged to hoist flags in their premises. To maximize the reach and impact of this campaign, following is requested—

- a) All employees under your administrative jurisdiction may be encouraged to hoist flags in their household premises and to upload selfies with the National flag on the official website [www.harghartiranga.com](http://www.harghartiranga.com).
- b) Website banners and social media cover pages may be updated with the official 'Har Ghar Tiranga' creatives. All creatives, including the website banner, social media cover image, and other general creatives are available at <https://drive.google.com/drive/folders/1fYZk-fik95AF11iuWf9C6cCIVZab2MOM> for download.
- c) Official hashtags #HarGharTiranga and #SelfieWithTiranga may be used for all campaign-related posts to ensure consistency and maximum reach

3. I kindly request your support in this national endeavor and hope that the necessary action will be taken to ensure the success of the campaign.

With regards,

Yours sincerely,

  
(Govind Mohan)

Shri Himanshu Pathak  
Secretary  
Department of Agricultural Research and Education  
Ministry of Agricultural and Farmers Welfare  
Krishi Bhawan, New Delhi-110001