

**GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA SABHA
UNSTARRED QUESTION No.87
TO BE ANSWERED ON 18.07.2022**

HAR GHAR TIRANGA CAMPAIGN

**87. Shri MANNE SRINIVAS REDDY:
Shri KOMATI REDDY VENKAT REDDY:**

Will the Minister of **CULTURE** be pleased to state:

- (a) whether the Government has set up any centre to launch a large scale campaign to encourage Indians to fly the National Flag at their homes to mark the 75th Independence Day and has reached out to manufacturers and e-commerce sites to boost the availability of the Tricolour as part of the Azadi ka Amrit Mahotsav and about 26 crore households in the country would be encouraged to hoist the Tricolour as part of the 'Har Ghar Tiranga' campaign and awareness campaigns being organised along with funds sanctioned/spent till date; and
- (b) if so, the details thereof and the progress made till date?

ANSWER

**MINISTER OF CULTURE, TOURISM, AND DEVELOPMENT OF NORTH
EASTERN REGION**

(SHRI G. KISHAN REDDY)

(a) & (b) The Indian National Flag is a symbol of national pride for the entire nation. To further honor our flag, National Implementation Committee headed by the Hon'ble Home Minister which oversees all efforts under Azadi Ka Amrit Mahotsav has approved the programme of 'Har Ghar Tiranga'. It envisages inspiring Indians everywhere to hoist the national flag at their home. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and promote awareness about our national flag. Necessary directions have been given to all Central Ministries, State Governments, UT Administrations etc regarding tasks to be undertaken to ensure successful

implementation of the program. Efforts are on to ensure availability of flags to all the households across the country by the first week of August, 2022. Flags can be procured by the States/UTs through GeM portal and also locally.

Preparations towards Har Ghar Tiranga programme are under process and accordingly funds will be spent as and when required.