

पत्रांक-2/वि.60-84/2022-738/

बिहार सरकार

कला, संस्कृति एवं युवा विभाग

मुख्य सचिव,
बिहार।

सेवा में,

सभी अपर मुख्य सचिव/प्रधान सचिव/सचिव,

सभी विभागाध्यक्ष,

सभी प्रमण्डलीय आयुक्त,

सभी जिला पदाधिकारी, बिहार।

पटना, दिनांक 11/08/2025

विषय:-

"हर घर तिरंगा-2025" कार्यक्रम के संबंध में।

प्रसंग:-

संस्कृति मंत्रालय, भारत सरकार का अर्द्ध सरकारी पत्र सं०-42-22/119/2022-AKAM दिनांक-25.07.2025 तथा संस्कृति मंत्रालय एवं जल शक्ति मंत्रालय, भारत सरकार का पत्रांक-S-13015/46/2025-SBM-VI-DDWS

उपर्युक्त विषयक प्रासंगिक पत्रों (छायाप्रति संलग्न) द्वारा संस्कृति मंत्रालय, भारत सरकार से "हर घर तिरंगा-2025" कार्यक्रम के सफल आयोजन हेतु विस्तृत दिशा-निर्देश प्राप्त हुए हैं। उक्त कार्यक्रम 02 अगस्त से 15 अगस्त 2025 तक तीन चरणों में आयोजित किया जा रहा है, जिसका उद्देश्य राज्य के प्रत्येक नागरिक के घर, कार्यालय एवं सार्वजनिक स्थलों पर राष्ट्रीय ध्वज फहराकर देशभक्ति एवं राष्ट्रगौरव की भावना को प्रबल करना है।

इस संबंध में कला, संस्कृति एवं युवा विभाग, बिहार सरकार द्वारा सभी जिला पदाधिकारियों एवं संबंधित विभागों को पूर्व में विस्तृत दिशा-निर्देश प्रेषित किए गए हैं, जिनमें कार्यक्रम की समय-सारणी, गतिविधियों का विवरण एवं क्रियान्वयन की रूपरेखा उल्लिखित है। साथ ही जिला स्तर पर प्रभात फेरी, तिरंगा यात्रा, तिरंगा रैली, सांस्कृतिक कार्यक्रम, तिरंगा मेला, तिरंगा राखी प्रतियोगिता/कार्यशाला, तिरंगा प्रदर्शनी, सार्वजनिक स्थलों पर तिरंगा के रंग में लाईटिंग, तिरंगा रंगोली प्रतियोगिता का आयोजन एवं सेल्फी बूथ का निर्माण तथा तिरंगों की बिक्री एवं वितरण केन्द्र की स्थापना कराये जाने हेतु प्रत्येक जिलों को 1.00+1.00 लाख रुपये राशि उपलब्ध करायी गयी है। उक्त कार्यक्रम के अंतर्गत राज्य के प्रत्येक प्रखण्ड में न्यूनतम 2000 झण्डा अर्थात् राज्य स्तर पर कुल लगभग 10.50 लाख झण्डों का वितरण कराने का भी लक्ष्य रखा गया है। प्रखण्ड स्तर पर आवश्यक संख्या में झण्डों की उपलब्धता सुनिश्चित कराने हेतु "जीविका" को जिम्मेवारी दी गयी है तथा इस हेतु प्रति प्रखण्ड ₹ 50,000/- की दर से सभी जिला पदाधिकारी को राशि उपलब्ध करायी जा रही है।

अतः उपरोक्त के आलोक में आपसे अपेक्षा की जाती है कि-

1. जिले में सभी सरकारी कार्यालयों, शैक्षणिक संस्थानों, ग्राम पंचायतों, नगर निकायों बाजार एवं प्रमुख सार्वजनिक स्थलों पर तिरंगा फहराने, सजावट एवं संबंधित गतिविधियों का आयोजन की संपूर्ण तैयारी संबंधित जिला पदाधिकारी सुनिश्चित करेंगे।

अपर सचिव, कोषांग

डायरी सं० 312 (3120)

दिनांक 13/08/25

जल संसाधन विभाग,

बिहार, पटना

1003 (25)
14/8/25

अ. सचिव
कृ. प. सचिव
14.08.25

मुख्यालय (स्थापना)
जल संसाधन विभाग, बिहार, पटना
डायरी संख्या 1656
दिनांक 13/08/25

2. सभी अपर मुख्य सचिव/प्रधान सचिव/सचिव/विभागाध्यक्ष अपने-अपने विभागों एवं अधीनस्थ कार्यालयों, संस्थानों तथा इकाईयों को कार्यक्रम में सक्रिय भागीदारी हेतु आवश्यक निर्देश जारी करेंगे।
3. कार्यक्रम में स्वच्छ भारत मिशन और जल जीवन मिशन के तहत गांव/पंचायत स्तर पर स्वच्छ सुजल गाँव प्रतिज्ञा, सामुदायिक साफ-सफाई अभियान, WASH सम्पत्तियों की साफ-सफाई, जल संरक्षण, जागरूकता गतिविधि आदि का आयोजन कराया जाना है, जिसका विषय "हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग" है।
4. कार्यक्रम के दौरान जनभागीदारी को प्राथमिकता दी जाए तथा "सेल्फी विद तिरंगा" अभियान, तिरंगा रैली, सांस्कृतिक कार्यक्रम, तिरंगा प्रदर्शनी, स्वच्छता अभियान आदि गतिविधियों को अधिकाधिक प्रोत्साहित किया जाए।
5. कार्यक्रम के क्रियान्वयन से संबंधित फोटो, विडियो एवं मीडिया कवरेज रिपोर्ट प्रतिदिन वेबसाइट www.harghartiranga.com पर अपलोड की जाए।

अतः अनुरोध है कि उपर्युक्त निर्देशों का पालन करते हुए कार्यक्रम का प्रभावी क्रियान्वयन सुनिश्चित किया जाय, ताकि "हर घर तिरंगा 2025" अभियान राज्य में जन-जन तक पहुँचे एवं इसकी भावना एवं उद्देश्य पूर्ण रूप से साकार हो सके।
अनु-यथोक्त।

विश्वासभाजन,

मुख्य सचिव, बिहार।

बिहार सरकार
जल संसाधन विभाग

ज्ञापांक:-02/स्था0-17-01/2025-

3899

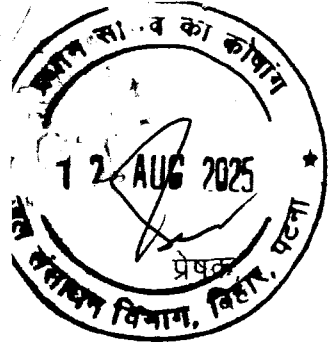
पटना, दिनांक- 18.8.25

प्रतिलिपि:- सभी अभियंता प्रमुख/सभी मुख्य अभियंता/सभी निदेशक/प्रधान सचिव के प्रधान आप्त सचिव/सभी अपर सचिव/सभी उप सचिव/सभी अवर सचिव, जल संसाधन विभाग, बिहार, पटना को सूचनार्थ एवं आवश्यक कार्यार्थ प्रेषित।

2. कार्यपालक अभियंता IT Centre जल संसाधन विभाग, बिहार, पटना को विभागीय वेबसाइट पर अपलोड करने एवं सभी संबंधित कार्यालय को ई-मेल करने हेतु प्रेषित।

(कृष्ण गोपाल)

सरकार के अवर सचिव



Received through 14/08/25 12.3.25

(116)

पत्रांक-2/वि.60-84/2022-738/

बिहार सरकार

कला, संस्कृति एवं युवा विभाग

मुख्य सचिव,
बिहार।

सेवा में,

सभी अपर मुख्य सचिव/प्रधान सचिव/सचिव,
सभी विभागाध्यक्ष,
सभी प्रमण्डलीय आयुक्त,
सभी जिला पदाधिकारी, बिहार।

पटना, दिनांक 11/08/2025

विषय:-

“हर घर तिरंगा-2025” कार्यक्रम के संबंध में।

प्रसंग:-

संस्कृति मंत्रालय, भारत सरकार का अर्द्ध सरकारी पत्र सं०-42-22/119/2022-AKAM दिनांक-25.07.2025 तथा संस्कृति मंत्रालय एवं जल शक्ति मंत्रालय, भारत सरकार का पत्रांक-S-13015/46/2025-SBM-VI-DDWS

उपर्युक्त विषयक प्रासंगिक पत्रों (छायाप्रति संलग्न) द्वारा संस्कृति मंत्रालय, भारत सरकार से “हर घर तिरंगा-2025” कार्यक्रम के सफल आयोजन हेतु विस्तृत दिशा-निर्देश प्राप्त हुए हैं। उक्त कार्यक्रम 02 अगस्त से 15 अगस्त 2025 तक तीन चरणों में आयोजित किया जा रहा है, जिसका उद्देश्य राज्य के प्रत्येक नागरिक के घर, कार्यालय एवं सार्वजनिक स्थलों पर राष्ट्रीय ध्वज फहराकर देशभक्ति एवं राष्ट्रगौरव की भावना को प्रबल करना है।

इस संबंध में कला, संस्कृति एवं युवा विभाग, बिहार सरकार द्वारा सभी जिला पदाधिकारियों एवं संबंधित विभागों को पूर्व में विस्तृत दिशा-निर्देश प्रेषित किए गए हैं, जिनमें कार्यक्रम की समय-सारणी, गतिविधियों का विवरण एवं क्रियान्वयन की रूपरेखा उल्लिखित है। साथ ही जिला स्तर पर प्रभात फेरी, तिरंगा यात्रा, तिरंगा रैली, सांस्कृतिक कार्यक्रम, तिरंगा मेला, तिरंगा राखी प्रतियोगिता/कार्यशाला, तिरंगा प्रदर्शनी, सार्वजनिक स्थलों पर तिरंगा के रंग में लाईटिंग, तिरंगा रंगोली प्रतियोगिता का आयोजन एवं सेल्फी बूथ का निर्माण तथा तिरंगों की बिक्री एवं वितरण केन्द्र की स्थापना कराये जाने हेतु प्रत्येक जिलों को 1.00-1.00 लाख रुपये राशि उपलब्ध करायी गयी है। उक्त कार्यक्रम के अंतर्गत राज्य के प्रत्येक प्रखण्ड में न्यूनतम 2000 झण्डा अर्थात् राज्य स्तर पर कुल लगभग 10.50 लाख झण्डों का वितरण कराने का भी लक्ष्य रखा गया है। प्रखण्ड स्तर पर आवश्यक संख्या में झण्डों की उपलब्धता सुनिश्चित कराने हेतु “जीविका” को जिम्मेवारी दी गयी है तथा इस हेतु प्रति प्रखण्ड ₹ 50,000/- की दर से सभी जिला पदाधिकारी को राशि उपलब्ध करायी जा रही है।

अतः उपरोक्त के आलोक में आपसे अपेक्षा की जाती है कि-

1. जिले में सभी सरकारी कार्यालयों, शैक्षणिक संस्थानों, ग्राम पंचायतों, नगर निकायों, बाजारों एवं प्रमुख सार्वजनिक स्थलों पर तिरंगा फहराने, सजावट एवं संबंधित गतिविधियों के आयोजन की संपूर्ण तैयारी संबंधित जिला पदाधिकारी सुनिश्चित करेंगे।

अपर सचिव, कोषांग

डायरी सं० 312 (अ० २०)

दिनांक 13/08/25

जल संसाधन विभाग,
बिहार, पटना

1003 (अ०)
14/8/25

AS-2

13/8-01

13/8/25

महोदय,

5.0-1

13.08.25

अपर सचिव

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

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जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

जल संसाधन विभाग, पटना

2. सभी अपर मुख्य सचिव/प्रधान सचिव/सचिव/विभागाध्यक्ष अपने-अपने विभागों एवं अधीनस्थ कार्यालयों, संस्थानों तथा इकाईयों को कार्यक्रम में सक्रिय भागीदारी हेतु आवश्यक निर्देश जारी करेंगे।
3. कार्यक्रम में स्वच्छ भारत मिशन और जल जीवन मिशन के तहत गांव/पंचायत स्तर पर स्वच्छ सुजल गाँव प्रतिज्ञा, सामुदायिक साफ-सफाई अभियान, WASH सम्पत्तियों की साफ-सफाई, जल संरक्षण, जागरूकता गतिविधि आदि का आयोजन कराया जाना है, जिसका विषय "हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग" है।
4. कार्यक्रम के दौरान जनभागीदारी को प्राथमिकता दी जाए तथा "सेल्फी विद तिरंगा" अभियान, तिरंगा रैली, सांस्कृतिक कार्यक्रम, तिरंगा प्रदर्शनी, स्वच्छता अभियान आदि गतिविधियों को अधिकाधिक प्रोत्साहित किया जाए।
5. कार्यक्रम के क्रियान्वयन से संबंधित फोटो, विडियो एवं मीडिया कवरेज रिपोर्ट प्रतिदिन वेबसाइट www.harghartiranga.com पर अपलोड की जाए।

अतः अनुरोध है कि उपर्युक्त निर्देशों का पालन करते हुए कार्यक्रम का प्रभावी क्रियान्वयन सुनिश्चित किया जाय, ताकि "हर घर तिरंगा 2025" अभियान राज्य में जन-जन तक पहुँचे एवं इसकी भावना एवं उद्देश्य पूर्ण रूप से साकार हो सके।
अनु-यथोक्त।

विश्वासभाजन,
4.8.2025
मुख्य सचिव, बिहार।

E-Mail

Div. Culture

Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation
Pt. Deendayal Antyodaya Bhawan,
New Delhi



Government of India
Ministry of Culture
Shastri Bhawan,
New Delhi

Sery, Ad culture

मुख्य सचिव कोषाग, बिहार

31 JUL 2025

Dear Colleague,

As you are aware, Ministry of Culture is leading the nationwide "Har Ghar Tiranga" campaign, which has become a celebration of national pride and people's participation. On this 79th Independence Day, we are pleased to announce a week-long

campaign titled "हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग", as joint collaboration between Department of Drinking Water and Sanitation, Ministry of Jal Shakti and Ministry of Culture, to be observed from 8th to 15th August 2025, with awareness generation from 1st August, 2025 till completion of the campaign.

This campaign has been envisioned to build on the spirit of collective celebration and civic unity, combining the essence of freedom with the resolve for Swachhata and Sujalta (Cleanliness and water sufficiency). Thereby reinforcing the Hon'ble PM's resolve for effective WaSH (Water, Sanitation, and Hygiene) - ensuring safe water supply, sustainable sanitation, and improved hygiene in rural areas.

The campaign will feature a series of activities across villages/ Gram Panchayats under Swachh Bharat Mission (SBM-G) and Jal Jeevan Mission (JJM), including Swachh Sujal Gaon pledges, community clean-up drives, cleanliness of WaSH assets, awareness activities, water conservation, and culminating in flag hoisting ceremonies at key WaSH infrastructure sites including Amrit Sarovars, Public Places, etc on 15th August 2025. This symbolic act reflects the freedom, dignity, and well-being brought by access to safe water and sanitation.

We request your support and involvement in ensuring active participation across districts, blocks, and Gram Panchayats. Special emphasis may be placed on mobilising local institutions, VWSCs, SHGs, PRIs, as well as school children, volunteers, and frontline workers to lead and partake in the campaign. The dual hashtag of the campaign are "#HarGharSwachhta and #HarGharTiranga", which may be amplified during the campaign period.

कला, संस्कृति एवं युवा विभाग

बिहार, पटना

आगत संख्या

तिथि

प्रेषण तिथि

3906

06/8/25

कला

2190

मुख्य सचिव कोषाग
डायरी सं. 2737
दिनांक 1/8/2025

Approved campaign materials/designs will be shared by DDWS with background tri-colour, along with a reporting mechanism through the SWSM/ DWSM login or other mechanism followed in this regard. States/ UTs are encouraged to share daily updates, photographs, and success stories on social media platforms. Campaign concept note, SSG Pledge and detailed day wise activities are placed at Annexure-I.

We count on your continued cooperation to make "हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग" (Har Ghar Tiranga: Har Ghar Swachhta- Swatantrata Ka Utsav, Swachhta Ke Sang) a spirited and impactful celebration of India's progress and our collective journey toward a Swachh, Sujal and Swasth Bharat.

Yours sincerely,



(Ashok K. K. Meena)

Secretary

Department of Drinking Water & Sanitation
Ministry of Jal Shakti



(Vivek Aggarwal)

Secretary

Ministry of Culture

Enclosed: As above.

To,

Chief Secretaries,
All States and Union Territories



Annexure-I

हर घर तिरंगा, हर घर स्वच्छता

स्वतंत्रता का उत्सव, स्वच्छता के संग

Campaign Concept Note

Background of the campaign

The **Swachh Bharat Mission (SBM)**, launched in 2014, aims to achieve universal sanitation coverage and promote cleanliness across India and in 15th August, 2019, Hon'ble Prime Minister launched Jal Jeevan Mission: Har Ghar Jal Programme to provide clean tap water to every households.

As India celebrates its **Independence Day on 15 August (Anniversary for both the flagship missions)**, it is an opportune moment to reinforce the values of civic responsibility, environmental stewardship, and national pride through a focused cleanliness drive.

The campaign aligns with India's Independence Day, symbolizing the freedom that comes with a clean and healthy environment.

Objective of the campaign

To commemorate Independence Day by organizing a **week-long campaign (8-15 August)** that promotes cleanliness, hygiene, water conservation, source protection, and awareness under the Swachh Bharat Mission & Jal Jeevan Mission culminating in **flag hoisting ceremonies at key infrastructure sites**.

Campaign name: हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग

Period: 8-15 August, 2025

Hashtag: #HarGharSwachhta in addition to #HarGharTiranga (dual hashtag)



Proposed Activities (8–15 August)

8 August – Launch Day

- Campaign inauguration by local leaders or officials at State/ District level by releasing campaign banner/ poster (DDWS will provide the approved design to use as event backdrop with the background tri-colour)
- **Swachh Sujal Gaon Pledge (Annexure-II)** by community members and school children, since it's launch day.
- Distribution of campaign materials (banners, posters, kits)
- Launch of Social Media Post from National and State key officials with campaign hashtag
- Media Information about the campaign (PIB, MYGOV, State PRDs)

9-11 August – Community Clean-Up Drive

- Village-level cleanliness drives involving VWSCs, SHGs, youth from different clubs/ECO Clubs, and panchayat members.
- Cleaning of public spaces, water bodies, and water & sanitation facilities.
- Swachhata rallies by students/ Youth of villages/ Jhanki, Rangoli making and painting at assets, infra, individual household level
- Drain Clean-up, Management of Greywater, Detect and Stop water leakages, etc
- Sanitation drive at periphery of Community Sanitation complexes, RRCs, and other assets
- Plastic waste collection drive and it's management related checks
- Community clean-up – 'Azadi ka Shramdaan' in streets, public spaces, etc

12 August – WaSH Infrastructure Cleanliness Day



- Special focus on cleaning and beautifying JJM infrastructure (water tanks, sources, tap connections, pump houses, etc).
- Painting and decoration of water & sanitation sites with patriotic themes.
- Tying up of Tri-colour threads on WaSH assets

13 August – Swachhata Dialogue and Awareness Day

- Demonstration of waste management techniques (Segregation, composting,) and toilet maintenance
 - Awareness on water conservation, ground water recharge, water source protection, avoiding single-use plastics, etc
-
- VWSC or community meetings to discuss sanitation challenges and solutions.
 - IHHL Toilet cleanliness activity by villagers/ Individuals

14 August – Preparation for Independence Day

- Final clean-up and decoration of public spaces, village streets, choupas, village markets, WaSH Sites and identification of space/ location for Flag Hoisting.
- Spot identification and cleaning up for Flag Hoisting under “Har Ghar Tiranga” Campaign
- Rehearsals for flag hoisting.

15 August – Independence Day Celebration

- Flag hoisting at WaSH Infra (JJM & Sanitation sites) (symbolizing clean water Sanitation and Freedom), Public Places (GP Building, and other govt. buildings, etc), Amrit Sarovars, etc
- Under “Har Ghar Tiranga” Campaign, flag hoisting at identified places (Individual households)
- Felicitation of Swachhata Champions and volunteers.

Expected Outcomes

- Enhanced awareness and participation in Swachh Bharat Mission.



- Improved visual cleanliness in villages and public spaces.
- Strengthened community ownership of water and sanitation infrastructure.
- Celebration of Independence Day with a renewed commitment to a clean India.

Target Audience:

- States/ UTs and it's Gram Panchayats and elected representatives will play a central role in mobilizing local action and leading by example.
- **Village-level institutions** such as the Village Water & Sanitation Committees (VWSCs) and Self-Help Groups (SHGs) will be key partners in organizing activities, spreading awareness and encouraging behavior change.
- **Village Youth** (students and school teachers) will be important ambassadors of Swachhata, with focused activities planned in schools to promote hygiene education and cleanliness in and around campuses. Additionally, the participation of frontline workers—such as ASHAs and Anganwadi workers—will be crucial in reaching households with messages on toilet usage, handwashing, and waste management.

Monitoring Mechanism

Under SWSM and DWSM login account created under JJM, may be used to get activity report from district and further compiled information can be shared by State/ UTs. Action Button with simple form and other mechanism will be informed separately.

Social Media Strategy

Suggested Hashtags: #HarGharTiranga #HarGharSwachhta (Dual hashtag)

At DDWS Level:

Release of campaign Poster and Countdown posts

Amplification of Some State's success stories/ reels related with campaign



- 14) मैं पेयजल की नियमित उपलब्धता हेतु, भूजल रिचार्ज सम्बंधित कार्यों का निष्पादन करूँगा/ करूँगी एवं जल शक्ति अभियान में अपना पूर्ण योगदान दूँगा /दूँगी;
- 15) स्वच्छता के इस राष्ट्रीय कर्तव्य का पूर्ण निष्ठा और लगन से निर्वहन करूँगा और अपने गाँव को स्वच्छ, सुजल, स्वस्थ और सबल बनाऊँगा / बनाऊँगी और इसमें अपना पूर्ण योगदान दूँगा / दूँगी

मुझे विश्वास है कि आज से शुरू की गई यह मुहिम, स्वतंत्रता दिवस तक मेरे गाँव और देश में स्वच्छता की नई चेतना लाएगी, और हमें विकसित भारत 2047 की ओर मजबूत कदम बढ़ाने में सक्षम बनाएगी।



At State/ District/ GP Level:

- Daily photo/video posts of campaign activities
 - Stories of local Swachhta/ Water champions and volunteers
 - Reels of flag hoisting at WaSH infra sites.
 - Video testimonials from ground featuring how SBM and JJM brings freedom in their lives.
-



Annexure-II

स्वच्छ सुजल गांव संकल्प

आज, स्वच्छता और सुजलता के इस जन अभियान की शुरुआत पर, मैं/हम यह संकल्प लेते हैं कि अपने गाँव/पंचायत को स्वच्छ, सुजल और सतत विकास की ओर अग्रसर करने में सक्रिय भागीदारी निभाऊँगा/निभाऊँगी। यह मेरा प्रयास विकसित भारत 2047 के निर्माण में एक सशक्त कदम होगा—एक ऐसा भारत जिसकी नींव स्वच्छता, जल-सुरक्षा और सामूहिक जिम्मेदारी पर आधारित हो।

मैं प्रतिज्ञा करता/करती हूँ कि:

- 1) मैं स्वच्छता को अपने स्वभाव में एवं अपने संस्कार का अभिन्न अंग बनाऊँगा / बनाऊँगी;
- 2) 'हर घर जल' कार्यक्रम के तहत बनाई गई परिसंपत्तियों अर्थात् नल-जल कनेक्शन, पंप हाउस, ओवरहेड टैंक और अन्य बुनियादी ढांचे की रक्षा करूँगा/करूँगी;
- 3) मैं सिर्फ स्वच्छता के प्रति सजग ही नहीं रहूँगा / रहूँगी, बल्कि इसके समुचित निदान हेतु लोगों को जागृत भी करूँगा / करूँगी;
- 4) मेरे घर, गाँव, शहर और आस पास सूखा कचरा एवं गीला कचरा का सही निष्पादन करूँगा/करूँगी;
- 5) मैं जल संसाधनों के लिए जिम्मेदारी की सामूहिक भावना के लिए जागरूकता फैलाऊँगा/फैलाऊँगी;
- 6) मैं सिंगल यूज होने वाले प्लास्टिक का इस्तेमाल नहीं करूँगा / करूँगी तथा प्लास्टिक कचड़े का समुचित प्रबंधन करूँगा / करूँगी;
- 7) मैं स्थानीय समुदाय को स्वच्छ और सुरक्षित जल के लिए जल स्रोतों के महत्व के बारे में जागरूक करूँगा/करूँगी;
- 8) मैं न गंदगी करूँगा, न करने दूँगा न ही करते हुए देखता रहूँगा;
- 9) मैं रिसाव को तुरंत ठीक करना और ब्रश करते समय नल बंद करूँगा/करूँगी;
- 10) स्वच्छता के इस कर्तव्य को सच्ची श्रद्धा और निष्ठा के साथ निभाऊँगा / निभाऊँगी ताकि मेरा परिवार ही नहीं, मेरा समाज और मेरा / हमारा भारत स्वच्छता की मिशाल बने ;
- 11) मैं स्वच्छता के साथ-साथ, पानी को प्रसाद की तरह इस्तेमाल करूँगा/करूँगी, और इसके इसका सदुपयोग करके, गंधले जल का समुचित निष्पादन करूँगा/करूँगी;
- 12) मैंने अब तक जो योगदान दिया है, अगर नहीं भी दिया हो तो, अब से, आज से अपने गाँव, अपने मोहल्ले, अपने शहर के लोगो एवं अपने कार्यस्थल पर लोगो को जागरूक करूँगा;
- 13) मैं आज ये शपथ लेता हूँ कि मेरे अलावा मेरे साथ कम से कम 10 और लोगो को इस मुहिम का हिस्सा बनाऊँगा ताकि हमारा देश पूर्ण स्वच्छता एवं सजलता यानी हर घर जल की दिशा में आगे बढ़ सके;

D.O. Letter from Secretary(DWS), Ministry of Jal Shakti, Govt. of India- reg.

From : office of Secretary DDWS <ppsdws@nic.in>

Wed, Jul 30, 2025 05:47 PM

Subject : D.O. Letter from Secretary(DWS), Ministry of Jal Shakti, Govt. of India- reg.

1 attachment

To : K. Vijayanand, IAS <cs@ap.gov.in>, Manish Kumar Gupta <cs-arunachal@nic.in>, Dr. Ravi Kota <cs-assam@nic.in>, Chief Secretary, Bihar <cs-bihar@nic.in>, Chief Secretary Office Chhattisgarh <csoffice.cg@gov.in>, Dr. V Candavelou IAS <cs-go@nic.in>, chiefsecretary@gujarat.gov.in, Sh. Anurag Rastogi, IAS <cs@hry.nic.in>, Prabodh Saxena <cs-hp@nic.in>, cs-jandk <cs-jandk@nic.in>, Alka Tiwari <cs-jharkhand@nic.in>, cs@karnataka.gov.in, Dr. A Jayathilak IAS <chiefsecy@kerala.gov.in>, Anurag jain <cs@mp.nic.in>, cs@maharashtra.gov.in, cs-manipur <cs-manipur@nic.in>, cso-meg <cso-meg@nic.in>, cs-mizoram <cs-mizoram@nic.in>, Jan e Alam, Chief Secretary Nagaland <csnlg@nic.in>, Shri Manoj Ahuja <csori@nic.in>, Chief Secretary Punjab <cs@punjab.gov.in>, csraj@rajasthan.gov.in, Shri Ravindra Telang, IAS <cs-skm@nic.in>, cs@tn.gov.in, cs-tripura <cs-tripura@nic.in>, chief secretary <cs-uttarakhand@nic.in>, CHIEF SECRETARY OFFCE GOVT OF UP <csup@nic.in>, Dr. Manoj Pant <cs-westbengal@nic.in>, CS Telangana <cs@telangana.gov.in>, Dr. Chandra Bhushan Kumar IAS <cs-andaman@nic.in>, administrator-dnh-dd@daman.nic.in, Shri Amit Singla <devcom-dd@nic.in>, Dr Sharat Chauhan, I.A.S , Chief Secretary to Government, Government of Puducherry <cs.pon@nic.in>, Advisor to the Administrator UTL <lk-advisor@gov.in>, Advisor to LG <advisor-lg-ladakh@gov.in>

Cc : Vivek Aggarwal <secy-culture@nic.in>, AS and MD NJJM <as.jjm@gov.in>, Y. K. SINGH <yksingh.80@gov.in>, Ashok K.K.Meena <secydws@nic.in>

Kind Attention: O/o Hon'ble Chief Secretary/Advisor to the Administrator(UT)


Madam/Sir,

Please find attached a D.O. letter with Annexures 1 and 2 from the Secretary (DDWS), Ministry of Jal Shakti, for your kind perusal and necessary action.

Regards,

103

CGO Complex, Lodhi Road,
New Delhi-110003
011-24361011
011-24362715
011-24361245

 **20250730174047739.pdf**
2 MB

E-Mail

Under Secretary

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

Date: 25/07/2025

विवेक अग्रवाल
सचिव
Vivek Aggarwal
Secretary

D.O. 42-22/119/2022-AKAM(PLD)

01 AUG 2025

Secy, Art & Culture

Shri Meena

As you are aware, the Government of India launched the Har Ghar Tiranga (HGT) campaign in 2022 under the aegis of Azadi Ka Amrit Mahotsav. The objective of this campaign has been to encourage citizens to hoist the national flag at their homes and build a personal and emotional connection with the Tiranga. Over the years, the campaign has become a successful grassroots movement of national identity, patriotism, and pride.

The HGT campaign was successfully implemented during the years 2022, 2023, and 2024, with the Tiranga being prominently hoisted across homes, offices, institutions, and public spaces nationwide on 15th August. Activities such as Selfie with Tiranga, Prabhat-pheris, Tiranga Janbhagidari initiatives, have made the Independence Day celebration with full of patriotism participative and widely celebrated occasion across the country. The campaign also served as a special occasion for the public to pay heartfelt tribute to the freedom fighters and soldiers who laid down their lives in the service of the nation and in honour of the Tiranga.

Chief Secretary Bihar

सं. २०२०

In continuation of this spirit, the Government of India has decided to celebrate the Har Ghar Tiranga 2025 across the country from 2nd to 15th August 2025, in three phases, as approved by the National Implementation Committee (NIC) on 24/07/2025. The phases are given as under:

- Phase 1 will start from 2nd August and go on till 8th August 2025.
- Phase 2 will start from 9th August and go on till 12th August 2025.
- Phase 3 will start from 13th August and go on till 15th August 2025.

Further, in accordance with the directions of the National Implementation Committee (NIC), the activities to be carried out by the States/ Union Territories towards HGT 2025 are highlighted in Annexure 1.

In the above context, it is requested to kindly nominate a Nodal Officer from your State/ Union Territory to coordinate with the Ministry of Culture for effective implementation of the HGT 2025 campaign.

With kind regards,

Yours sincerely,

(Vivek Aggarwal)



Shri Anur Lal Meena
Chief Secretary
Government of Bihar
Patna

Room No. 502, 'C' Wing, Shastri Bhawan, Lt. Rajendra Prasad Road, New Delhi-110 001
Phone +91-11-23381043 23386995 E-mail secy.culture@nic.in

Annexure - I**HGT 2025 activities as directed by National Implementation Committee
All States/ Union Territories of India****Phase I (2nd–8th August 2025):**

- Decorating school walls and boards with Tiranga inspired art.
- Display of exhibitions provided by Ministry of Culture (available in download section of website www.harghartiniranga.com) across educational institutions, government buildings, etc in 79 identified locations. And during the main VIP programme to be led by Hon'ble Chief Minister/ Hon'ble Governor/ Hon'ble Lt. Governor.
- Organizing Tiranga Rangoli competitions across schools, colleges, public places, etc.
- Organizing Tiranga Rakhi-making workshops and competitions in coordination with the Department of Posts for facilitating to dispatch the rakhis to soldiers and police personnels.
- Organize 'Tiranga Weaves and Threads' activity involving tricolour threads to showcase traditional weaves in Tiranga colours in public places/ markets.

Phase II (9th–12th August 2025):

- Big Event – Tiranga Mahotsav (with Tiranga Mela and Tiranga Concert in the same day)
 - Organize State/UT level VIP event at a centrally located venue with high janbhagidari.
 - Event to be led by Chief Minister, LG, Governor of the State/UT.
 - Ensure presence of Local MLA, MPs and other achievers, sportspersons at the event.
 - Tiranga Mela in the same venue during the VIP event:
 - Organize Tiranga Mela (similar to Saras Mela) specially focused on local products, products by SHGs, sale of Tiranga color theme items (food/ clothing/ makeup etc.) in collaboration with Ministry of Rural Development (Department of Rural Development), Government of India.

- Display of Tiranga exhibition during the mela.
- HGT selfie-booths to be prominently displayed and facilitated with proper branding for encouraging selfie uploads on the website www.harghantiranga.com.

- o Tiranga Concert:

- Organize Tiranga Concert with patriotic cultural performances by renowned and local artists on the same day of VIP event with high janbhagidari.
- Organize Tiranga bike rally and/or Tiranga cycle rally in collaboration with Ministry of Home Affairs (CAPFs), Government of India.
- Tiranga Rallies/ Yatraas:
 - o Organize Tiranga rallies/ yatraas with very long spread of tricolored fabric.
 - Across urban and rural areas – across blocks and panchayats.
 - Ensure participation of school kids, youth and people of all segments of society.
 - Setting records are encouraged.
- Tiranga lighting and decoration of location markets by encouraging sale of Tiranga and related merchandise, etc.
- Tiranga sale and distribution: Government of States/ UTs to manage the sale and distribution **through SHGs and local market activation only.**
- Media Amplification: Government of States/ UTs to ensure media amplification through State PIBs and DIPRs.

Phase III (13th–15th August 2025):

- Ensure flag hoisting ceremonies and lighting at government buildings, educational institutions, hotels, offices, dams, bridges, etc. Government of States/ UTs to issue special OMs and advisories for flag hoisting ceremonies.
- Government of States/ UTs to encourage citizens to click Selfie with Tiranga and upload them on the website www.harghantiranga.com.

Email

Chief Secretary, Bihar

D O letter dated 25.7.2025 from Secretary, Ministry of Culture, Government of India

From : VIVEK AGGARWAL <secy-culture@nic.in>

Mon, Jul 28, 2025 12:00 PM

Subject : D O letter dated 25.7.2025 from Secretary, Ministry of Culture, Government of India

2 attachments

To : Chief Secretary, Bihar <cs-bihar@nic.in>

Cc : Rajeev Kumar <rajeev.kr37@gov.in>, Samar Nanda <js-culture-candm@gov.in>

Sir/Madam,

Please find attached letter.

Regards,

O/o Secretary (Culture)

Tele: 011-23386995, 23381040

— Annexure - I.pdf
94 KB

— Bihar CS.pdf
376 KB

Har Ghar Tiranga

Presentation to States and Union Territories
31 July 2025

www.harghartiranga.com

Har Ghar Tiranga

- Since 2022 Har Ghar Tiranga an annual feature of events of Independence Week
- The initiative is aimed creating a personal bond with the national flag of India
- This year Har Ghar Tiranga events have been divided into 3 phases
- Phase 1 will start from 2nd August and go on till 8th August 2025
- Phase 2 will start from 9th August and go on till 12th August 2025
- Phase 3 will start from 13th August and go on till 15th August 2025

HGT 2025: New and Different

1. Starts early – 2nd August onwards – longer duration of campaign
2. Phase wise campaign – 3 different phases
3. Visual led outreach - Lighting and Decorations in public places start early
4. Anchored in reinvigorated spirit of nation building and personal commitment
5. Gratitude to soldiers and security personnel
6. Volunteer Programme – snowball effect



Focus – Phase 1

- Set and invoke patriotic mood
- Create tricolor visual references in public places
- Bring alive the history of the national flag in public discussions
- Act as a countdown to August 15
- Ensure outreach via Tiranga Volunteers

Phase 1 : 2nd August - 8th August 2025 (1/6)

- Decorating school walls and boards with Tiranga inspired art
- Share pictures on social media with #harghartiranga2025
- Showcasing exhibition of Tiranga
- Ministry of Culture has curated an exhibition on Tiranga
- It will be available for download on HGT website
- Exhibitions may be displayed in schools, public spaces, railway stations, airports, government buildings and during VIP programmes
- Coverage may be spread across 79 locations

Phase 1 : 2nd August - 8th August 2025 (2/6)

- Hosting Tiranga Rangoli competitions:
- Host competitions in schools, colleges, public places such as malls/parks
- Where competitions not feasible – demonstration, workshops may be done
- Large size rangoli art on few street also encouraged
- Participate in Quiz on Tiranga on My Gov.
- Ministry of Education and MyGov to host Tiranga Quiz on MyGov platform.
- States and UTs may encourage citizens specially students to participate.
- Locally conduct quiz on history of Tiranga.

Phase 1 : 2nd August - 8th August 2025 (3/6)

- Tiranga Rakhi Making Competition or Workshop
- States/UTs to organize workshops in schools, colleges, anganwadis, childcare centers, old age homes, night shelters to ensure maximum outreach
- Encourage malls, corporates, RWAs to host workshops
- Department of Posts (DoP) to deliver rakhis to soldiers and police personnel
- Tiranga Weaves and Threads - Public Displays and Installations
- Any activity involving tri color thread, showcasing traditional weaves
- Government of States/UTs to showcase displays in public places such as local markets.

Phase 1 : 2nd August - 8th August 2025 (4/6)

- Letter writing to Jawans and Police Personnel celebrating spirit of Tirangas
- Schools to organise letter writing inspired by the values and spirit of the Tiranga
- Focus on thanking soldiers and police personnel for security and service to the nation
- Bulk collection of letters from schools and delivery to soldiers and police personnel
- Support of D/o Post , Central Armed Police Forces, M/o Defence may be sought for seamless delivery

Phase 1 : 2nd August - 8th August 2025 (5/6)

- Week-long special campaign “हर घर तिरंगा, हर घर स्वच्छता: स्वतंत्रता का उत्सव, स्वच्छता के संग”, as joint collaboration between Department of Drinking Water and Sanitation, Ministry of Jal Shakti and Ministry of Culture, to be observed from 8th to 15th August 2025.
- Campaign builds on the spirit of collective celebration and civic unity, combining the essence of freedom with the resolve for Swachhata and Sujalta (Cleanliness and water sufficiency).
- Series of activities across villages/ Gram Panchayats under Swachh Bharat Mission (SBM-G) and Jal Jeevan Mission (JJM), including Swachh Sujal Gaon pledges, community clean-up drives, cleanliness of WaSH assets, awareness activities, water conservation, and culminating in flag hoisting ceremonies at key WaSH infrastructure sites including Amrit Sarovars, Public Places, etc on 15th August 2025.

Phase 1 : 2nd August - 8th August 2025 (6/6)

- Volunteer for Har Ghar Tiranga
- Citizens specially youth are encouraged to take the message of the Tiranga door to door and inspire others to hoist the flag and upload Tiranga selfies.
- Website of Har Ghar Tiranga will have details of registration.
- Volunteers will be able to download volunteer certificates from website.
- States and UTs requested to invite top 10 volunteers to 15th August ceremonies in your State/UT capital.



Special Request (Important)

- Tiranga Lighting & Projection
- Start as early as possible – preferably 2nd August onwards
- Maximum visibility and reminders via tricolor lighting and decoration
- Where feasible project the Tiranga on any given surface
- Outreach to cover buildings, monuments, bridges, markets, hotels, dams, RWAs
- Special tricolor decorations and lighting in all local markets
- Tiranga themed garlands, diyas, rangoli in public places specially streets, bus stops
- Special notices and announcements may be issued to ensure optimized participation

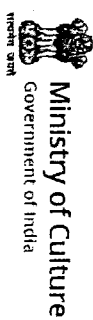
Focus – Phase 2

- Bringing People Together
- Creating Moments
- Celebratory Tone
- Tricolor Visibility Everywhere
- Sale of Tiranga
- Media Spotlight
- Selfie Upload



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Phase 2 : 8th August - 12th August 2025 (1/5)



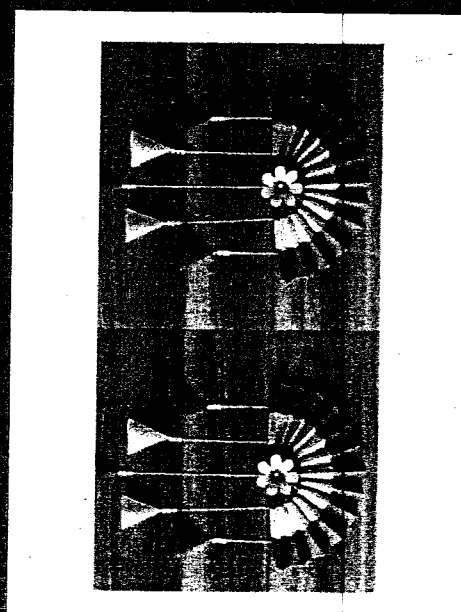
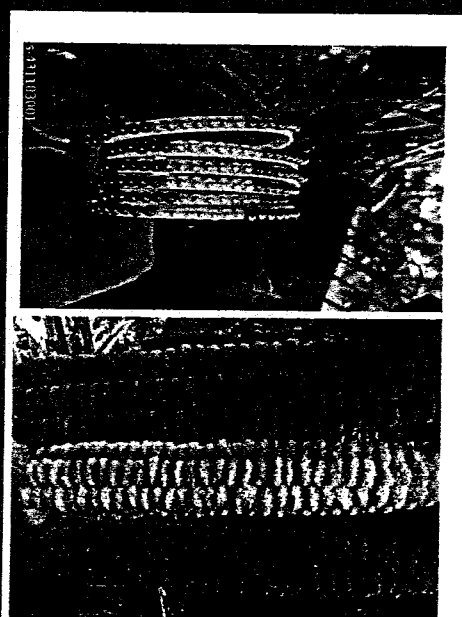
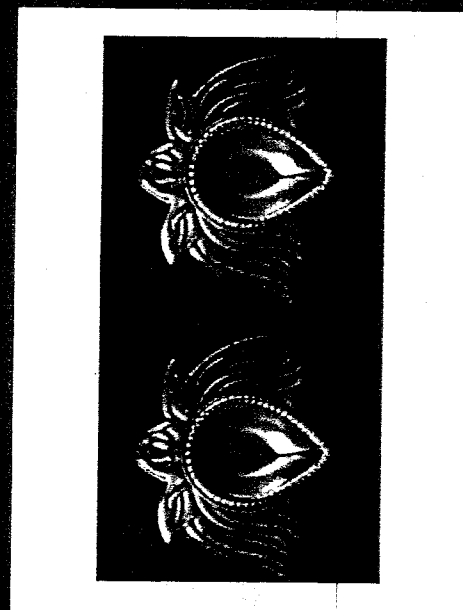
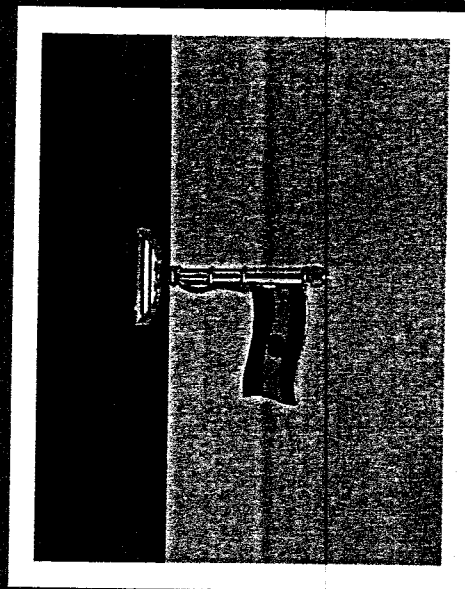
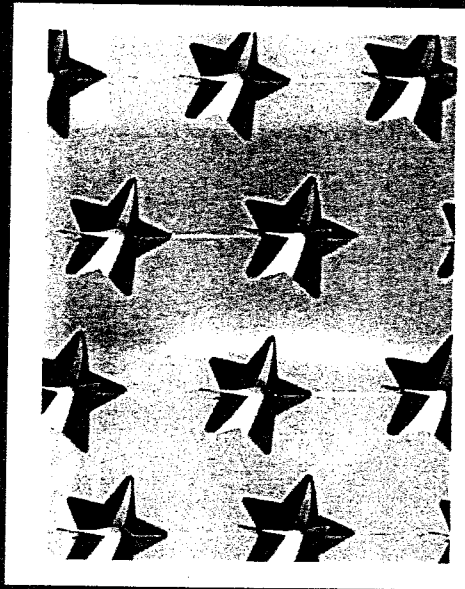
- Big Event - Tiranga Mahotsav
- Organize State/UT level VIP event at a centrally located venue with high janbhagidari
- Event to be held in presence of VIP - Chief Minister, LG, Governor of the State/UT
- Ensure presence of Local MLA, MPs and other achievers, sportspersons at the event
- Audience members to have Tirangas in hand
- Venue to be decorated in tricolor theme

Phase 2 : 8th August - 12th August 2025 (2/5)

- The VIP event to comprise of two key activities
- Tiranga Mela : focus on local products, participation of SHGs.
- Tiranga Concert : focus on patriotic songs with well known singers.

Mela Components

- Organize Tiranga Mela (similar to Saras Mela)
- Collaboration with Ministry of Rural Development for stall support if required
- Sale of Tiranga color theme items (garland/diyas food/clothing/ handicraft etc.)
- Display of Tiranga exhibition during the mela.
- HGT selfie-booths to be prominently displayed and facilitated with proper branding for encouraging selfie uploads on the website www.harghartiranga.com.



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Suggested Flow of VIP Programme



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- Arrival and walk through mela area
- Interaction with people at stalls
- Guided walk-through exhibition on Tiranga
- Arrival on stage
- Welcome and Felicitation
- Speeches
- Playing of Tiranga Anthem
- Tiranga Concert*
- Departure
- *VIP may attend starting 1-2 songs incase of time constraint

Phase 2 : 8th August - 12th August 2025 (3/5)

- Tiranga Bike Rally and/or Tiranga Cycle Rally
- Organize Tiranga bike and cycle rallies
- Seek support and collaboration of NSS, CAPF and others
- Play the Tiranga Anthem and other patriotic songs
- Tiranga Yatras with high Janbhagidari
- Organize Tiranga Yatras with very long spread of tricolored fabric/flags in hand.
- Ensure coverage across urban and rural areas, across blocks and panchayats
- Ensure participation of school children, youth and people of all segments of society
- Create long human chains. Setting of records are encouraged
- Play the Tiranga Anthem and other patriotic songs

Phase 2 : 8th August - 12th August 2025 (4/5)

- Tiranga sale and distribution
- Active participation of SHGs
- Ensure maximum local production and procurement
- Coordinate with E-Commerce Vendors
- Ensure on time / adequate sale and distribution of flags
- Keep number of Household in your State/UT in consideration while planning

Phase 2 : 8th August - 12th August 2025 (5/5)

- Media Amplification and Activation
- Ensure media amplification through State PIBs and DIPRs
- One press conference, Regular press releases
- Special outreach via radio
- Social media amplification using #HarGharTiranga2025, #HarGharTiranga
- Amplification via local achievers, sports persons, celebrities
- Tag Ministry of Culture and AKAM handles for national amplification of local efforts.
- Share real-time pictures and updates in HGT 2025 STATE NODAL GROUP
- Tiranga Anthem to be made part of programmes and media coverage
- Change social handle and website banners to Har Ghar Tiranga

(20)

Focus – Phase 3



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- Display of the flag at home, office, car
- Selfie Upload
- Tricolor Visibility Everywhere
- Records with Tiranga
- Media Spotlight
- Data sharing with Ministry of Culture

Phase 3: 13th August – 15th August 2025

- Flag hoisting
- Ceremonies across the country
- Participation of all
- Coverage : Urban and Rural
- Selfie with Tiranga
- Uploads on the website www.harghartiranga.com

Har Ghar Tiranga

Presentation to States and Union Territories
31 July 2025

www.harghartiranga.com