



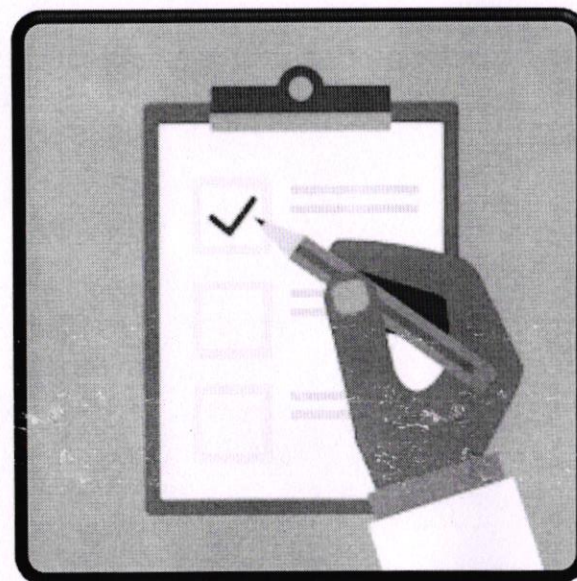
# Har Ghar Jhanda

Planning the road ahead

Countdown to 15<sup>th</sup> August 2022

## Agenda for Today

- Har Ghar Jhanda
  - A meeting of the Committee of Secretaries (CoS) Chaired by the Cabinet Secretary was held on 13<sup>th</sup> May 2022 on this subject
  - Secretary Culture made a detailed presentation on the subject
  - Programme approved by the National Implementation Committee (NIC) was discussed
  - Goal of the programme and tasks assigned to Ministry of Education shall be discussed in subsequent slides



## Setting the context



- The Indian National Flag is a symbol of national pride for the entire nation.
- To further honour our flag, NIC approved programme of 'Har Ghar Jhanda'
  - The programme envisages hoisting of the National Flag in all households during the Independence Week i.e. 11<sup>th</sup> – 17<sup>th</sup> August, 2022
- Har Ghar Jhanda will foster a 'personal connect' to the Tricolor among Indians
- Our connect with the flag
  - More formal and institutional than personal - special days, school, workplace etc.
  - Bringing the flag home as a nation in the 75th year of independence:
    - An act of personal connection to the *Tiranga*.
    - Embodiment of our commitment to nation-building.



***10 crore Indian households covering a significant portion of India's population, hoisting the flag during the 'Independence Week' in August, 2022.***

**WHOLE OF GOVERNMENT – WHOLE OF SOCIETY  
APPROACH CRITICAL TO SUCCESS**

## Challenges and Solution 1/2



- As per the original Flag Code, flags could be made only from hand-woven and/or hand spun clothing material. This imposed limitations on the quantity of flags that could be produced in a given time.
- To overcome this problem, necessary amendment has been carried out by the Ministry of Home Affairs (MHA) in Section 1.2 of the Flag Code of India, 2002 on 30.12.2021.

**The National Flag shall be made of hand spun and hand woven or machine made, cotton/polyester/wool/silk khadi bunting.**

## Challenges and Solution 2/2

*With the amendment in the Flag Code of India,*

### **multiple benefits have been unlocked**

- More people can now make the flag.
- More flags can now be produced than before.
- Flags can now be made from varied materials.





# Task Areas

Jobs to be done

Countdown to 15<sup>th</sup> August 2022

## 5 key task areas

Awareness building and buzz creation

Translation of buzz into demand for purchase of flag

Manufacturing of flag to meet the potential demand

Logistics to ensure flag reaches home(s) of people

Creation of a finale event/ moment



# 1. Awareness building and buzz creation

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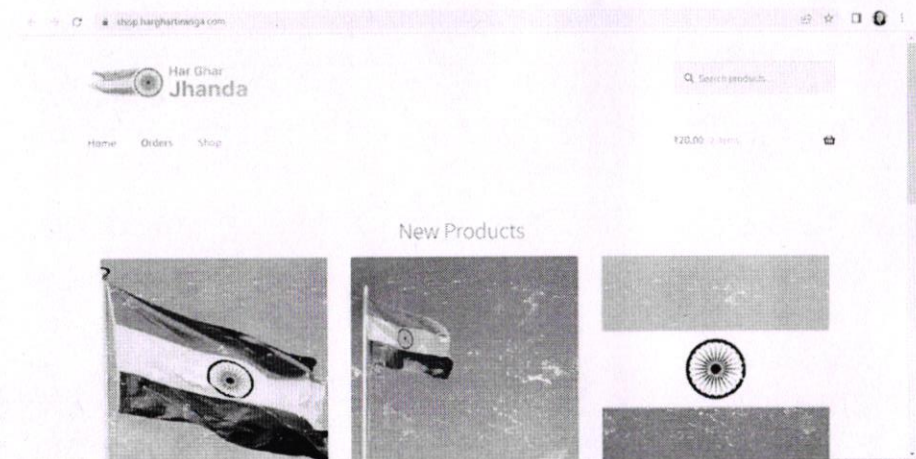
- **Har Ghar Jhanda – Anthem + Video**
- **Social Media campaign**
- **Publicity and Media**
  - SMS, Email, Pamphlet, Wall Painting, Hoardings, Banners, Caller Tunes etc.
- **Offline outreach**
  - Schools, Colleges, RWAs, Panchayats, Employee groups within and outside Government.
  - Nukkad Nataks, Prabhat Pheries, Presentations etc. with specific CALL TO ACTION on Buying/ Gifting a Flag.
- **Celebrity and Achiever Shoutouts**

## 2. Translation of buzz into demand for purchase of flag



### ▪ Creation of Har Ghar Jhanda website

- Flags can be purchased, gifted from this website.
- Website also enables users to upload selfie with the flag.
- Flags can also be digitally pinned on the map at your location to show commitment to the cause.



[www.harghartiranga.com](http://www.harghartiranga.com)

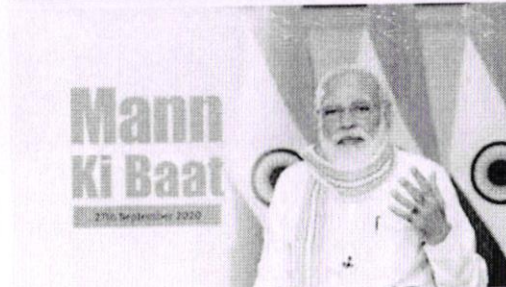
### **3. Manufacturing of flag to meet the potential demand 2/2**

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- **Providing spaces near manufacturing facility for other activities**
  - Dispatch, packing, accounting, storage of fabric etc.
- **Volunteering time/ expertise at such facilities as shramdaan.**
  - NYKS, NSS , Party workers, citizens to pitch in
  - Need for a volunteer program framework/outline championed by M/o Youth Affairs & Sports
- **Vetting of sellers for onboarding on sale-purchase website**
  - Whitelist to be provided by Ministry of Textiles to M/o Culture.
  - Region/ State wise details required as orders mapped to nearest service location.

## 5. Creation of a finale event/ moment



- What dates may work?
  - 11-17 August has been identified as key window.
  - 15 August – critical for creating a moment in history.
  - May end – announcement in Mann Ki Baat .



# Task Allocation

Who will do what

Countdown to 15<sup>th</sup> August 2022

## 1. Awareness building and buzz creation

- A dynamic website that focuses on Har Ghar Jhanda's objectives and is enabled for e-commerce.
- Payment gateway integration (technical part).
- Collaboration – MOU with E – com platforms, digital partners such as Flipkart, Amazon, PayTM etc.

- AKAM Tiranga Anthem.
- Creatives for campaign + Social Media amplification.
- Content on *Tiranga* for circulation to all ministries.
- Anthem/ Website Launch event.
- Finale event – 15th August.

## 1. Awareness building and buzz creation

1. Tie up with radio, TV broadcasters and OTT platforms to ensure maximum eyeballs for the programme post launch of anthem.
2. Maximum participation of media for launch and finale events.
3. Social Media campaign with celebrities.
4. SMS and push messages campaign in collaboration with MeitY, D/o Telecommunications.



# Ministry of Education

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1. Schools, Colleges/ Universities across the country can play a huge role in spreading awareness about the Har Ghar Jhanda programme and motivating families to hoist the National Flag during the Independence Week
2. DOSEL and DHE to communicate objectives of the programme to school and college-going students through organisations such as UGC, AICTE, CBSE, KVS and NVS
3. Encourage school and college-going students to encourage families to hoist the National Flag
4. Focus to explain the significance of the event to the students
5. Flag distribution at all villages via panchayats, local schools, anganwadis etc.
6. Flag hoisting at Amrit Sarovars in and around villages apart from houses
7. Involvement of freedom fighters and their families
8. Ministry can expand the programme



## All Ministries

Creation of a finale event/ moment where everyone comes together

- 15 August – performance of *Tiranga* Anthem at Red Fort.
- Followed by a let's hoist the flag moment.
- Cultural program.





**Thank you.**

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