

## HAR GHAR TIRANGA CAMPAIGN BEGINS

Panaji, August 6, 2015

To promote a sense of unity, patriotism, and national pride the Government has initiated the Har Ghar Tiranga campaign in three phases. This will encourage every Indian household to proudly hoist the Indian flag.

The phase one is started from August 2 and will remain till August 8, 2025. Second phase will start from August 9 to August 15 and the period of third phase is from August 13 till August 15, 2025. The National Implementation Committee has directed the States and Union Territories to undertake the activities.

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. It stemmed from the thought that our relationship with the national flag has always been more formal and institutional than personal. Bringing the flag home collectively as a nation thus became symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our collective commitment to nation-building.

The idea behind the initiative was to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag.

The last three years, Har Ghar Tiranga has grown to be a people’s movement. People across the country, belonging to different segments of society have embraced the idea and infused it with their warmth and support via participation in online and offline programmes and events.

To participate in the “Har Ghar Tiranga” campaign, the public are requested to hoist the Tricolour at their homes & celebrate the hues of unity, pride & nationalism that will bind us together. The public can upload their Selfie with Tiranga by visiting <https://harghartiranga.com/selfie>.

Har Ghar Tiranga campaign was started by Prime Minister Shri Narendra Modi which has become an expression of patriotism and resolve to create “Viksit Bharat by 2047”.

**DI/NB/AXP/SAG/2025/587**

--

-----  
Issued by the Department of Information & Publicity

Department of Information & Publicity,

Government of Goa,

Udyog Bhavan, Third Floor,

Near Azad Maidan, Panaji – Goa.