

डीजीई-जैड -12013/02/2023-समन्वय
DGE-Z-12013/02/2023-Coord.
भारत सरकार/ Government of India
श्रम और रोजगार मंत्रालय/ Ministry of Labour and Employment
रोजगार महानिदेशालय/ Directorate General of Employment

Shram Shakti Bhavan, Rafi Marg
New Delhi dated 12.08.2024

CIRCULAR

Subject: Celebration of Azadi Ka Amrit Mahotsav - Har Ghar Tiranga Campaign from 09th August to 15th August, 2024 - regarding

Please find enclosed a copy of e-mail dated 08.08.2024 received from Ministry of Labour & Employment (Main Secretariat) alongwith a D.O. letter No.42-22/62/2024-AKAM dated 05.08.2024 from the Secretary, Ministry of Culture on the subject cited above.

2. All the officers/employees of the Directorate General of Employment including the employees in the NCSC for DA, NCSC for SC/STs and NICS, Noida under the DGE are requested to participate in the Celebration of Azadi Ka Amrit Mahotsav - Har Ghar Tiranga Campaign during 09th August to 15th August, 2024 by hoisting the Indian National Flag in their household premises and upload selfies with the National Flag on the official website www.harghartiranga.com and support to make the campaign success.

Encl: As above

Vijayalakshmi Mahadevan

(Vijayalakshmi Mahadevan)

Under Secretary to the Government of India

To

1. All officers/Sections Under DGE (Hqrs)
2. U.S EE-II Section (i.r.o all NCSC for DAs)
3. U.S EE-III Section (i.r.o all NCSC for SC/STs)
4. S.O Admn-III Section for necessary Action.
5. NICS, Noida

Copy to:

1. PSO to AS(L&E)/DGE.
2. PPS to DDG (E)
3. PA to Director (Employment)/DS (Admn)

Email

Fwd: Har Ghar Tiranga-Campaign under the aegis of Azadi Ka Amrit Mahotsav

From : Amit Nirmal <ddg-dget@nic.in>
Subject : Fwd: Har Ghar Tiranga-Campaign under the aegis of Azadi Ka Amrit Mahotsav
To : Shikha Anand <diremp.dge@nic.in>
Cc : Bimal Biswas <biswas.bk65@gov.in>

Thu, Aug 08, 2024 04:59 PM

1 attachment

O/o
 Deputy Director General (Employment)
 Directorate General of Employment
 Ministry of Labour & Employment
 Government of India
 511, Shram Shakti Bhawan, Rafi Marg
 New Delhi - 110001
 Tel: 011 - 23350896

From: "Under Secretary AdminII" <admn2-mole@gov.in>
To: "Central PF Commissioner, EPFO" <cpfc@epfindia.gov.in>, "Director General ESIC Headquarters" <dir-gen@esic.nic.in>, "Amit Nirmal" <ddg-dget@nic.in>, "Head of Office (HQ)" <ddg.office@dglasli.nic.in>, "directorgeneralvgnli@gmail.com", "Prabhat Kumar Director General" <dg@dgms.gov.in>, "I S Negi" <dglb@nic.in>, "Director General" <director@cbwe.nic.in>, "Chief Labour Commissioner" <clc-mole@nic.in>, "Santosh Kumar" <cca-mole@gov.in>, "Director General Labour Welfare GOI" <dglw-mole@gov.in>
Sent: Thursday, August 8, 2024 4:47:34 PM
Subject: Har Ghar Tiranga-Campaign under the aegis of Azadi Ka Amrit Mahotsav

Sir/Madam,

The Undersigned is directed to refer to D.O. No. 42-22/62/2024-AKAM dated 05.08.2024 received from Ministry of Culture on the subject mentioned above and request to support in encouraging all employees under your administrative jurisdiction to hoist flag in their household premises **during the period from 9th -15th August, 2024** and ensure the success of the Campaign.

Regards,

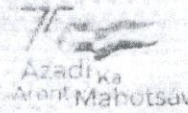
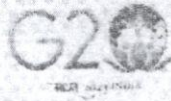
Nirmal Kumar Bhagat
 Under Secretary to the Govt of India
 Tel NO. 23473201



*Please circulate among the officers/staff
 Mishra
 S/S*

*VB (H)
 Pl. circulate
 KE
 09/08/24*

गोविंद मोहन
सचिव
Govind Mohan
Secretary



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 Ms. Dawra,

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.
- 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)

Ms. Sumita Dawra
Secretary
Ministry of Labour and Employment
Shram Shakti Bhawan, New Delhi - 110001