



Tea Board
14, Biplabi Trailokya Maharaj Sarani,
Kolkata-700 001

No. 25(64)/Sectt/2019/ 693


Dated : 09.06.2022

C I R C U L A R

The undersigned is directed to enclose herewith a copy of the D.O. letter bearing No. 42-22/119/2022-AKAM dated 20.05.2022 issued by the Secretary, Ministry of Culture, Govt. of India addressed to Secretary to the Govt. of India, Ministry of Commerce & Industry wherein certain tasks have been outlined for undertaking and ensuring successful implementation of the programme on "Har Ghar Tiranga".

Accordingly, all officials of the Board as well as the Board's all Zonal/Regional/Sub-Regional Offices of the Board are hereby requested to undertake the desired tasks for successful implementation of the programme and share the detailed plan of action on achieving objectives of "Har Ghar Tiranga" to the Secretariat Branch of Board's Head Office, Kolkata for onward transmission to secy-culture@nic.in.

Encl : As stated.


(Dr. Rishikesh Rai)
Secretary (I/C)

Distribution :-

1.	All HoDs in Board's H.O, Kolkata (excepting Dy. Chairman & Secretary)	With the request to please bring the content of the Circular amongst all officials working under them.
2.	Executive Director, Tea Board, Coonoor & Guwahati	
3.	FA & CAO	
4.	Director of Tea Development	
5.	DDTD, Siliguri, S.O (NWI), New Delhi, FAO, Palampur	
6.	All Regional/Sub-Regional Offices of the Board.	
7.	Secretary to Dy. Chairman & P.As to FA&CAO/Secretary	
8.	Establishment Branch	
9.	IT Cell	With the request to upload in Board's website.
10.	T.B.E.A.	
11.	Secretariat Branch	with spare copies

Ref. File No. 25(64)/Sectt/2019

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
आजादी का
अमृत महोत्सव

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

सचिव वाणिज्य मंत्रालय
Secretary Ministry of Commerce

D.O.No. -42-22/119/2022-AKAM

आयरी सं./ Dy. No E-6-27-326
दिनांक / Date... 25.05.2022

May 20, 2022

Dear Sir:

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 citizen and promote awareness about our national flag.

2. On 13th May 2022, Cabinet Secretary chaired a meeting of 'Committee of Secretaries' on "Har Ghar Tiranga" and outlined following tasks to be undertaken to ensure successful implementation of the program: -

- Active participation of all employees of your Ministry/Department, PSUs, subordinate organizations, Self-help groups, civil society organizations etc. and their families under your administrative jurisdiction.
- Corporate and private organizations may also be encouraged, wherever possible, to participate and contribute including CSR resources.
- Creating buzz/awareness building by utilizing the websites under the Ministry/Department, as also the social media handles.

3. In this regard all information on the "Har Ghar Tiranga" program is available at <https://amritmahotsav.nic.in/> and designs/creatives to be used will be uploaded on the same.

4. It is requested to kindly share detailed plan of action of your Ministry on achieving objectives of *Har Ghar Tiranga* by 31st May 2022 on secy-culture@nic.in.

With kind regards

Yours sincerely,

(Govind Mohan)

Shri B.V.R Subrahmanyam
Secretary
Department of Commerce
Ministry of Commerce and Industry
Udyog Bhawan, New Delhi-110001

25/5
JS (AS)

Please do
26/5