



TEA BOARD
14, Biplabi Trailokya Maharaj Sarani
Kolkata-700001

Ref. No. ESTT-MISC/22/2026-Establishment/ 173

Dated 13.08.2026

CIRCULAR

Sub: Celebration of Independence Day - Har Ghar Tiranga 2026 Campaign.

In terms of communication dated 12.08.2026 received from the Establishment-III Section, Department of Commerce, Vanijya Bhavan, New Delhi forwarding therewith a D.O. letter No.42-22/119/2022-AKAM(Pt.II) dated 15.07.2026 (copy attached) issued by the Office of the Secretary, Ministry of Culture, Govt. of India New Delhi for successful implementation of the programme "HAR GHAR TIRANGA" campaign, as directed, the following programme should be organized in all the offices of the Board in the manner as detailed below:

1. All the employees of the Board may be requested to actively participate in the Har Ghar Tiranga 2026 campaign during 09th -17th August 2026.
2. Encourage officers, employees and the general public to upload "Selfie with Tiranga" on the Har Ghar Tiranga Portal. As part of the digital campaign, the lyrics of the National Song "Vande Mataram" shall automatically appear as part of the uploaded picture.
3. Display the Tiranga Exhibition curated by the Ministry of Culture (available in the download section of the Har Ghar Tiranga Portal), wherever feasible, at offices and public places under the administrative control of the Ministry.
4. Publicise the campaign through the official website and social media platforms.
5. Standees of the flags may be displayed in the premises of the Board's Head Office and all Zonal/Regional/Sub-Regional offices.
6. Lightening of office buildings.

Accordingly, all the Board's offices are hereby requested to undertake appropriate initiative for successful implementation of the "Har Ghar Tiranga" Campaign - 2026 and send the report/videos to the Secretariate Branch at teaboardsectt2021@gmail.com / secretary.tbi-wb@gov.in, within 20.08.2026, for compilation and report submission to the Department of Commerce.

Amrita Chakraborty

(Dr. Amrita Chakraborty)
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, Coonoor and Guwahati	
3	All Zonal/Regional/Sub-regional Offices of the Board	
4	Publicity Officer, Tea Board, Kolkata	Request to integrate social media platform for dissemination of event and other messages.
5	Estate Officer (I/C)	For necessary action please.
6	PA to Dy. Chairperson/FA & CAO/DTD/Secretary's Personal Section	
7	IT Cell	With the request to upload in Board's website
8	TBEA	
9	Establishment Branch	

विवेक अग्रवाल
सचिव
Vivek Aggarwal
Secretary



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

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

सचिव, विपणन मंत्रालय
Secretary, Ministry of Commerce

E-151.5351

15/7/2026 July 15, 2026

Dear Rajesh

As you are aware, 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 Jan Bhagidari movement of national identity, patriotism and pride.

- The HGT campaign was successfully implemented during the years 2022, 2023, 2024 and 2025, with the Tiranga being prominently hoisted across homes, offices, institutions and public spaces nationwide on Independence Day. Activities such as Selfie with Tiranga, Prabhat-pheris, Tiranga Rallies (including bike and cycle rallies), Tiranga exhibitions, along with other grassroots-level Jan Bhagidari initiatives, have made the Independence Day celebration a more participative and widely celebrated occasion across the country. The campaign has 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.
- In continuation of this spirit, Government of India is currently commemorating 150 years of the National Song "Vande Mataram". In this regard, the National Implementation Committee (NIC), under the Chairmanship of the Hon'ble Union Minister of Home Affairs and Cooperation, has approved, vide its directions dated 13.03.2026, the integration of the third phase of the commemoration with Har Ghar Tiranga 2026. Accordingly, Government of India has decided to celebrate Har Ghar Tiranga 2026 across the country from 9th to 17th August 2026. During this period, all physical celebrations shall bring together singing of the National Song "Vande Mataram" and hoisting/display of the National Flag (Tiranga). Similarly, all digital celebrations shall also bring together these two components through the Har Ghar Tiranga website (www.harghartiranga.com), wherein citizens may upload Selfie with Tiranga and the lyrics of "Vande Mataram" shall automatically appear as part of the uploaded picture.
- Further, in accordance with the directions of the National Implementation Committee (NIC), your Ministry is requested to actively support the Har Ghar Tiranga 2026 campaign. The activities to be undertaken by Ministry of Commerce & Industry towards HGT 2026 are highlighted in Annexure-I.
- In the above context, it is requested to kindly nominate a Nodal Officer from your Ministry to coordinate with the Ministry of Culture for effective implementation of the HGT 2026 campaign.

Shri Rajesh Agrawal
Secretary
Ministry of Commerce & Industry
New Delhi

With regards

Yours sincerely,

(Vivek Aggarwal)

Nities
H/O The
ASO (GA)
on priority re.

Room No. 22100, 2nd Floor, Kartavya Bhawan-2, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone +91-11-24014303, 24014304 E-mail secy-culture@nic.in

ANNEXURE-I
Har Ghar Tiranga 2026 Activities to be undertaken by
Ministry of Commerce & Industry

A. Ministry-specific Activities

1. The Ministry may encourage flag hoisting ceremonies across Special Economic Zones (SEZs), industrial parks and industrial estates.
2. Startup India and DPIIT may organize suitable patriotic innovation and entrepreneurship events during the campaign period.
3. The Department for Promotion of Industry and Internal Trade (DPIIT) may coordinate with major e-commerce and quick commerce platforms to facilitate availability of Tirangas and campaign-related merchandise.

B. General Instructions (Applicable to all Ministries/Departments)

4. Encourage all attached offices, subordinate offices, autonomous bodies, Public Sector Undertakings (PSUs), institutions and field formations under the administrative control of the Ministry to actively participate in the Har Ghar Tiranga 2026 campaign during 9th-17th August 2026.
5. Encourage officers, employees and the general public to upload "Selfie with Tiranga" on the Har Ghar Tiranga Portal (www.harghartiranga.com). As part of the digital campaign, the lyrics of the National Song "Vande Mataram" shall automatically appear as part of the uploaded picture.
6. Display the Tiranga Exhibition curated by the Ministry of Culture (available in the download section of the Har Ghar Tiranga Portal), wherever feasible, at offices and public places under the administrative control of the Ministry.
7. Publicise the campaign through the official website and social media platforms of the Ministry/ Department.



Ministry of Culture
Government of India

my
GOV
मेरी सरकार

Har Ghar Tiranga

Celebrate the Spirit of Bharat 2026

Dear Citizen,

Born under Azadi Ka Amrit Mahotsav, Har Ghar Tiranga celebrates our personal connection with the National Flag and our collective commitment to nation-building.

This year, it marks 150 Years of Vande Mataram, honouring the spirit of patriotism, pride in the Tiranga and love for our motherland.

What to do?



Hoist
Tiranga



Sing
Vande Mataram



Upload a Selfie
with Tiranga

Bring the Tiranga home. Raise it with pride.



To participate, visit harghartiranga.com Or scan



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