



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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Sub : Implementation of "Har Ghar Tiranga" initiative

Dear Member,

'Har Ghar Tiranga' is a campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's independence. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag.

The Council has been included as part of the "Har Ghar Tiranga" initiative of Ministry of Culture and has planned distribution of 2000 flags amongst Indian citizens.

Towards implementation of the campaign from 13th to 15th August, 2022, the Council appeals all our member companies to mobilise active participation both at Organization level as well as each of its employee level by taking the following actions:

- Pin a flag on the website of Har Ghar Tiranga (<https://harghartiranga.com>)
- Upload selfie with flag on the above mentioned website
- The Organizations can place one Tiranga at every desk of their officers.
- Hosting of National Flag at employees' residences with family members.
- Urge all officers to change their DP's on social media pages with National Flag from 2nd August, 2022 to 15th August, 2022

- Employees along with their families will record a 30 second video on either pledge / patriotic song or poems / 2-3 lines on patriotism
- Illuminating the offices / building in Tricolour during the campaign.
- Providing National Flag to All employees

In supporting the campaign, Organizations are encouraged to use the creatives available on campaign website <https://harghartiranga.com> and send an email to the Council including a photograph of actions / initiatives undertaken by your company / organization groups / individual employees on email: info@texprocil.org (or) tagging the Council on twitter handle [@TextprocilIndia](https://twitter.com/TextprocilIndia).

The Council seeks your cooperation to make “Har Ghar Tiranga” initiative a grand success.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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