

No: D 13021/1/2022-E

05.08.2022

**CIRCULAR**

As you are well aware, 'Azadi Ka Amrit Mahotsav' (AKAM) is being celebrated to commemorate 75 glorious years of progressive independent India. Under the aegis of AKAM "Har Ghar Tiranga" campaign has been launched to encourage & inspire citizens to hoist the National Flag between 13<sup>th</sup> to 15<sup>th</sup> August 2022 at their homes with pride.

To amplify the outreach of this campaign your whole hearted support is requested. All officials of state government/ implementing agencies /members of industrial associations/SPV members under MSE-CDP scheme /members of industrial estates are requested to **hoist National Flag at their homes from 13<sup>th</sup> to 15<sup>th</sup> August 2022**, in addition to hoisting flags at their office/enterprise/establishment . All are requested to encourage their friends and family members also to actively participate in this initiative.

In this regard, for making this campaign a success, all are requested to

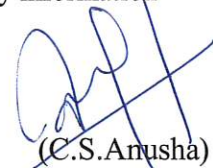
- post a selfie with a flag in the site <https://harghartiranga.com> . Simultaneously, they may pin the Flag on the website as per their Geographical coordinates
- Hashtag of Har Ghar Tiranga #harghartiranga is to be used extensively on all social media platforms.

Government Machinery has been steadfast in ensuring availability of national flags through e-commerce platforms, postal network , SHG s etc. It is requested that your good office, do necessary facilitation to procure national flags and insist your staff/employees to actively participate in the campaign.

It is further requested that photographs taken with respect to this campaign may be send to this office for further appraising to HQS, O/o DCMSME

The display/hoisting /use of the Indian National Flag is governed by the Flag Code of India, 2002 and the Prevention of Insults to National Honour Act,1971.The flag code including changes made therein on 30<sup>th</sup> December 2021 & 20<sup>th</sup> July 2022 is also enclosed for necessary information

This issue with the approval of Joint Director & HoO.

  
(C.S. Anusha)

Assistant Director (Admn)

To

- (1)The Principal Secretary(Industries), Govt. of Kerala
- (2)The Director(DI&C), Govt. of Kerala and to all GM, DICs
- (3) All Industrial Associations/Industrial Estates /Clusters/Implementing Agencies