



**Government of West Bengal
Department of Higher Education
University Branch**

Bikash Bhavan, 6th Floor, Bidhannagar, Kolkata – 700 091

No.1145(42)–Edn(U)/HED-12016(99)/23/2026-UNV SEC- Deptt. of HE Date:30.07.2026

From: Assistant Secretary to the Government of West Bengal

To: The Registrar,University (All)

Subject: Observance of the 'Har Ghar Tiranga' Campaign across the State from 9th to 17th August 2026 - regarding

Madam/Sir,

Enclosed please find herewith copy of D.O. No. 42-22119/2022- AKAM (Pt. II) dated 14.07.2026 of the Secretary to the Government of India, Ministry of Culture received in the Department through the Secretary, Information & Cultural Affairs Department vide his Memo. No. 2091(75)/Secy/ICA/2026 dated 24.07.2026 on the subject noted above, which speaks for itself.

I am directed to request you to kindly ensure observance of the 'Har Ghar Tiranga' Campaign across the State from 9th to 17th August 2026 with the objective of promoting patriotism, strengthening national unity and encouraging citizens to proudly display the National Flag as part of the Janbhagidari Avhijan.

Yours faithfully,

Enclo: As stated

Assistant Secretary

No.1145(42)/1(2)-Edn(U)/HED-12016(99)/23/2026-UNV SEC- Deptt. of HE Date:30.07.2026

Copy forwarded for information to:

1. Secretary, Information & Cultural Affairs Department, Govt. of West Bengal
2. Sr. P.S. to the Addl. Chief Secretary, Higher Education Department, Govt. of West Bengal

Assistant Secretary



Government of West Bengal
Information & Cultural Affairs Department
Nabanna (9th Floor) Howrah-711 102

No. 2091(75)/Secy/ICA/2026

Date 24.07.26

To
Additional Chief Secretary/Principal Secretary/Secretary
_____ Dept
Commissioner, KMC
District Magistrate (All)

Subject: State-wide observance of "Har Ghar Tiranga" Campaign from 9th to 17th August, 2026-reg

Sir/Madam,

Kindly refer to the letter D.O. No. 42-22/119/2022-AKAM(Pt. II) Date July 14 2026 Secretary, Ministry of Culture , Govt of India (copy enclosed).

Accordingly, the State Govt has decided to observe the **"Har Ghar Tiranga" Campaign** across the State from **9th to 17th August, 2026** with the objective of promoting patriotism, strengthening national unity and encouraging citizens to proudly display the National Flag as part of the Janbhagidari Avhijan.

So, you are requested to undertake a comprehensive programme in your Dept and all subordinate office under the Dept/district/KMC area by involving all Government Dept, Panchayati Raj Institutions, Urban Local Bodies, educational institutions, cultural organisations, youth organisations, NGOs, voluntary organizations, business organizations and the general public and society as a whole.

The following activities may be organised on a large scale:

1. Organise Tiranga rallies/prabhat ferries with large scale procession at the Dept, district, sub-division, block and Municipal levels with maximum public participations carrying National flag as per Flag Code of India 2023.
2. Conduct Tiranga cycle rallies/ e-bike rallies involving students, NSS, NCC, NYKS, Scouts & Guides, youth clubs and civil society organisations.
3. Schools and educational institutions may be encouraged to decorate campus walls with inspired Tiranga artwork, quotation of freedom fighters and excerpts from the National song "Vande Mataram".
4. Ensure illumination of all Government offices, heritage buildings and prominent public buildings, bus terminus, ferry ghats, market places with Tiranga themed lighting throughout the campaign period.
5. Creation of large Tiranga-themed Rangolis may be encouraged at prominent public places with high footfall.

6. Encourage mass singing of National song "Vande Mataram" and patriotic songs at Government offices, educational institutions and public venues.
7. Encourage every household, commercial establishment and institution to display the National Flag during the campaign in conformity with the provisions of the Flag Code of India, 2023.
8. Organise Tiranga exhibitions (curated and given by Ministry of Culture) depicting the evolution, history and significance of the National Flag at district hqr, sub-divisional offices, block offices, educational institutions, libraries, museums and other suitable public locations like bus depot, ferryghat etc.
9. Arrange patriotic cultural programmes, seminars, lectures, essay, quiz, painting and drawing competitions, and other awareness activities focusing on India's freedom movement and national integration.
10. Ensure extensive publicity including display of banners, posters and digital creatives, to maximise public participation, changing DPs and uploading selfie with Tiranga on Haar Ghar Tiranga portal (www.harghartiranga.com).
11. Organise prominent public events to create a vibrant atmosphere befitting to the national campaign by participation of eminent personalities from cultural/sports fields.
12. National flag will be supplied centrally @1.5 lakh flag each district & KMC for Kalimpong district -20,000 flags for Govt uses / distribution among common citizen.
13. Funds will be allotted from this Dept as per following scale –
 Each district - Rs.1.0 lakh
 Each sub-division - @0.50 lakh
 Each block - @0.20 lakh
 Each Municipal corporation - @1.0 lakh
 Each municipality - @0.20 lakh

You are requested to ensure effective coordination for the successful observance of the campaign. Special emphasis may be given to participation of whole of Govt employees, schools, colleges, universities, youth organisations, self-help groups, cultural institutions, non-govt organizations, business houses and society as a whole.

A consolidated report on participation, photographs, selfie with Tiranga and video documentation may kindly be furnished to this Dept immediately after completion of the campaign.

The matter may be accorded top priority.

Enclo: a/a

Yours faithfully,



(Dr Saumitra Mohan, IAS)
 Secretary to the
 Govt of West Bengal

No.2091/1 /Secy/ICA/2026

Date 24.07.26

No.2091/1 /Secy/ICA/2026

Date 24.07.26

Copy to:

Sri Samar Nanda, Joint Secretary (Commemoration), Ministry of Culture, Government of India.



(Dr Saumitra Mohan, IAS)

Secretary to the
Govt of West Bengal

5015/smy/1ca
21.7.26
विवेक अग्रवाल
सचिव
Vivek Aggarwal
Secretary

4162-OSD
21/7/26



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

D.O. No.42-22/119/2022-AKAM(Pt.II)

July 14, 2026

Dear Shri Agarwal,

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.

2. The HGT campaign was successfully implemented during the years 2022, 2023, 2024 and 2025, with 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 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.

3. In continuation of this spirit, Government of India is currently commemorating 150 years of the National Song "Vande Mataram". In this regard, 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.

4. In this regard, State Government/UT Administration is requested to actively support Har Ghar Tiranga 2026 campaign by ensuring participation of all Departments, District Administrations, Urban Local Bodies, Panchayati Raj Institutions, educational institutions and other agencies under its administrative control. The activities to be undertaken with under Har Ghar Tiranga 2026 with high Janbhagidari are enclosed at Annexure-I.

5. In the above context, it is requested to kindly nominate a Nodal Officer from your Department to coordinate with the Ministry of Culture for effective implementation of HGT 2026 campaign.

With regards,

Yours sincerely,

Shri Manoj Kumar Agarwal
Chief Secretary
Government of West Bengal
Kolkata

Received on	21.7.26
No.	dt.....
Referred to	Spl. Commr. Secy. D.C.
Remarks	
Secretary I.C.A.	

(Vivek Aggarwal)

ANNEXURE-I
Activities to be undertaken by the State Governments/Union Territory Administrations
under
Har Ghar Tiranga 2026

1. The States/UTs will organize **Tiranga Rally with large-scale procession** featuring participants carrying the Indian National Flag in accordance with the Flag Code of India and singing Vande Mataram at the start of the rally. The rally can involve citizens from all walks of life, including students, youth, government officials, armed forces personnel, and community organizations, promoting patriotism, national unity, and pride. Proper documentation, route planning, participant registration, and independent verification should be arranged to support the record attempt, if any while ensuring safety, discipline, and respectful handling of the Tiranga throughout the event.
2. **State/UT-level Tiranga Concerts** may be organized with participation of the Hon'ble Governor/Lieutenant Governor, Hon'ble Chief Minister and other dignitaries, incorporating patriotic songs, **collective singing of the National Song "Vande Mataram"**, the **Tiranga Anthem** and other suitable cultural performances.
3. It may be ensured that all **Independence Day celebrations** organized by the State Government/UT Administration include **collective singing of the National Song "Vande Mataram"** along with **hoisting/display of the National Flag (Tiranga)**.
4. **Tiranga Exhibition** curated by the Ministry of Culture (available in the download section of the **Har Ghar Tiranga Portal** (www.harghartiranga.com)) may kindly be displayed at prominent public places such as shopping malls, railway stations, airports, bus terminals, public parks and other locations having high public footfall. Wherever feasible, the exhibition may be inaugurated by a dignitary.
5. **Tiranga Cycle Rallies/E-Bike Rallies may be organized** across districts and Gram Panchayats during the campaign period.
6. Adequate availability and distribution of the **National Flag (Tiranga)** may be ensured throughout the State/UT during the campaign period.
7. **Tiranga-themed illumination and decoration may be undertaken**, wherever feasible, at Government buildings, dams, bridges, roads, airports, railway stations, bus terminals, hospitals, schools, marketplaces, prominent roundabouts and other public places.
8. Creation of **large Tiranga-themed Rangoli** may be encouraged at prominent public places having high public footfall.
9. Schools and educational institutions may be encouraged to decorate campus walls with **Tiranga-inspired artwork**, quotations of freedom fighters and excerpts from the National Song **"Vande Mataram"**.
10. **Har Ghar Tiranga 2026** campaign may be ensured to be publicized through the official website and social media platforms of the State Government/UT Administration and encourage officers, employees and the public to participate in the digital campaign by uploading **"Selfie with Tiranga"** on the **Har Ghar Tiranga Portal** (www.harghartiranga.com).