

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 Jhanda'. It envisages inspiring Indians everywhere to hoist the national flag at their home.

Our relationship with the flag has always been more formal and institutional than personal. Bringing the flag home collectively as a nation in the 75th year of independence thus becomes symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our commitment to nation building.

The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and promote awareness about our national flag. For a successful and participatory programme, it is envisaged that crores of Indian households covering a significant portion of India's population, will hoist the flag during the 'Independence Week' in August.

B. Features of this unique initiative

1. **WHOLE OF SOCIETY APPROACH:** Any initiative of this scale and scope can only succeed not only with the coming together of the different institutions of Government operationalizing a **WHOLE OF GOVERNMENT APPROCH** but also needs able support of **CIVIL SOCIETY** organizations and networks, thus making it a **WHOLE OF SOCIETY PROGRAMME**.

2. **FLAGS TO BE PURCHASED:** A personal commitment to any initiative is best realized when our personal resources are invested in it. These could be in the form of time, money etc. Thus, it has been decided that people must buy the flag for this initiative. Different sizes of the flag would be made available to meet the budgets of different segments of society and fit into relevant space considerations.

3. **FLAGS MAY BE GIFTED:** In an effort to pay it forward a gifting mechanism is envisaged to further increase participation in the Har Ghar Jhanda programme. These could be operationalized through CSR efforts of corporates and personal efforts of individuals or groups who may be working with, involved with different segments of the population without adequate resources.