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जी. किशन रेड्डी
संस्कृति, पर्यटन एवं
उत्तर पूर्वी क्षेत्र विकास मंत्री
भारत सरकार



G. Kishan Reddy
Minister of Culture, Tourism and
Development of North Eastern Region
Government of India

D.O.No.42-22/250/2022-AKAM

Respected Shri Bhanu Pratap Singh Verma Ji,

Namaste, 19 JUL 2022

'Azadi Ka Amrit Mahotsav (AKAM)' is an ongoing celebration to commemorate the 75 glorious years of a progressive independent India. AKAM is dedicated to the people of India who have been instrumental in the development of the country and its evolutionary journey. In this regard all the States/UTs, and Government bodies are participating in the celebrations held across the country.

The *Har Ghar Tiranga* campaign is one such initiative that being held under the aegis of *Azadi Ka Amrit Mahotsav*. The vision of the *Har Ghar Tiranga* programme is to instill patriotism in the hearts of citizens by inspiring them to hoist the National Flag between 13th August and 15th August at their homes with pride. The Government of India aims to exhort 20 crore households to be a part of the *Har Ghar Tiranga* initiative. The Hon'ble Union Minister of Home Affairs and Co-operation Sri Amit Shah has discussed with the Chief Ministers of states and the administrators of Union Territories through video conference and the state governments and Union Territories have wholeheartedly agreed to support this initiative. I would request your support and participation in your state to ensure that the initiative meets it's desired outcomes.

To promote the *Har Ghar Tiranga* campaign and ensuring its wide outreach, I request you to leverage your social media profiles and handles starting 23rd July. Apart from sharing tweets, posts and reels from your official handle about the campaign, I would also request you to change your display profile and the banner image of your social media handle based on the creatives associated with the campaign that are attached below. This would further amplify the outreach and visibility of the campaign amongst the public. I would also request you to instruct your offices and encourage the larger general public including members of your constituency to actively do the same.

The creatives for *Har Ghar Tiranga* and the Logo which may be used for tweets can be downloaded from the link i.e. <https://bit.ly/3coY8j4>.

With kind regards,

Regards,

Yours sincerely,

(G. Kishan Reddy)

Shri Bhanu Pratap Singh Verma,
Hon'ble Minister of State for MSME
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