

**OFFICE MEMORANDUM**

Subject: 'Meri Mati Mera Desh' and 'Har Ghar Tiranga Campaigns' -reg

It has been an unceasing effort that the eve of Independence Day be decorated with a gamut of activities that instil pride and nationalism among the people of India. Har ghar Tiranga is the vision of Honb'le PM to bring nationalism to every household which would manifest in the citizens participation.

2. In order to realise the same, a novel initiative "Meri Maati Mera Desh" with the following actions have been envisioned :

i. Hoisting of Indian Flag between 13th - 15th August 2023

ii. Taking Pledge and uploading of selfie with Mitti in hand on [www.merimaatimeradesh.com](http://www.merimaatimeradesh.com) between 9th - 15th August 2023. (The DO letter from Ministry Of Culture dated 10 August may be referred)

3. The initiatives taken by MoD to celebrate Har Ghar Tiranga on 76<sup>th</sup> Independence Day was a phenomenal success. The following action points are requested from all the Departments and Organisations under MoD on the eve of this 77th Independence Day to transform Har Ghar Tiranga initiative into a nation wide revolution:

- a) To ensure that National Flags be hoisted at iconic locations, Institute and Campus Premises
- b) All the employees and their families be encouraged to hoist National Flag in their household premises
- c) To encourage Uploading of selfie with Tiranga on [www.harghartiranga.com](http://www.harghartiranga.com) and change of display picture to Tiranga/picture with Tiranga on various social media platforms.
- d) Taking Pledge and uploading of selfie with Mitti in hand on [www.merimaatimeradesh.com](http://www.merimaatimeradesh.com) between 9th - 15th August 2023.
- e) Sainik Schools /Army Schools /Cantt Board schools/schools in DPSUs will ensure events in their schools wherein the students will hold Tirangaa in their hands accompanied with Rasthra gaan and the pledge taking by all the students for Panch Puran with Mitti in their hands. NCC will also organize such events in all NCC Dtes.

- f) It will also be ensured that adequate outreach of these two campaigns be given on various social media platforms to ensure "Janbhagidari" and make the event a grand success.
- g) ADG (M&C) to ensure wider outreach of the event and involvement to local PROs who will liaise with local Station Authorities/Cantt Boards /NCC/Sainik schools etc to ensure social media outreach of the events.
4. The sale of the flags will be facilitated by the Repts of Postal department through Nodal officer (*Mr Prateek: Asst Director General: 7042709335*) who will ensure the setting up of counter at the respective locations.
5. **For MoD Secretariat**, the sale of National Flags has been facilitated through counters at South Block gate no. 9 and Sena Bhawan gate no. 6.



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To

Secretary, D/o Defence Research and Development  
Secretary, D/o Ex- Servicemen Welfare  
Vice Chief of Air Staff  
Vice Chief of Army Staff  
Vice Chief of naval Staff  
CISC  
Additional Secretary, D/o Military Affairs  
Additional Secretary, D/o Defence Production  
Additional Secretary & Financial Adviser (Acquisition)  
DG NCC  
DG AFMS  
DG ICG  
DG BR  
CGDA  
DGDE  
All JSs of D/o Defence & Addl. FAs of MoD(Fin)  
All JSs of D/o Defence Production  
JS(Coord), DMA  
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