



वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद्
COUNCIL OF SCIENTIFIC & INDUSTRIAL RESEARCH
अनुसंधान भवन, 2, रफी मार्ग, नई दिल्ली-110 001
Anusandhan Bhawan, 2, Rafi Marg, New Delhi- 110 001



सां/No. : 5-1(17)/2008-PD

दिनांक/Dated: 11.08.2022

प्रेषक : संयुक्त सचिव (प्रशासन)
From : Joint Secretary (Admn.)

सेवा में : सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
To : The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

विषय : 'आजादी का अमृत महोत्सव' के उपलक्ष्य में 'हर घर तिरंगा' अभियान के संबंध में।
Sub : 'Har Ghar Tiranga' Campaign under the aegis of 'Azadi ka Amrit Mahotsav'- reg.

महोदया/Madam / महोदय/Sir,

मुझे, उपरोक्त विषय पर सचिव, संस्कृति मंत्रालय, भारत सरकार के दिनांक 29.07.2022 के अर्धशासकीय पत्र सं 42-22/45/2022-C&M-Pt-II को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है।

I am directed to forward herewith the Secretary, Ministry of Culture, Government of India, D.O letter No. 42-22/45/2022-C&M-Pt-II dated 29.07.2022 on the above mentioned subject for your information, guidance and compliance.

भवदीय/Yours faithfully,

अवर सचिव (नीति प्रभाग)/ Under Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- 1) सी.एस.आई.आर. वेबसाइट/ CSIR Website.
- 2) कार्यालय प्रति/Office copy.

गोविंद मोहन
सचिव
Govind Mohan
Secretary



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आज़ादी का
अमृत महोत्सव

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

D.O. No. - 42-22/45/2022-C&M-Pt-II

July 29, 2022

Dear Dr. Gokhale :

This is in continuation of the DO Letter No.42-22/45/2022-C&M-pt dated 23rd July 2022. In regard to amplification and outreach of *Har Ghar Tiranga* campaign, following is requested-

- Hashtag of *Har Ghar Tiranga* #harghartiranga is to be used extensively on all social media platforms.
 - Selfie with *tiranga* to be uploaded on *Har Ghar Tiranga* website (<https://harghartiranga.com/>).
 - Updation of *Har Ghar Tiranga* banners on all official websites after 2nd August 2022. Banner may be downloaded from <https://drive.google.com/folderview?id=19SI2GAc5PmcXi3zbMD9Qw8GVVLwDiSml>.
 - Use of creatives, standis and selfie booths across events and display of the same in office premises.
2. The *Har Ghar Tiranga* logo, template for standis and selfie booth, and other materials are available in the download section of the *Har Ghar Tiranga* website :

<https://harghartiranga.com/downloads>.

With regards,

Yours sincerely,

(Govind Mohan)

Dr Rajesh S Gokhale
Secretary
Department of Scientific and Industrial Research
Ministry of Science and Technology
Technology Bhawan, New Delhi - 110016