

डा० बिजय कुमार बेहेरा, आई.ई.एस.

आर्थिक सलाहकार

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सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

पंचायती राज मंत्रालय

भारत सरकार

टॉवर-II, 9वां तल

जीवन भारती बिल्डिंग

नई दिल्ली-110001

MINISTRY OF PANCHAYATI RAJ

GOVERNMENT OF INDIA

TOWER-II, 9th FLOOR

JEEVAN BHARTI BUILDING

NEW DELHI-110001

D.O. No.M-11015/188/2022-General Co-ordination

Dated the 27th June, 2022

Dear Sir / Madam,

This is regarding the celebration of 'Har Ghar Tiranga' Programme which is an important initiative under the Azadi ka Amrit Mahotsav (AKAM) commemorations. This programme was approved by the National Implementation Committee of AKAM. To ensure the success and preparedness of this initiative, a meeting was held on 02.06.2022 under the chairmanship of Group of Ministers consisting of Hon'ble Ministers of Textiles, Commerce and Industry, Consumer Affairs, Food and Public Distribution, Hon'ble Minister of Culture, tourism and development of North Eastern Region, Hon'ble Minister of Information and Broadcasting and Youth Affairs and Sports.

2. Secretary, Ministry of Culture made presentation on pre-launch buzz creation strategy, launch program, flag production and distribution plans, outreach and publicity plans, Action plans for various stakeholders.
3. Panchayati Raj Departments in all States/UTs has been designated as a nodal entities for stocking and distribution of flags. For distribution of flags Post Offices, Panchayats, CSC Centres to be utilized. Gram Sabhas can be used to get demand of flags through Gram Pradhans. Besides that, letter from Hon'ble Home Minister can be sent to all Gram Panchayats.
4. Therefore, you are requested to initiate a suitable action plan and do the follow up in this regard.
5. I am writing this letter in continuation of letters/advisories issued to the states vide D.O No J-11060/07/2017-RL dated 28.03.2022 jointly signed by Secretary Panchayati Raj and Rural Development along with DO No. J-11011/15/2022- Media dated 23.03.2022 and D.O No. M-11015/179/2022-GC dated 30.05.2022 written by me, particularly the joint advisories to the Chief Secretaries to State Governments

with regards,

Yours Sincerely,

(Bijaya Kumar Behera)

To
The Principal Secretaries/Secretaries,
Panchayat Raj Department of all States/UTs