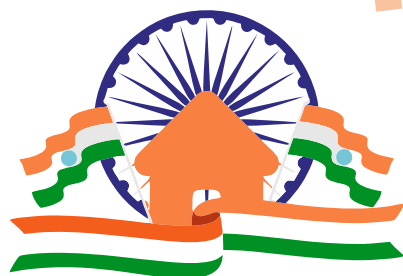


Har Ghar Tiranga

CELEBRATING PEOPLE, CULTURE, ACHIEVEMENTS AND RIVERS OF INDIA





Har Ghar Tiranga

**CELEBRATING PEOPLE,
CULTURE, ACHIEVEMENTS
AND RIVERS OF INDIA**



Har Ghar Tiranga

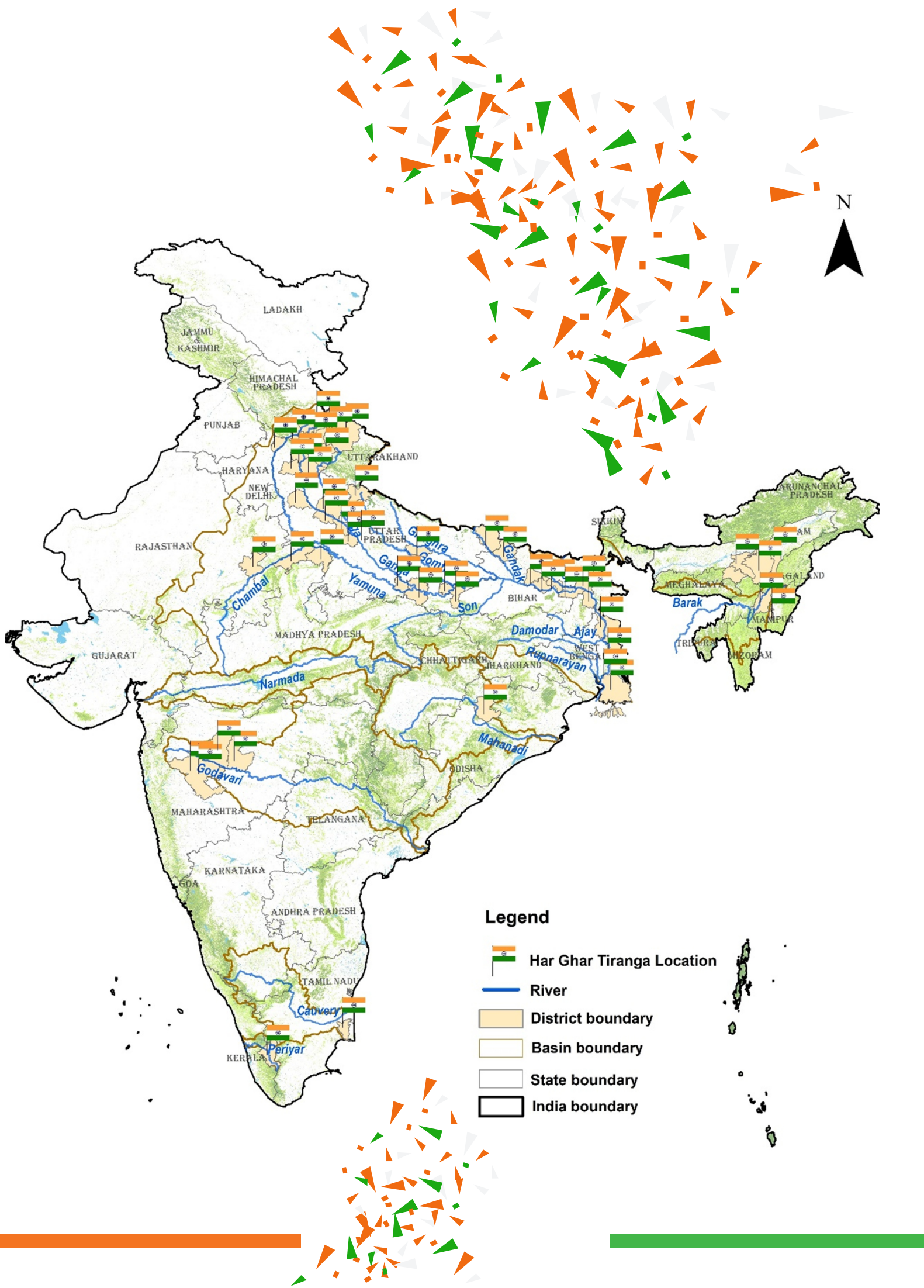


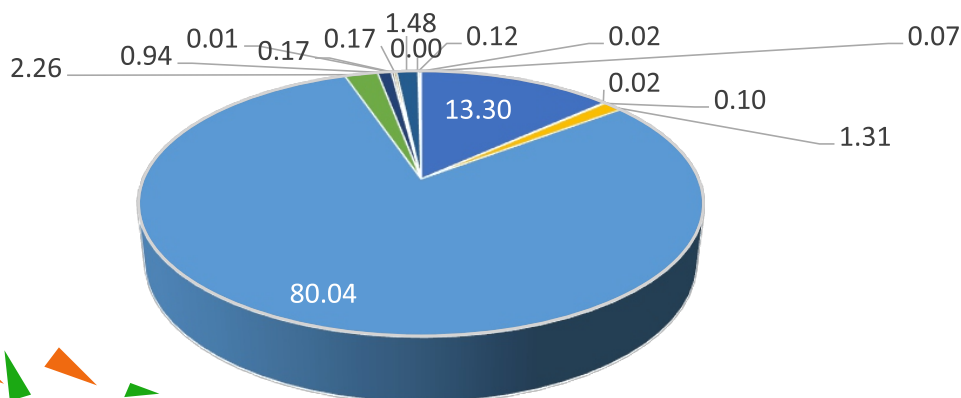
Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Narendra Modi's vision of activating India 2.0, fuelled by the spirit of Aatmanirbhar Bharat. The Mahotsav is being celebrated as a Jan-Utsav in the spirit of Jan-Bhagidari.

'Har Ghar Tiranga' is a campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's independence. It was also an effort to encourage people to build a connect with our National Flag. 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 to promote awareness about the Indian National Flag.

Wildlife Institute of India conducted activities (n= 158) at 118 locations along 17 rivers including Bhagirathi, Alaknanda, Rishpana, Ganga, Yamuna, Chambal, Gomti, Ghaghra, Kosi, Gandak, Hooghly, Mahanadi, Godavari, Cauvery, Periyar, Brahmaputra, Cauvery and Barak to aware and mobilize people to participate in the 'Har Ghar Tiranga' campaign and hoist the national flag in their houses and neighbourhood. The activities covered 47 districts of 14 states in pan India (Figure 1). More than five lakh people were made aware of which 70,831 participated in the activities directly while rest were made aware indirectly using medium such as informal interactions, meetings, newspaper articles, digital media, rallies etc. Stakeholders involved in activities and sensitized included local people, village panchayats, state forest departments, district administration, SHG members, Ganga Praharis, teachers and students, children, digital and print media, NGOs and other line agencies (Figure 2).







- Local people
- Panchayat members
- SHG member
- Ganga Prahari
- School_Students
- School teachers
- College students
- College teachers
- Forest Department
- Administration
- Children
- Media
- Line agencies
- NGOs
- Religious groups

Figure 2: Stakeholder representation (%) in Har Ghar Tiranga programme

Table 1: No. of activities conducted in 14 states

Sl. No.	State	No. of activities conducted
1.	Assam	7
2.	Bihar	22
3.	Haryana	5
4.	Jharkhand	8
5.	Kerala	1
6.	Madhya Pradesh	6
7.	Maharashtra	12
8.	Manipur	2
9.	Rajasthan	3
10.	Tamil Nadu	2
11.	Odisha	1
12.	Uttar Pradesh	62
13.	Uttarakhand	23
14.	West Bengal	4
Total	14	158





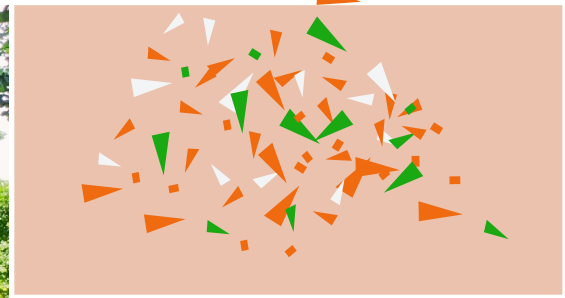
BHAGIRATHI

More than 1200 participants including students, teachers, local people and Ganga Praharis were participated in awareness activities conducted and took oath to hoist a Tiranga at their respective houses. Along with this more than 10,000 people were made aware through rallies and slogans.

Stakeholder participation in activities along the Bhagirathi River

Sl.No.	District	State	Activities	Stakeholders	Direct Participants
1.	Tehri Garhwal	Uttarakhand	Slogan and Rally	Students and teachers	180
2.	Tehri Garhwal		Rally	Students and teachers	524
3.	Uttarkashi		Drawing, Slogan writing and Singing competition	Local people, Ganga Prahari, students and teachers	39
4.	Uttarkashi		Awareness rally for Flag hosting and Ganga rejuvenation	Ganga Prahari, students and teachers	228
5.	Uttarkashi		Drawing, Slogan writing and Singing competition	Local people, Ganga Prahari, students and teachers	252
Total					1223







ALAKNANDA RIVER

Along the Alaknanda River, in Chamoli district of Uttarakhand state awareness rallies and national anthem singing were organized to encourage people to hoist national flag (Tiranga) at their houses. During these activities about 3,000 people participated directly while about 10,000 people were made aware.

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1.	Chamoli	Uttarakhand	Slogan and Rally	Local people Ganga Prahari, teacher, students, children	3020







GANGA RIVER

More than 34,000 participants including students, teachers, local people, SHG member, Panchayat members, officials of state forest department and district administration, children, other line agencies and Ganga Praharis, participated in awareness activities conducted and took oath to hoist a Tiranga at their respective houses. Along with this more than 2,00,000 people were made aware through rallies and slogans.

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Tehri Garhwal	Uttarakhand	Slogan, Painting, Rally	Local people Ganga Prahari, teacher, students, children	360
2	Pauri Garhwal		Awareness rally for Flag hosting, Painting Competition, Rally	Local people Ganga Prahari, teacher, students, children	590
3	Rudraprayag		Slogan and Rally	Local people Ganga Prahari, teacher, students, children	121
4	Haridwar		Card Making Session, Painting competition, Slogan, Drawing, Singing, Rally, Drawing, Slogan writing and Singing competition	Local people Ganga Prahari, teacher, students, children	8073
5	Bijnor	Uttar Pradesh	Tiranga River Walk, Drawing, Competition and Tiranga rally, Independence Day Celebration, Flag hoisting	Local people Ganga Prahari, teacher, students, state forest department, SHG member, children	1528
6	Muzaffarnagar		Awareness Drive, Exposure Visit and Plantation Drive, Awareness Rally, Tiranga Walk, Jalaj Safari Exposure,	Local people Ganga Prahari, teacher, students, state forest department, SHG member, children	3360
7	Bulandshahr		Tiranga Rally, River Walk, Dolphin, Gharial and Bird watching, Awareness on Renewable Energy, Cultural programme, Cleanliness Drive	Local people Ganga Prahari, teacher, students, state forest department, SHG member, NAPS staff, children	1288
8	Farrukabad		Rally, Poster making/ painting, Slogan Writing, Cultural/Awareness Activity	Local people Ganga Prahari, teacher, students, children	1977
9	Kannauj		Rally, Awareness Speech and Rally	Local people Ganga Prahari, teacher, students, children	574

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
10	Varanasi		Awareness Rally and Flag Hoisting	Local people Ganga Prahari, teacher, students, children, religious groups	10,522
11	Chandauli		Rally	Local people Ganga Prahari, teacher, students, children	250
12	Samastipur	Bihar	Rally	Local people Ganga Prahari, teacher, students, children	750
13	Begusarai		Flag Hoisting and rally	Local people Ganga Prahari, teacher, students, children	110
13	Begusarai		Flag Hoisting and rally	Local people Ganga Prahari, teacher, students, children	110
14	Bhagalpur		Cultural Programme, Rally and Flag Hoisting	Local people Ganga Prahari, teacher, students, children	1610
15	Katihar		Rally and flag hoisting	Local people Ganga Prahari, teacher, students, children	1225
16	Sahibganj	Jharkhand	Slogan and speech competition, Awareness rally and flag hoisting at Ghat, Tiranga Yatra	Local people Ganga Prahari, teacher, students, children, district administration	1693
Total					34031





GANGA RIVER







YAMUNA RIVER

People were mobilized to participate in Har Ghar Tiranga programme through awareness rallies, workshops, meetings, cleanliness drives and personal interactions. A total of 3772 people participated in above-mentioned activities while more than 25,000 were made aware during rallies.

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Yamunanagar	Haryana	Awareness rally	Ganga Praharis, SHG members, local people and children	221
2	Yamunanagar		Awareness rally	Ganga Praharis, SHG members, local people and children	240
3	Yamunanagar		Awareness rally	Ganga Praharis, SHG members, local people and children	320
4	Yamunanagar		Awareness rally	Ganga Praharis, SHG members, local people and children	345
5	Yamunanagar		Awareness rally	Ganga Praharis, SHG members, local people and children	221
6	Kaushambi	Uttar Pradesh	Awareness Programme	Local people, Ganga Prahari, teacher and students	272
7	Praygaraj		Cleanliness Drive	Local people, Ganga Prahari, teacher and students	262
8	Praygaraj		Awareness Programme	Local people, Ganga Prahari, teacher and students	258
9	Praygaraj		Awareness Rally and Flag Hoisting	Local people, Ganga Prahari, teacher and students	175
10	Prayagraj		Rally	Local people, Ganga Prahari, teacher and students	407
11	Kasganj		Awareness drive	Local people, Ganga Prahari, teacher and students	233
12	Kasganj		Independence day	Local people, Ganga Prahari, teacher and students	533
13	Prayagraj		Rally	Local people, Ganga Prahari, teacher and students	226
14	Badaun		Flag hoisting	Local people, Ganga Prahari, teacher and students	59
Total					3772

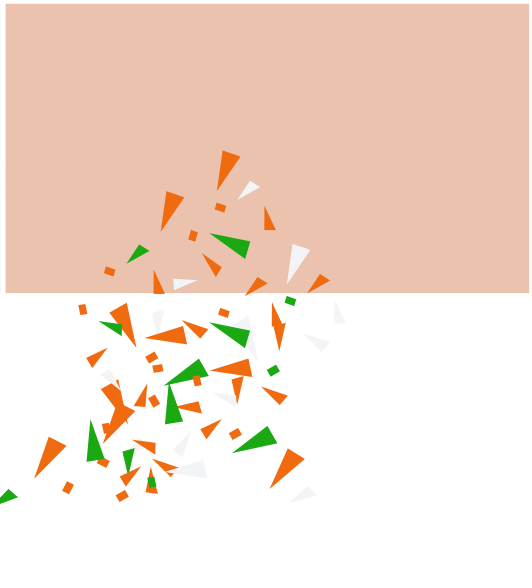




RISPANA RIVER

About 2400 people including teachers, students, school staff and local people, pledged to participate in Har Ghar Tiranga programme and hoist the Flag at their houses. These people were sensitized though activities in schools and awareness rallies. During these activities mainly rallies and march past about 10,000 people were made aware of the programme and encouraged to participate.

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Dehradun	Uttarakhand	Rally	Teachers, students, school staff and local people	599
2			Poster making competition	Teachers, school staff and students	604
3			Speech competition	Teachers, school staff and students	611
4			March past	Teachers, students, school staff and local people	550
Total					2374





GHAGHRA RIVER

Tiranga Yatra and awareness rallies along with slogans, songs, formal and informal interactions were conducted in Ayodhya district of Uttar Pradesh state. Local people, Panchayat members, teachers, students and children participated in activities directly (n= 1181) and indirectly also (more than 10,000).

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Ayodhya	Uttar Pradesh	Awareness drive	Local people, Village Panchayat, students, teachers and children	5182
			Tiranga Yatra	Local people, Village Panchayat, students, teachers and children	663
			Total		1181

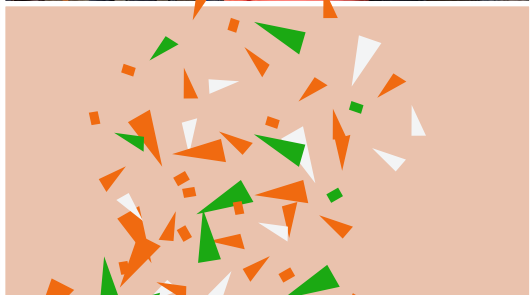




GOMTI RIVER

Along the Gandak River, in Pilibhit district of Uttar Pradesh state various awareness and sensitization activities such as rallies, slogans, rallies, national anthem singing and drawing competition were organized to encourage people to hoist national flag (Tiranga) at their houses. During these activities about 1200 people participated directly while about 8,000 people were made aware

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Pilibhit	Uttar Pradesh	Awareness rallies	Local people, teachers, students, UP Forest Department	376
2			Drawing competition	Teachers and students	276
3			Rally, slogans, national anthem singing	Local people, teachers, students, UP Forest Department	176
4			Drawing competition and awareness Rally	Teachers and students	186
5			Awareness programme	Local people, teachers, students, UP Forest Department	
Total					1175







CHAMBAL RIVER

More than 2200 participants including students, teachers, local people, Ganga Praharis and officials of Madhya Pradesh Forest Department participated in awareness activities conducted and took oath to hoist a Tiranga at their respective houses and workplaces. The activities included Tiranga Yatra, slogan, rallies, painting and quiz competition on biodiversity conservation. Along with this more than 12,000 people were made aware through rallies and slogans.

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Sawai Madhopur	Rajasthan	Slogan and Rally	Teachers and students	570
2	Sawai Madhopur	Rajasthan	Slogan and Rally	Teachers and students	185
3	Sawai Madhopur	Rajasthan	Slogan and Rally	Teachers and students	229
4	Morena	Madhya Pradesh	Tiranga Yatra	Ganga Prahari, teachers, students and MP Forest Department	283
5	Morena	Madhya Pradesh	Painting competition	Ganga Prahari, teachers, students and MP Forest Department	183
6	Morena	Madhya Pradesh	Biodiversity and environmental awareness	Ganga Prahari, teachers, students and MP Forest Department	163
7	Bhind	Madhya Pradesh	Tiranga Yatra	Ganga Prahari, teachers, students and MP Forest Department	263
8	Bhind	Madhya Pradesh	Quiz competition on biodiversity conservation and azadi ka amrit mahatsov	Ganga Prahari, teachers, students and MP Forest Department	193
9	Bhind	Madhya Pradesh	Biodiversity and environmental awareness	Ganga Prahari, teachers, students and MP Forest Department	163
Total					2232

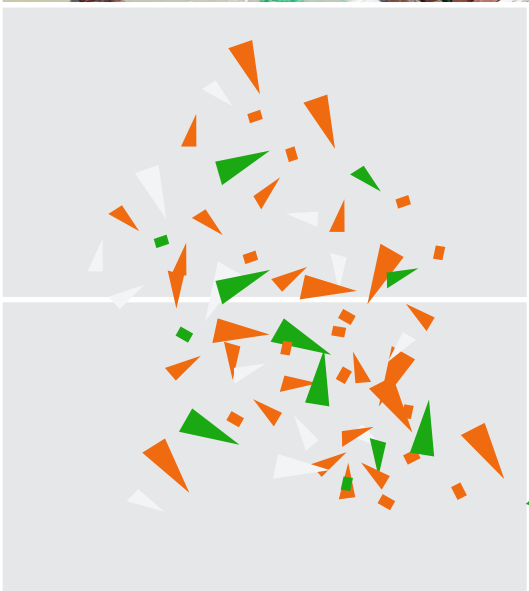




KOSI RIVER

Rallies were conducted and flag were distributed to mobilize the local people to hoist the Tiranga and celebrate the 75th Azadi Ka Amrit Mahotsav. Although due to rain and floods only 100 people participated in the activities, more than 5000 people were made aware indirectly.

Sl. No.	District	State	Activity	Stakeholders	Direct Participants
1	Khagaria	Bihar	Awareness rallies and flag distribution	Ganga Praharis, local people and panchayat members	113





GANDAK RIVER

In Bihar state along the Gandak River various means of mobilization such as flag distribution, flag hoisting, cleanliness drive, slogans, rallies, national and state anthem etc. were used to encourage people to hoist national flag (Tiranga) at their houses. During these activities more than 2200 people participated directly while about 15,000 people were made aware.

Sl. No.	District	State	Activity	Stakeholder	Direct Participants
1	West Champaran	Bihar	Cleanliness Drive	Local people and Ganga Prahari	213
2	East Champaran		Awareness Campaign	Local people and Ganga Prahari	219
3	East Champaran		Cleanliness Drive	Local people and Ganga Prahari	239
4	East Champaran		Flag Hoisting & Street Play performance	Students, teacher, local people and Ganga Prahari	264
5	West Champaran		Flag Hoisting & Rangoli Competition	Local people and Ganga Prahari	262
6	West Champaran		Flag Hoisting	Local people and Ganga Prahari	234
7	West Champaran		Cleanliness Drive	Local people and Ganga Prahari	206
8	West Champaran		Rally	Local people and Ganga Prahari	217
9	West Champaran		Cleanliness Drive	Local people and Ganga Prahari	215
10	West Champaran		Rally	Local people and Ganga Prahari	224
Total					2293





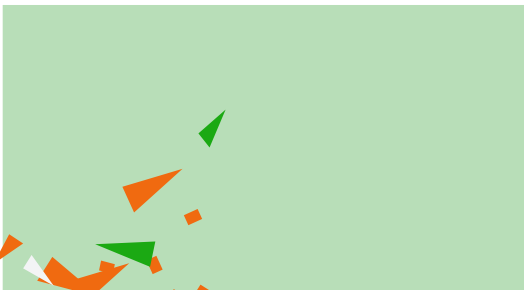


HOOGHLY RIVER

Awareness rallies were conducted in Murshidabad, Nadia and South 24 Paraganas to mobilize and encourage people to hoist Tiranga at their houses and workplaces. In these rallies local people, Ganga Prahari and children participated, who took oath to hoist Tiranga as well as made more than 15,000 people aware regarding the same.

Sl. No.	District	State	Activity	Stakeholders	Direct Participants
1	Murshidabad	West Bengal	Rally	Ganga Prahari, local people and children	1000
2	Nadia		Rally	Ganga Prahari, local people and children	1200
3	Nadia		Rally	Ganga Prahari, local people and children	1200
4	South 24 Parganas		Rally	Ganga Prahari, local people and children	1000
Total					4400







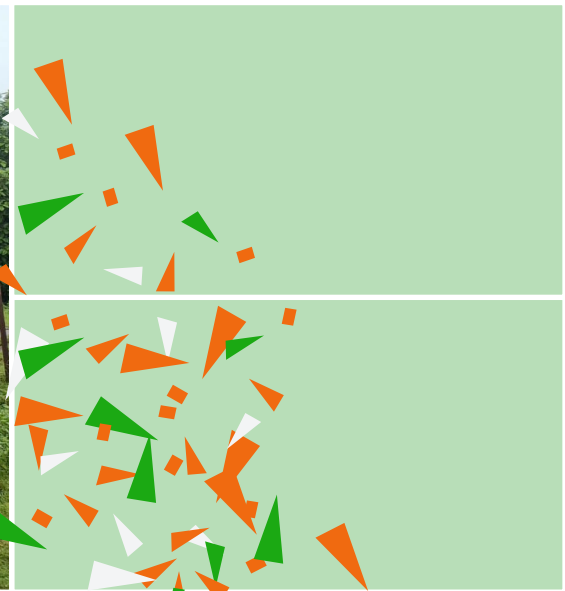
MAHANADI RIVER

In Odisha state along the Mahanadi River awareness rally was organized in collaboration with local people, children and village panchayat to encourage people to hoist national flag (Tiranga) at their houses. During these activities about 200 people participated directly while about 5,000 people were made aware.



Sl. No.	District	State	Activity	Stakeholders	Direct Participants
1	Cuttack	Odisha	Rally	Local people, children and panchayat member	200
Total					4400







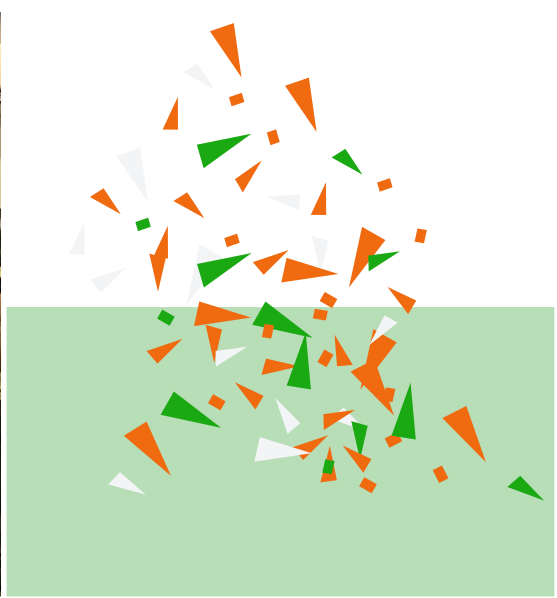
GODAVARI RIVER

Jal Pratigyan (Oath), awareness rallies, flag distribution and personal interactions were held to encourage people to participate in Har Ghar Tiranga Programme and hoist the national flag at their houses and work places. A total of 11,118 people directly participated in the activities while more than 50, 000 people were reached out indirectly with help of digital and print media.



Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Jalna	Maharashtra	Jal Pratigyan, rally, flag distribution	Local people, teachers, students and district administration	10998
2	Aurangabad		Jal Pratigyan, rally, flag distribution	Local people, teachers, students and district administration	40
3	Ahmednagar		Rally and flag distribution	Local people, teachers, students and district administration	80
Total					11118







CAUVERY RIVER BASIN

Awareness rallies along with slogans, songs, formal and informal interactions were conducted in Thiruvavarur district of Tamil Nadu state. Local people, teachers and students participated in activities directly (n= 513) and indirectly also (more than 3,000).

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1.	Thiruvavarur	Tamil Nadu	Awareness rally, slogan, national anthem and song singing	Local people, students and teachers	265
2.	Thiruvavarur	Manipur	Awareness rally, slogan, awareness speech	Local people, students and teachers	248
Total					513





PERIYAR RIVER

Awareness rallies and personal interactions were held to encourage people to participate in Har Ghar Tiranga Programme and hoist the national flag at their houses and work places. A total of 536 people directly participated in the activities while more than 5000 people were reached out indirectly with help of digital and print media.

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Idukki	Kerala	Independence rally	Local people, panchayat member, teachers and students	536





BRAHMAPUTRA RIVER BASIN

In Assam state along the Brahmaputra River various means of mobilization such as street play, documentaries, slogans, rallies, national and state anthem etc. were used to encourage people to hoist national flag (Tiranga) at their houses. During these activities more than 1500 people participated directly while about 15000 people were made aware.



Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1	Golaghat	Assam	Cleaning the West Golaghat Block campus, Bokakhat	Local people, SHGs, students, teachers, state forest department, district administration, NGOs, media	332
2	Golaghat		Street play, open quiz, singing of national & state anthem		104
3	Karbi Anglong		Documentary screening, open quiz, rally, singing of national anthem		289
4	Nagaon		Documentary screening, open quiz, drawing competition, singing of national & state anthem		124
5	Golaghat		Documentary screening, drawing competition, singing of national & state anthem, open quiz		147
6	Golaghat		open quiz, singing of national & state anthem		221
7	Golaghat		Documentary screening on snakes, open quiz, singing of national & state anthem, flag hoisting, plantation drive		323
Total					1540







BARAK RIVER

Awareness rallies along with slogans, songs, formal and informal interactions were conducted in Tamenglong and Bishnupur districts of Manipur state. People participated in activities directly (n= 1110) and indirectly also (more than 10,000).

Stakeholder participation in activities along the Barak River

Sl. No.	District	State	Activities	Stakeholders	Direct Participants
1.	Bishnupur	Manipur	Interactive session with students. Student-led slogan rally around the school.	Local people, students and teachers	425
2.	Tamenglong		Rally	Local people, students and teachers	585
3.	Imphal West		Rally	Local people, children and Village panchayat members	120
Total					1110







आज घर तिरंगा
जयो विश्व तिरंगा
झण्डा ऊँचा रहे हमारा
मोहि इण्टर कॉलेज
साखवाय, वाराणसी

आज़ादी का
अमृत
महोत्सव

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NMCG
National Mission for Clean Ganga,
Ministry of Jal Shakti, Government of India



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