



दि प्लास्टिक एक्सपोर्ट प्रमोशन कौन्सिल

(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित)

THE PLASTICS EXPORT PROMOTION COUNCIL

(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref: PLEXH/ Azadi Ka Amrit Mahotsav/300

Date: 4th August, 2022

Dear Members,

Greetings from Plexconcil!

As we all are aware that Government Of India has launched a campaign “**Har Ghar Tiranga**” (Tricolour in every household) as a part of Azadi Ka Amrit Mahotsav from 2nd – 15th August 2022 to celebrate the 76th Independence Day. We are happy to inform that the campaign is gaining momentum across the nation with active participation of every stakeholders and citizens.

Plexconcil seeks support of Indian Plastics Industry to actively participate in the Har Ghar Tiranga campaign by organising either of the activities as listed below :

At Corporate Level:

- Uploading Image of Har Ghar Tiranga campaign on your official website (image download available on www.harghartiranga.com)
- Changing DP on social media with National Flag until 15th August 2022 (image attached)
- Placing of Tiranga on every desk of the Office
- Hoisting/Display of Flags during the campaign from 13th to 15th August
- May Illuminating office Buildings in Tri-color and may also encourage their partners, ancillary units, dealer networks etc. to do the same.
- Publicity Events such as Marathons etc, promoting the campaign can be organized by Corporate Groups.

- Publicity of Har Ghar Tiranga Campaign via hoardings, Posters, Wall paintings, etc on Premises of The offices
- Wide publicity of the program in local language and dialects through banners, pamphlets, standees, and hoardings to be placed in Retail outlets
- All Members may ensure that their employees have access to Flags

At CSR Level:

- Members may participate in the program as part of CSR across activities such as in Outreach campaigns and supply of Flags to needy sections who are unable to procure flags
- As part of CSR activities groups can support Flag production through SHGs/Tailoring Groups etc. Companies can adopt RWAs/Schools/Colleges etc for the campaign

Please note that any expenditure incurred under this campaign is applicable under CSR – Schedule IV -Education for promotion of culture. The Government notification in this regard can be accessed from <https://www.mca.gov.in/bin/dms/getdocument?mds=XE4WFnJDAue38S1SV%252BmaPw%253D%253D&type=open>

At Individual Levels: Har Ghar Tiranga Website: <https://harghartiranga.com>

- Har Ghar Tiranga Website created for engaging participants under the campaign
- All employees may be directed to update Selfie with Flag on the **Har Ghar Tiranga Website**. Simultaneously, they may Pin the Flag on the website as per their Geographical coordinates
- Pin a Flag:** Citizens can Pin a flag on the website based on their Geographical Coordinates

- Click Team / Individual Selfie with National Flag and upload on www.harghartiranga.com , social media Platform and company website by using #HarGharTiranga
- **Members** to issue suitable directives to all employees to Pin the Flag on Website and upload Selfie with Flag on the Website/Social Media Platforms
- Changing DP on social media accounts of individuals

While hoisting/displaying the tricolour in their establishments/houses, please make sure we should strictly follow the Flag Code of India. A note on the salient features ([Click here](#)) of the Flag Code as also FAQs about the National Flag are attached for your reference ([Click here](#)).

All Members are also requested to widely circulate this to their respective members and employees and encourage them to be part of this national campaign.

Looking forward to your support in making this campaign a great success.

Jai Hind!

Sribash Dasmohapatra

Executive Director

The Plastics Export Promotion Council

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