



BSNLCO-ADMN/84/1/2021-ADMN

Dtd. 27th July, 2026

To

All CGMs,
BSNL.

Subject: 'Har Ghar Tiranga' .Campaign from 9th August-17th August, 2026-
regarding.

Ref.: (1) Letter No 16-59/2025-O&M dtd 22nd July, 2026 from DoT
(2) DO Letter No 42-22/119/2022-AKAM(Pt.II) dtd 14th July, 2026

Kindly find enclosed herewith letter under reference from Under Secretary(C&A), DOT, along with all enclosures pertaining to above mentioned subject. In this regard, it is intimated that 'Har ghar Tiranga 2026' campaign is being celebrated from 9th August-17th August, 2026 along with the third phase of commemoration of 150th anniversary of the National Song, "Vande Matram".

In order to ensure successful implementation of 'Har Ghar Tiranga' campaign 2026, it is requested to take necessary action as per the guidelines mentioned in the letter from DoT and DO letter from Ministry of Culture (enclosed herewith).

It is further requested that all officers/officials of your respective circles may be encouraged to hoist the National Flag at their homes during the 'Har Ghar Tiranga 2026' campaign from 9th August-17th August, 2026 and to upload Selfie with Tiranga' on the website www.harghartiranga.com.

This is issued with the approval of the Competent Authority.

Enclosures: As above.


(Sanjiv Sharma) 27/7/26
AGM(Admin)

Copy to:

- (1) PS to CMD, BSNL for kind information.
- (2) PSs to All Directors, BSNL Board and CVO, BSNL for kind information.
- (3) PGM(Corporate Marketing)/GM(CIT), BSNL CO to take necessary action as per the guidelines mentioned in the letter from DoT and DO letter from Ministry of Culture for the publicity of 'Har Ghar Tiranga 2026' campaign on social media and on BSNL website.
- (4) All Unit Heads of BSNL CO with the request to involve and motivate the employees of their respective Units to hoist Tiranga at their homes
- (5) All employees of BSNL requesting to participate in this program/campaign and to hoist Tiranga at their homes.
- (6) Under Secretary(C&A), DOT with respect to his Letter no. 16-59/2025- O&M dated 22nd July, 2026 for information please.

No. 16-59/2025-O&M
भारत सरकार / Government of India
संचार मंत्रालय / Ministry of Communications
दूरसंचार विभाग / Department of Telecommunications

Sanchar Bhawan, Ashoka Road
New Delhi - 110 001 Dated 22nd July 2026

To,

- | | |
|-----------------------------|---------------------|
| 1. DG (T), HQ | 2. CGCA |
| 3. CMD, BSNL | 4. CMD, TCIL |
| 5. CMD, MTNL | 6. CMD, ITI Ltd. |
| 7. DG, NCA (T) | 8. DG, NCA (F) |
| 9. CEO, C-DoT | 10. Secretary, TRAI |
| 11. Sr. DDG (TEC) | 12. Sr. DDG (NCCS) |
| 13. Director, WMO | 14. Director, NCA-W |
| 15. Deputy Registrar, TDSAT | |

Subject: 'Har Ghar Tiranga 2026' Campaign - reg.

Sir/Madam,

I am directed to refer to the DO letter no. 42-22/119/2022-AKAM(Pt.II) dated 14.7.2026, received from Ministry of Culture on subject cited above (copy enclosed) and to say that 'Har Ghar Tiranga 2026' Campaign is being celebrated from 9th to 17th August 2026 along with the third phase of commemoration of 150th anniversary of the National Song "Vande Mataram".

2. During the period of Har Ghar Tiranga 2026 Campaign,

- all physical celebrations shall bring together singing of the National Song "Vande Mataram" and hoisting/ display of the National Flag (Tiranga).
- all digital celebrations shall also bring together these two components through Har Ghar Tiranga website, wherein citizens may upload a "Selfie with Tiranga" and the lyrics of "Vande Mataram" will automatically appear as part of the uploaded picture.

3. It is requested that necessary directives may be issued to concerned officers for necessary action to ensure successful implementation of the campaign.

Encl.: as above

Yours faithfully,

(Anoop Kumar)

Under Secretary (C&A)

Tel. 011 2303 6213

Email: usca1-dot@gov.in

DG(A)
23/07/2026

Mail/Admn.
23/07/2026

AGM(A)
24/07/2026



D.O.No.42-22/119/2022-AKAM(Pt.II)

July 14, 2026

Dear Shri Agrawal

As you are aware, Government of India launched the Har Ghar Tiranga (HGT) campaign in 2022 under the aegis of Azadi Ka Amrit Mahotsav. The objective of this campaign has been to encourage citizens to hoist the National Flag at their homes and build a personal and emotional connection with the Tiranga. Over the years, the campaign has become a successful Jan Bhagidari movement of national identity, patriotism and pride.

2. The HGT campaign was successfully implemented during the years 2022, 2023, 2024 and 2025, with the Tiranga being prominently hoisted across homes, offices, institutions and public spaces nationwide on Independence Day. Activities such as Selfie with Tiranga, Prabhat-pheris, Tiranga Rallies (including bike and cycle rallies), Tiranga exhibitions, along with other grassroots-level Jan Bhagidari initiatives, have made the Independence Day celebration a more participative and widely celebrated occasion across the country. The campaign has also served as a special occasion for the public to pay heartfelt tribute to the freedom fighters and soldiers who laid down their lives in the service of the nation and in honour of the Tiranga.

3. In continuation of this spirit, Government of India is currently commemorating 150 years of the National Song "Vande Mataram". In this regard, the National Implementation Committee (NIC), under the Chairmanship of the Hon'ble Union Minister of Home Affairs and Cooperation, has approved, vide its directions dated 13.03.2026, the integration of the third phase of the commemoration with Har Ghar Tiranga 2026. Accordingly, Government of India has decided to celebrate Har Ghar Tiranga 2026 across the country from 9th to 17th August 2026. During this period, all physical celebrations shall bring together singing of the National Song "Vande Mataram" and hoisting/display of the National Flag (Tiranga). Similarly, all digital celebrations shall also bring together these two components through the Har Ghar Tiranga website (www.harghartiranga.com), wherein citizens may upload Selfie with Tiranga and the lyrics of "Vande Mataram" shall automatically appear as part of the uploaded picture.

4. Further, in accordance with the directions of the National Implementation Committee (NIC), the activities to be undertaken by Department of Telecommunications towards HGT 2026 are highlighted in Annexure-I.

5. In the above context, it is requested to kindly nominate a Nodal Officer from your Department to coordinate with the Ministry of Culture for effective implementation of the HGT 2026 campaign.

With regards

Yours sincerely,

Vivek Aggarwal
(Vivek Aggarwal)

Shri Amit Agrawal
Secretary
Department of Telecommunications
Ministry of Communications
Government of India

ANNEXURE-I

Har Ghar Tiranga 2026 Activities to be undertaken Ministry of Communications (Department of Telecommunications)

A. Ministry/Department-specific Activities

1. The Department of Telecommunications may explore provision of instrumental "Vande Mataram" caller tunes during the campaign period.

B. General Instructions (Applicable to all Ministries/Departments)

2. Encourage all attached offices, subordinate offices, autonomous bodies, Public Sector Undertakings (PSUs), institutions and field formations under the administrative control of the Ministry/Department to actively participate in the **Har Ghar Tiranga 2026** campaign during **9th–17th August 2026**.
3. Encourage officers, employees and the general public to upload "**Selfie with Tiranga**" on the **Har Ghar Tiranga Portal** (www.harghartiranga.com). As part of the digital campaign, the lyrics of the National Song "**Vande Mataram**" shall automatically appear as part of the uploaded picture.
4. Display the **Tiranga Exhibition** curated by the Ministry of Culture (available in the download section of the Har Ghar Tiranga Portal), wherever feasible, at offices and public places under the administrative control of the Ministry.
5. Publicise the campaign through the official website and social media platforms of the Ministry/ Department.