



Indian Council for Cultural Relations
भारतीय सांस्कृतिक सम्बंध परिषद्



ONE EARTH • ONE FAMILY • ONE FUTURE



सत्यमेव जयते

EMBASSY OF INDIA, TALLINN
TORNIMAE 5
TALLINN, 10145
Telephone: +372 688 8000
hoc.tallinn@mea.gov.in

E-mail:

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Press Release

The 'Har Ghar Tiranga' campaign was launched on 13-15 August 2022 under the aegis of Azadi Ka Amrit Mahotsav (AKAM) to encourage the citizens to hoist the National Flag of India in their homes with the aim of instilling the feeling of patriotism. This year again, it has been decided to celebrate 'Har Ghar Tiranga' on 13-15 August 2023 along with 'Meri Maati Mera Desh' campaign. This will be celebrated as the culminating event of AKAM with the aim of paying tribute to the "Veers" of our nation who sacrificed their lives for our motherland. The participants are requested to click selfies and upload on 'Har Ghar Tiranga' website: www.harghartiranga.gov.in.

To celebrate the above referred campaigns, the Mission will be undertaking the following activities:

- (i) Narration of the stories of lesser known heroes of our freedom movement will be published on Embassy's social media every day.
- (ii) Under the banner "Mitti Ki Khusboo-Mitti ki Yadein", Embassy will be posting stories connected to growing up years in India, village connect etc., on its social media.
- (iii) The 'Panch Pran Pledge' with the promise to commit to nation building, will be administered at the flag hoisting event on 15 August (1000 hrs).

Separately, Indian nationals may also take the same pledge online at the website www.merimaatimeradesh.gov.in. A selfie while taking the pledge with mitti / diya may also be uploaded at www.yuva.gov.in.

Tallinn, Estonia, 09 August, 2023.