



# **Atharva Institute of Management Studies**

## **Activity / Event Report**

Name of Event/Title	: Har Ghar Tiranga Campaign
Organization	: Government of India
Date(s) of conduction	: 14 <sup>th</sup> August 2024
Class / Sem	: MMS- I (Semester-II)
Faculty coordinator	:Dr. Shubhi Lall Agrawal Dr. Monika Shrimali
Student coordinator/ committee	:Mr. Shubham Bane Ms. Krushi Ms. Sakshi Jain Mr. Ayush Wankhede

### **DESCRIPTION**

"Har Ghar Tiranga" is a patriotic initiative launched by the Government of India under the leadership of Prime Minister Shri Narendra Modi. The campaign was introduced as part of the larger "Azadi Ka Amrit Mahotsav" celebrations, marking the 78th anniversary of India's independence. The initiative aims to encourage every Indian household to hoist the national flag, the Tiranga, at their homes to instill a sense of pride, unity, and patriotism among citizens.

### **Objectives of "Har Ghar Tiranga":**

- 1. **Promoting Patriotism:** The campaign seeks to evoke a deep sense of nationalism and respect for the national flag among the citizens of India.
- 2. **Celebrating Unity:** By encouraging every household to display the Tiranga, the initiative highlights the unity in diversity that is the hallmark of the Indian nation.
- 3. **Marking 78 Years of Independence:** As part of the Azadi Ka Amrit Mahotsav, "Har Ghar Tiranga" is a symbolic gesture to celebrate 78 years of India's independence and honor the sacrifices of freedom fighters.
- 4. **Public Participation:** The initiative encourages active public participation, making citizens feel more connected to their country and its heritage.

#### Impact:

"Har Ghar Tiranga" has been widely successful in galvanizing the nation, with millions of citizens participating by hoisting the national flag at their homes, workplaces, and public spaces. The initiative has also fostered a renewed sense of pride in the national symbols and has brought together Indians across different regions, cultures, and religions under the shared banner of the Tiranga.

Through this campaign, Prime Minister Narendra Modi aims to strengthen the emotional connection between the citizens and the nation, reinforcing the values of freedom, democracy, and unity that the Tiranga represents.

#### **Learning Outcomes:**

The learning outcomes from the initiative were:

- 1. Patriotism and National Pride:
- Strengthens the spirit of unity and respect for the national flag.
- Encourages a profound sense of pride and patriotism.
- 2. Community Engagement:
- Supports association and cooperation with neighbors and other Indians.
- Promotes active cooperation in celebrating national solidarity.
- 3. Certification and Recognition:
- 1. Gives certificates of participation as a conventional acknowledgement of involvement.
- 2. Fills you with a sense of pride and acknowledgement for adding to the campaign.
- 3. **Options for Education:** 
  - Improves understanding of the significance and values of the Indian flag.
  - Serves as a platform for education to educate citizens about the significance of national symbols.

### FLYER OF THE EVENT

# **Atharva Group of Institutes**

# Notice

## 13/8/2024

### Har Ghar Tiranga Campaign



Dear Staff and Students,

As part of the nationwide celebration, we celebrate the "Har Ghar Tiranga" campaign at Atharva Campus.

In this regard, all staff and students of Atharva Group of Institutes are encouraged to participate actively in this campaign on 14<sup>th</sup> August 2024 at AET campus, Phase 3 Ground Floor Lobby at 10 AM.

All staff and students are requested to attend this event and make it a grand success.

Let us all come together to show our patriotism and love for our country.



**By Order** 

### **GEO-TAGGED PHOTOS**









### Attendance sheet with signature

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### **EVENT REPORT PREPARED BY:** Dr. Monika Shrimali **Verified by:** Dr. Shubhi Lall Agrawal **Submitted to:** Dr. D. Henry Babu – Director - AIMS