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BJP Begins 'Har Ghar Tiranga' Campaign in Kashi

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The Bharatiya Janata Party (BJP) has launched its “**Har Ghar Tiranga**” campaign in Kashi, marking the beginning of a week-long patriotic drive in the run-up to Independence Day. The initiative, aimed at encouraging every household to display the national flag, includes large-scale marches, heritage clean-up programs, and flag-hoisting ceremonies.

Party workers and volunteers organized marches across **33 divisions** of Kashi, ensuring widespread participation from local communities, schools, and cultural groups. The campaign also places special emphasis on cleaning and preserving **monuments linked to India's freedom movement**, reinforcing the historical significance of the city in the nation's struggle for independence.

According to BJP leaders, the program is not only a celebration of patriotism but also a tribute to the sacrifices made by India's freedom fighters. Volunteers have been tasked with visiting historical sites, cleaning them, and holding small commemorative events to educate the public, especially the younger generation, about the city's role in the independence struggle.

In addition to the clean-up activities, the campaign involves flag distribution drives to ensure that citizens from all socio-economic backgrounds can participate. Cultural performances, including patriotic songs and street plays, are being staged in public spaces to inspire community engagement.

Senior party members highlighted that Kashi, being a city steeped in cultural and historical heritage, is the ideal starting point for the nationwide campaign. They stated that this year's "Har Ghar Tiranga" initiative seeks to connect emotional pride with tangible actions that preserve India's historical legacy. The campaign will continue through Independence Day, with plans for a large gathering at one of Kashi's iconic ghats where thousands of flags will be waved in unison. Organizers believe the effort will not only instill national pride but also strengthen community bonds through collective participation in a cause that honors India's heritage.