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## "Har Ghar Tiranga" Campaign Begins Across Madhya Pradesh

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The Bharatiya Janata Party (BJP) in Madhya Pradesh has launched its Har Ghar Tiranga campaign, encouraging citizens across the state to hoist the national flag at their homes in the lead-up to Independence Day. State BJP President Hemant Khandelwal announced that the initiative will run from August 10 to August 15, with multiple community-based events designed to foster patriotism and civic engagement.

From August 10 to 14, BJP workers, including members of the Mahila Morcha and Bharatiya Janata Yuva Morcha, will take part in divisional-level programs. A key highlight will be the Tiranga Yatra, a flag-bearing march aimed at uniting communities across districts. Between August 12 and 14, cleanliness drives will be conducted at monuments and war memorials associated with India's freedom movement.

On August 14, marked as *India Partition Horror Memorial Day*, silent processions and exhibitions will be organised to raise awareness about the hardships faced during Partition. Floral tributes will also be offered to the families of freedom fighters, war heroes, and police personnel.

The campaign aligns with the state government's broader program, Har Ghar Tiranga, Har Ghar Swachhata: Swatantrata Ka Utsav, Swachhata Ke Sang, which runs from August 2 to August 15. This initiative is being carried out in three distinct phases:

- Phase One (August 2–8): Building a patriotic atmosphere through public programmes, flag-themed artwork, rangoli competitions, and educational workshops in schools and colleges.
- Phase Two (August 9–12): Large-scale awareness campaigns including cultural performances, rallies, and fairs featuring the tricolour.
- Phase Three (August 13–15): Encouraging widespread display of the national flag at homes, workplaces, public spaces, and vehicles, along with an online selfie with the Tiranga initiative to document participation.

The combined approach of both the BJP's organisational drive and the state government's structured plan aims to reach citizens in urban and rural areas alike. The campaign is not solely about displaying the national flag; it also promotes cleanliness, water conservation, and a sense of civic duty.

By integrating cultural activities, historical remembrance, and community service, the Har Ghar Tiranga campaign in Madhya Pradesh seeks to strengthen citizens' emotional connection to the tricolour while promoting social responsibility. As the state prepares for Independence Day celebrations, the message is one of unity, pride, and collective participation under the national flag.