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## Har Ghar Tiranga, Har Ghar Swachhata Campaign | Madhya Pradesh | 08 Aug 2025

### Why in News?

Madhya Pradesh CM Dr. Mohan Yadav has called on citizens to actively participate in the "**Har Ghar Tiranga**" campaign in honor of Independence Day 2025.

- Along with **raising the national flag**, CM Yadav emphasized the importance of associating cleanliness with national pride, urging people to embrace both aspects during the ongoing campaign.

### Key Points

- The "**Har Ghar Tiranga, Har Ghar Swachhata**" campaign, which celebrates freedom and cleanliness, is set to run in three phases (2nd -15th August 2025).
  - **Phase 1 (2nd-8th August):** Focus on **creating a sense of patriotism** and awareness with flag-centric events, discussions, exhibitions, and interactive activities like tricolor rangoli and flag quizzes.
  - **Phase 2 (August 9th-12th):** The focus shifts to **mass engagement**, with events such as Tricolor Concerts, Flag Sales, and Tricolor Rallies aimed at widespread participation.
  - **Phase 3 (August 13th-15th):** Encourages the **final display of the tricolor on homes, offices**, and vehicles, along with uploading selfies with the flag.

### Har Ghar Tiranga (HGT) Campaign

- The HGT campaign is part of the **Independence Day** celebrations.
- It aims **to instill a spirit of patriotism** and national pride among citizens by encouraging every Indian to hoist the national flag.
- It was **launched under the aegis of Azadi Ka Amrit Mahotsav in 2022** and has grown into a people's movement.
- Other outreach activities being organized are Tiranga Concerts, Street Plays (Nukkad Nataks), Exhibitions on the **Evolution of Tiranga**, etc.