

Har Ghar Tiranga Har Ghar Swachhata Abhiyan

Location: Balotra

Conducted by: All India Institute of Local
Self-Government (AIILSG), Jodhpur in
coordination with **Municipal Council**
Balotra

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1 MUNICIPAL COUNCIL, BALOTRA

Conducted by: All India Institute of Local Self-Government (AIILSG), Jodhpur

1.1 INTRODUCTION

As per the directives of the Directorate of Local Bodies, Rajasthan, under the Swachh Bharat Mission – Urban (SBM-U), the Municipal Council, Balotra, in collaboration with the All India Institute of Local Self-Government (AIILSG), Jodhpur, implemented Phase I of the “Har Ghar Tiranga – Har Ghar Swachhata Abhiyan” from 02 August to 08 August 2025.

The purpose of this campaign was twofold: firstly, to instill patriotism and national pride among citizens through collective celebrations of the 79th Independence Day, and secondly, to spread awareness on cleanliness, hygiene, and sustainable waste management practices. This dual focus brought together the themes of Swachhata (Cleanliness) and Deshbhakti (Patriotism) in an integrated and impactful way.

Throughout the week, a series of Information, Education, and Communication (IEC) activities were carried out in schools, markets, and public places. The campaign successfully reached people from all walks of life – students, women, community members, and local stakeholders – and fostered a sense of unity, responsibility, and celebration.

1.2 NARRATIVE OF ACTIVITIES

The “Har Ghar Tiranga – Har Ghar Swachhata Abhiyan” campaign in Balotra was celebrated as a vibrant blend of patriotism, unity, and cleanliness, bringing together schools, women’s groups, volunteers, and citizens in a week-long series of creative and awareness-driven activities. The initiative began with rangoli and poster-making competitions in schools and public places, where children used the colors of the Tricolor to express messages of freedom, cleanliness, and unity, while women and students actively participated in Tiranga Rakhi-making and fabric-flag crafting, showcasing both tradition and national pride. The spirit of collective participation grew stronger as children and women formed a symbolic human chain in the shape of “79” to mark the 79th year of Independence, followed by a spirited flag rally across the main streets of Balotra that spread enthusiasm and patriotic fervor among residents. Simultaneously, cleanliness drives were conducted at key marketplaces and public areas, coupled with awareness sessions for shopkeepers and citizens on hygiene and waste management, while the Tiranga canvas signature activity invited people to leave their mark of pride on a giant Tricolor backdrop. Schools also became central hubs of engagement, where blackboards were painted with patriotic messages, and students took a Swachhata pledge to commit themselves to hygiene and inspire others, while the Tiranga selfie campaign encouraged citizens, especially youth, to share photos with the national flag, further amplifying the spirit of the movement. At the household level, door-to-door awareness campaigns promoted waste segregation at source, emphasizing sustainable living, and Tiranga stalls were established for free flag distribution, ensuring that every family could hoist the Tricolor. The campaign reached its conclusion with a cultural program at the Municipal Council premises, where children performed patriotic songs, dances, and skits, filling the atmosphere with emotion and pride, and a prize distribution ceremony honored winner of the

various competitions, making the event both memorable and impactful. Through this seamless integration of cultural, creative, and awareness activities, the campaign not only fostered widespread citizen engagement but also instilled a deeper sense of responsibility, pride, and collective belonging in the community of Balotra.

1.3 CONCLUSION

The “Har Ghar Tiranga – Har Ghar Swachhata Abhiyan” in Balotra was more than just a campaign; it became a movement of the people. By integrating cleanliness with patriotism, it engaged every section of society – students, women, community leaders, and citizens alike. The activities created awareness about waste management, hygiene, and collective responsibility while reinforcing national pride.

The campaign ensured that the 79th Independence Day was celebrated with joy, inclusiveness, and discipline. Citizens carried home memories of vibrant celebrations and a renewed commitment to cleanliness and patriotism. This successful Phase I implementation stands as a model for how IEC activities, community participation, and cultural initiatives can together advance the goals of Swachh Bharat Mission–Urban while strengthening the soul of the nation.

1.4 RANGOLI COMPETITION AT TOURIST AND HIGH-FOOTFALL AREAS

The campaign began with Rangoli Competitions, which were organized in both schools and high-footfall public locations. Participants created intricate designs on the theme of Independence, incorporating the colors of the Tricolor into their artwork. The bright rangolis not only beautified the spaces but also attracted public attention, drawing citizens into the spirit of the campaign.



1.5 POSTER MAKING COMPETITION AT SCHOOLS

Poster Making Competitions were also conducted in schools, where children created posters conveying messages of patriotism, unity, and cleanliness. A Tiranga Rakhi Making workshop engaged women and school children, focusing especially on fabric-based rakhis designed by women, which symbolized love, unity, and tradition.



1.6 TIRANGA RAKHI MAKING BY WOMEN AND SCHOOL CHILDREN

To mark the occasion of Independence Day, a Tiranga Rakhi Making event was conducted with enthusiastic participation from SGH women and school children. Using the tricolour theme, participants designed creative and meaningful Rakhi's that reflected the spirit of patriotism, unity, and cultural tradition. The activity served as a medium to nurture creativity, celebrate national values, and strengthen feelings of harmony and togetherness. The beautifully crafted rakhis became symbols of love for the nation and pride in its heritage



1.7 HUMAN CHAIN FORMATION IN SHAPE OF 79

A Human Chain Formation was organized where school children and women together formed the number '79' to signify the 79th year of India's Independence. The unity was further amplified through a Flag Rally, where hundreds marched carrying the Tiranga across major streets of Balotra, spreading enthusiasm and motivating citizens to join



1.8 FLAG RALLY

A vibrant Flag Rally was organized to mark the celebrations of Independence Day, with enthusiastic participation from school children, women, and community members. Carrying the national flag with pride, the participants marched together through major streets and public areas, spreading the message of patriotism, unity, and social responsibility. The rally created a lively atmosphere, drawing the attention of citizens and inspiring collective respect for the Tricolor. The event not only encouraged mass participation but also served as a reminder of the sacrifices made for freedom and the importance of safeguarding national values. It became a moving expression of love, solidarity, and commitment towards the nation.



1.9 CLEANLINESS AWARENESS DRIVE AT KEY PUBLIC LOCATIONS

Cleanliness and Awareness Drives were organized at important public places, where volunteers and staff not only cleaned but also educated shopkeepers and residents about hygiene and waste management. Tiranga Canvas Signature activities invited citizens to sign their names on a canvas painted with the Tricolor, creating a collective symbol of belonging and patriotism.



1.10 TIRANGA CANVAS SIGNATURE ACTIVITY

A Tiranga Canvas Signature activity was organized at a high-footfall public location, drawing enthusiastic participation from citizens. People from all walks of life came forward to sign the canvas, expressing their love, unity, and pride for the nation. The initiative not only engaged the community meaningfully but also created a powerful collective expression of patriotism and togetherness. The signed canvas became a vibrant symbol of national spirit and the shared commitment of citizens towards the country.



1.11 BLACKBOARD PAINTING AT SCHOOLS

In schools, Blackboard Painting turned classrooms into vibrant hubs of creativity with patriotic sketches and slogans. A Swachhata Pledge was taken by participants to maintain cleanliness and inspire others. The Tiranga Selfie initiative encouraged citizens to take and share selfies with the flag, making it popular especially among youth.



1.12 SWACHHATA PLEDGE

As part of the Independence Day activities, a Swachhata Pledge was taken by participants, reaffirming their commitment to cleanliness and hygiene. Students, women, and community members pledged to keep their surroundings clean, practice proper waste management, and actively promote hygiene within their neighborhoods. The oath also emphasized collective responsibility, with participants vowing to contribute to future cleanliness drives and motivate others to join the Swachhata Abhiyan. This initiative not only encouraged civic responsibility but also strengthened the vision of a clean and healthy nation.



1.13 TIRANGA SELFIE CAMPAIGN

As part of the Har Ghar Tiranga campaign, a Tiranga Selfie initiative was launched to encourage citizen engagement. Residents enthusiastically took selfies with the national flag and shared them on social media, spreading messages of unity, patriotism, and pride. The activity witnessed

widespread participation from people of all age groups, turning into a vibrant celebration of the Tricolor and strengthening the spirit of collective national pride.



1.14 DOOR-TO-DOOR WASTE SEGREGATION DRIVE

Waste Segregation Drives were conducted door-to-door to spread awareness about separating wet and dry waste. Women also participated in Tiranga Making activities, crafting fabric flags with pride. Tiranga Stalls were set up for free distribution of flags, ensuring every household could hoist the Tricolor.



1.15 TIRANGA MAKING BY WOMEN (FABRIC-BASED)

A special Tiranga Making activity was organized where women came together to craft the national flag using fabric. The handmade fabric flags beautifully represented their dedication, creativity, and respect for the Tricolor. This initiative highlighted the role of women in preserving cultural traditions while celebrating patriotism and unity. The activity not only spread national pride but also encouraged community participation in honoring the spirit of Independence.



1.16 TIRANGA STALL AND FLAG DISTRIBUTION

A Tiranga Stall was set up at a key public location where national flags were distributed to citizens as part of the Har Ghar Tiranga campaign. The initiative witnessed enthusiastic community participation, with people from all age groups proudly collecting the Tricolor to display at their homes. The stall not only promoted awareness about the significance of the national flag but also inspired patriotism, unity, and mass involvement in the Independence Day celebrations.



1.17 TIRANGA DISTRIBUTION DRIVE

As part of the Har Ghar Tiranga campaign, a large-scale Tiranga Distribution drive was carried out to ensure active citizen participation in the Independence Day celebrations. National flags were distributed to households, schools, and community members, encouraging everyone to proudly hoist the Tricolor at their homes. The initiative fostered a sense of unity, patriotism, and collective pride while spreading awareness about the importance of respecting and upholding the dignity of the national flag. The distribution drive not only strengthened community involvement but also transformed the celebration into a true mass movement of national spirit.



1.18 CULTURAL PROGRAM AT MUNICIPAL COUNCIL BALOTRA

The campaign concluded with a Cultural Program at the Municipal Council premises. School children performed patriotic songs and dances in the presence of municipal council staff, bringing the celebrations to an emotional and proud close.



1.19 PRIZE DISTRIBUTION

As part of the concluding cultural program, a special **Prize Distribution Ceremony** was organized to honor the creativity and enthusiasm of school children who actively participated in various competitions such as rangoli, poster making, Rakhi making, and blackboard painting. The winners were felicitated with prizes and certificates, recognizing their efforts in expressing patriotism and promoting the values of cleanliness and unity. The presence of municipal staff and faculty members added dignity to the event, while the cheering from fellow students created an atmosphere of motivation and celebration. This initiative not only acknowledged the talent of young participants but also encouraged them to continue contributing positively towards society and national pride.

