

PRESS RELEASE

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New Delhi

HUDCO Celebrates Har Ghar Tiranga with Patriotic Fervour and Enthusiasm



Housing and Urban Development Corporation Limited (HUDCO), a Navratna NBFC-IFC under the Ministry of Housing and Urban Affairs (MoHUA), organised a vibrant celebration of the Har Ghar Tiranga campaign at the India Habitat Centre (IHC), New Delhi, as part of the nationwide campaign being observed from 9th to 17th August 2026 under the aegis of the Government of India.

Shri Manohar Lal, Hon'ble Union Minister for Housing and Urban Affairs and Power, the Chief Guest, inaugurated the Har Ghar Tiranga kiosk in the presence of Shri Sanjay Kulshrestha, CMD, HUDCO, Prof K G Suresh, Director IHC, Dr Vibha Dhawan, Director General, TERI, officials of HUDCO and IHC representatives from various organisations located in India Habitat Centre and school children.

Speaking on the occasion, Hon'ble Union Minister called upon citizens to participate wholeheartedly in the Har Ghar Tiranga campaign and proudly hoist the National Flag at their homes. Interacting with the children Shri Manohar Lal highlighted that the Tiranga is far more than a national symbol—it represents India's hard-earned freedom, unity, identity, dignity and

the collective aspirations of its people. Addressing the youth, the Minister urged that they should appreciate the cost of independence that has been secured with many sacrifices and urged them to carry forward the national values and make the campaign a personal expression of patriotism.

Hon'ble minister appreciated HUDCO's initiative to take the campaign to citizens through its offices and outreach activities, and encouraged greater public participation in making the campaign a nationwide celebration of national unity, pride and collective responsibility. As part of its commitment to contribute meaningfully to the national campaign, HUDCO will distribute over 5,000 National Flags through its kiosk at India Habitat Centre (IHC), as well as through its Regional Offices across the country.

The venue was adorned in the tricolour, creating an atmosphere of patriotism and festivity. Selfie points themed around the National Flag were also set up, encouraging participants to capture and share their patriotic moments under the Har Ghar Tiranga campaign. Adding to the festive spirit, children from the Habitat Learning Centre presented a soulful rendition of *Vande Mataram*, following which the Hon'ble Minister distributed National Flags among the children, inspiring them to participate in the campaign with pride and enthusiasm. People across age groups participated with great enthusiasm and proudly posed with the National Flag, expressing their joy and pride in being part of a campaign that celebrates the spirit of oneness, patriotism and national pride.
