

**Press Release**  
**Azadi Ka Amrit Mahotsav**  
**Distribution of Flag to the employees**  
**And honouring of Ex-Servicemen in Coir Board.**

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate the 75 years of progressive Independent India. Through Azadi Ka Amrit Mahotsav, India is celebrating the glorious history of its people, culture and achievements.

The Tri-colour flag is a symbol of pride for every Indian. It represents national integrity and signifies the hopes and aspirations of the Indian people.

The Hon'ble Prime Minister, Shri Narendra Modi said to the Nation during the announcement of "Har Ghar Tiranga" movement that

"This year we are making Azadi Ka Amrit Mahotsav, let us strengthen the Har Ghar Tiranga Movement. Hoist the Tricolour or display it in your homes between 13<sup>th</sup> to 15<sup>th</sup> August. This movement will deepen our connection with National Flag"

As a part of "Har Ghar Tiranga" movement, Coir Board has distributed flags to its employees to hoist in their home from 13<sup>th</sup> to 15<sup>th</sup> August, 2022. The formal ceremony of distribution of National Flag to the employees was inaugurated by Hon'ble Chairman, Coir Board, Shri D.Kuppuramu today. Three of our employees who are ex-servicemen have been handed over in recognition of their service to the nation to start with.

Shri M.Kumararaja, Secretary, Shri M.Krishna, Director(Marketing) and Shri V.C.Raghunandan, Sr. Accounts Officer have also spoken on the occasion.

Deputy Director (M&P)







