

Govt. of Jammu & Kashmir
J&K Economic Reconstruction Agency

Press Release

Dated: 18-08-2026

JKERA Commemorates ‘Har Ghar Tiranga’ Campaign

The J&K Economic Reconstruction Agency (JKERA) successfully conducted a series of impactful events, digital awareness drives, and Tiranga rallies from August 9 to August 17, 2026, as part of the nationwide ‘Har Ghar Tiranga’ campaign.

Driven by a spirit of national pride, unity, and dedication to nation-building, officers, engineers, field staff, across both executive wings in Srinagar and Jammu actively participated in the week-long celebrations.

The campaign aimed to deepen citizen engagement, honour the sacrifices of freedom fighters, and reinforce collective commitment toward national development.

As part of the campaign all officers and officials of JKERA were actively encouraged to participate in the national movement by uploading their ‘Selfie with Tiranga’ on the official Har Ghar Tiranga portal. Additionally, JKERA integrated the official Tiranga exhibition curated by the Ministry of Culture, alongside custom campaign banners, across its web portal and official social media handles including X (formerly Twitter), Facebook, Instagram, and Threads.



Special events were also organized simultaneously at the JKERA regional headquarters in Srinagar (ERA Commercial Complex, Rambagh) and Jammu (JKPCC

Building, Panama Chowk). The events highlighted the profound significance of national symbols in fostering unity and reaffirmed the staff's resolve towards sustainable infrastructure development and nation-building.

A vibrant rally was held at the Tutan Di Khui Road project site, led by Er. Ashok Khokar, Director (Technical), JTFRP, alongside engineers, field staff, and workers.

Similar Tiranga rally was also organized at the Union Territory Emergency Operations Centre (UTEOC) project site at Ompura, Budgam, with active participation from all sections .