

在印度推广旗帜学：从教育启蒙到巨型国旗的跨越之旅

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(对话呈现)

摘要

我们很高兴分享印度旗帜学协会的发展历程——它从一项教育倡议起步，如今已成为推动全国性运动的重要力量。我们的努力折射出印度各地对旗帜日益增长的关注，而参与“家家有三色旗”运动则是这一历程的重要里程碑。我们认为，当下正是在印度更广泛普及旗帜学的理想时机，并在此分享我们实现这一目标的愿景。

校园展览

印度旗帜学协会（成立于2002年，2007年加入国际旗帜学协会FIAV）的历程始于对教育的高度重视（图1-3）。在第一阶段，我们开展了以“向学生普及国旗重要性及意义”为目标的校园展览。这些展览在印度全国1000所学校举



图1-3. 学生观看国旗及其他国家象征的展览。

Figures 1-3. Students view exhibitions of flags and other national symbols.

Promoting Vexillology in India: A Journey from Education to Monumental Flags and Beyond

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(Dialogue Presentation)

Abstract

We are excited to share the journey of the Indian Vexillological Association, which has grown from an educational initiative into a driving force in a national movement. Our efforts reflect the increasing interest in flags across India, culminating in our participation in the *Har Ghar Tiranga* campaign. We believe this is the ideal moment to introduce vexillology more prominently in India, and we share our vision for achieving it.

School Exhibitions

The journey of the Indian Vexillological Association (founded in 2002, joined FIAV in 2007) began with a strong focus on education. In the first phase, we conducted school exhibitions aimed at educating students about the importance and significance of national flags (figs. 1-3). These exhibitions were held in 1,000 schools across India, engaging not only students and teachers but also attracting the attention of bureaucrats and politicians. The key themes of these exhibitions revolved around national pride, the history of our flags, and their deep symbolism.

办，不仅吸引了师生参与，也引起了政府官员的关注。展览的核心主题围绕民族自豪感、国旗历史及其深层象征意义展开。展览呈现了丰富多样的展品，包括凸显国家象征的硬币、货币和邮票，其中特别聚焦于各国国旗的展示。



图 4. 不同时期的印度国旗。

Figure 4. National flags of India over time.

此外，我们还深入介绍了印度独立斗争时期国旗的演变历程、国徽的形成以及印度国旗设计者的故事。这些内容帮助学生全面理解这些象征符号在我国历史中的重要性（图4-6）。

巨型国旗

纳文·金达尔（生于1970年3月9日）是一位实业家、慈善家、政治家和运动员。自1992年起，他发起运动争取所有印度人悬挂国旗的权利。他将法律诉讼一路上诉至印度最高法院，并最终在2004年赢得了一项具有里程碑意义的判决，开启了印度巨型国旗的新时代（图7）。



图 7. 纳文·金达尔，印度民众悬挂国旗权利的捍卫者。

Figure 7. Naveen Jindal, champion of the people's right to fly the national flag of India.

The exhibitions featured a diverse array of exhibits, including coins, currency, and stamps that highlighted national symbols. A special focus was placed on displaying national flags from various countries. Additionally, we provided in-depth information about the evolution of Indian national flags during the freedom struggle, the formation of the national emblem, and the story of the maker of the Indian national flag. These elements helped students gain a comprehensive understanding of the importance of these symbols in our history (figs. 4-6).



图 5. 特伦甘纳邦尊敬的副首席部长斯里·马卢·巴蒂·维克拉马尔卡（时任尊敬的副议长）。

Figure 5. Mr. Sri Mallu Bhatti Vikramarka, Honorable Deputy Chief Minister of Telangana State (then Honorable Deputy Speaker).



图 6. 印度行政服务局官员、国防秘书斯里·A·吉里达尔（时任卡姆马姆区地方行政官）和印度政府私人秘书斯里·S·S·拉瓦特（时任卡姆马姆区农村发展局项目主任）。

Figure 6. Sri A. Giridhar, IAS, Defense Secretary (then District Collector of Khammam District) and Sri S. S. Rawat, Personal Private Secretary to Government of India (then Project Director, District Rural Development Agency, Khammam District).

Monumental Flags

Naveen Jindal (born 9 March 1970) is an industrialist, philanthropist, politician, and sportsman. Beginning in 1992 he campaigned for the right of all Indians to fly their national flag. He took a legal case all the way to the Supreme Court of India and finally won a landmark judgment in 2004. This began a new era of monumental flags in India (fig. 7).

随着进程推进，我们的重点转向以更宏大的规模弘扬民族自豪感。在第二阶段，我们发起了在全国关键公共场所安装巨型国旗的计划。这些大规模的国旗装置不仅追求视觉冲击力，更旨在培养民族自豪感，并提升公众对旗帜学的认知。我们与当地社区和政府机构密切合作，确保这些装置成为国家认同的焦点。

这些巨型国旗的视觉影响极为深远。它们作为高耸的民族自豪感象征，吸引了公众的关注与赞赏。其结果是，人们对旗帜和旗帜学的兴趣显著增加。从多个成功案例可见一斑：在安装巨型国旗的地点，社区的反馈极为积极。这些巨型国旗不仅美化了城市景观，更激发了人们与国家象征之间更深层的情感联结（图8-9）。

我们的巨型国旗是爱国主义的地标，体积庞大，由电动装置操控，全天候（24小时）悬挂（图10-13）。

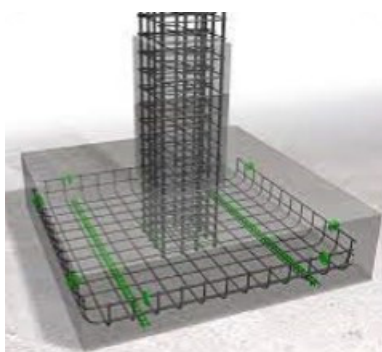


图 10. 巨型旗杆基座结构。

Figure 10. Structure of the base of a monumental flagpole.



图 8. 安得拉邦高等法院外飘扬的巨型国旗。

Figure 8. Large flag flying at the High Court of Andhra Pradesh.



图 9. 提议在特伦甘纳邦海得拉巴建造的“风之花园”，内有一面巨型国旗。

Figure 9. Proposed “wind garden” in Hyderabad, Telangana, with a monumental flag.

As we moved forward, the focus shifted to promoting national pride on a grander scale. In the second phase, we initiated the installation of monumental flags in key public spaces across the country. These large-scale flag installations were not just about visual impact; they were designed to foster a sense of national pride and increase public awareness of vexillology. We worked closely with local communities and government bodies to ensure these installations became focal points of national identity.

The visual impact of these monumental flags has been profound. They stand as towering symbols of national pride, capturing the attention and admiration of the public. As a result, we have seen a noticeable increase in interest in flags and vexillology. To illustrate this, we have several successful case studies from installations where the community's response has been overwhelmingly positive. These monumental flags have not only enhanced the landscape but have also sparked a deeper connection to our national symbols (figs. 8-9).

Our monumental flags are landmarks of patriotism, giant in size, operated by a motorized mechanism, and hoisted full-time (24/7) (figs. 10-13).



图 11. 巨型旗杆安装现场。

Figure 11. Monumental flagpole installation.



图 12. 缝纫工人制作巨型国旗。

Figure 12. Seamstresses making monumental flags.



图 13. 印度巨型国旗。

Figure 13. Monumental flag of India.

家家有三色旗运动

家家有三色旗运动由总理纳伦德拉·莫迪于2023年发起，旨在强化民众与国旗的个人情感联结，并推动全民参与国家建设。作为印度独立75周年庆祝活动的一部分，该运动已发展成为一场大规模民众运动——过去两年间，它获得了压倒性的支持与参与：5000万户家庭悬挂国旗，国旗销量达1亿面（图14 - 15）。

The *Har Ghar Tiranga* Campaign

Initiated by Prime Minister Narendra Modi in 2023, the *Har Ghar Tiranga* (Tricolor in Every Home) campaign is designed to foster a personal connection with the national flag and promote collective nation-building. Launched as part of the celebrations of the country's 75 years of independence, the campaign has grown into a major people's movement—in the past two years, it has received overwhelming support and participation: 50 million households hoisted flags and 100 million flags were sold. (figs. 14–15).



图 14. 家家有三色旗运动宣传图。

Figure 14. *Har Ghar Tiranga* promotional image.



图 15. 家家有三色旗自拍指南。

Figure 15. *Har Ghar Tiranga* selfie instructions.

2024年家家有三色旗运动包含多项精彩活动
(图16-23)。

The 2024 *Har Ghar Tiranga* campaign includes several exciting activities (figs. 16-23).



图 16. 三色旗集会：当地摩托车、自行车和汽车集会，邀请各团体和邦代表以三色旗精神参与。

Figure 16. *Tiranga Rallies*: Local bike, cycle, and car rallies that engage various groups and state representatives in the spirit of the *Tiranga*.



图 19. 三色旗集市：节日集市，设立摊位支持当地手工艺人，售卖国旗、周边商品及食品。

Figure 19. *Tiranga Melas*: Festive markets supporting local artisans with stalls selling flags, merchandise, and food.



图 21. 三色旗致敬活动：举办特别活动，向英勇之士和自由战士致敬与缅怀。

Figure 21. *Tiranga Tributes*: Special programs to honor and remember our bravehearts and freedom fighters.



图 17. 三色旗音乐会：大型公开音乐会，以爱国音乐和《三色旗颂歌》为特色，营造节日氛围。

Figure 17. *Tiranga Concerts*: Large public concerts featuring patriotic music and the *Tiranga* Anthem to foster a festive atmosphere.



图 22. 三色旗留言画布：在活动现场设置画布，供人们以与国旗相同的比例书写“家家有三色旗”或“印度必胜”等标语。

Figure 22. *Tiranga Canvases*: Set up at event venues for people to write messages like '*Har Ghar Tiranga*' or '*Jai Hind*' in the same ratio as the national flag.



图 18. 三色旗巡游：全国性活动，各界民众齐聚一堂庆祝并致敬国旗。

Figure 18. *Tiranga Yatras*: Nationwide events where people from all walks of life come together to celebrate and honor the national flag (*Tiranga*).



图 20. 三色旗长跑：组织长跑和马拉松活动，以庆祝国旗所代表的价值观，活动持续至独立日。

Figure 20. *Tiranga Runs*: Runs and marathons organized to celebrate the national flag's values leading up to Independence Day.



图 23. 三色旗自拍：鼓励参与者与国旗自拍，并在社交媒体上使用话题标签#HarGharTiranga和#HGT2024分享。

Figure 23. *Tiranga Selfies*: Participants are encouraged to take selfies with the flag and share them on social media with hashtags #HarGharTiranga and #HGT2024.

关于在印度主办国际旗帜学大会第32届会议的提议

我们未来的计划包括提议于2028年在印度主办国际旗帜学大会（ICV 32）（图24）。这一机会不仅将提升公众对旗帜学的认知与参与度，还将吸引国际专家和爱好者的参与。主办ICV 32将巩固印度在全球旗帜学领域的地位。

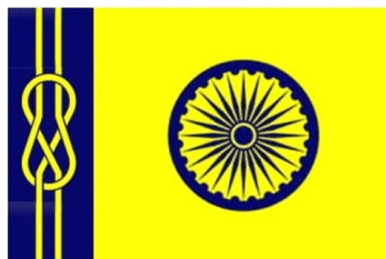


图24. 提议的印度国际旗帜学大会第32届会议（ICV 32）会旗。

Figure 24. Proposed flag for ICV 32 in India.

Proposal to Host ICV 32 in India

Our path forward includes proposing to host the International Congress of Vexillology (ICV 32) in India in 2028 (fig. 24). This opportunity will not only boost awareness and involvement in vexillology but also engage international experts and enthusiasts. Hosting ICV 32 will strengthen India's position in the global vexillological community.

建立全球文化遗产中心

另一项关键计划是在海得拉巴建立全球文化遗产中心，其核心是一个综合性的旗帜展览（图25）。该中心的灵感源自阿根廷罗萨里奥的拉丁美洲旗帜展览馆，将展示各国国旗、地区旗帜以及独立前的历史旗帜。它将成为全球旗帜爱好者和研究人员的宝贵资源。



图25. 提议在海得拉巴建立的全球文化遗产中心。

Figure 25. Proposed Global Heritage Cultural Center in Hyderabad.

Establishing the Global Heritage Cultural Center

Another key initiative is to establish a Global Heritage Cultural Centre in Hyderabad, featuring a comprehensive gallery of flags (fig. 25). Inspired by the Latin American Flags Gallery in Rosario, Argentina, this center will showcase national, regional, and pre-independence flags. It will serve as a valuable resource for flag enthusiasts and researchers worldwide.

关于作者

桑吉瓦·拉奥 & 高塔姆·坎班帕蒂

坎巴姆帕蒂父子二人致力于推动印度旗帜学的发展。父亲桑吉瓦于2002年创立了印度旗帜学协会。他曾多次参加国际旗帜学大会。儿子高塔姆则在家族重要的旗帜和旗杆生意中发挥着重要作用。

About the Authors

Sanjeeva Rao & Gowtham KAMBHAMPATI

A father-son duo, the Kambhampatis are advancing vexillology in India. The father, Sanjay, founded the Indian Vexillological Association in 2002. He has attended several international congresses of vexillology. The son, Gowtham, is instrumental in the family's monumental flag and flagpole business.



