



सत्यमेव जयते

SPECIAL CAMPAIGN 4.0



एक कदम स्वच्छता की ओर

2nd OCT-31st OCT 2024

Department of Administrative Reforms & Public Grievances

SPECIAL CAMPAIGNS

2021 SPECIAL CAMPAIGN 1.0

Directions of Hon'ble PM: Special campaign for Swachhata and Disposal of pending matters

2022 SPECIAL CAMPAIGN 2.0

Decision of Council of Ministers dated September 7th, 2022: Special attention to attached/ sub-ordinate/ field offices

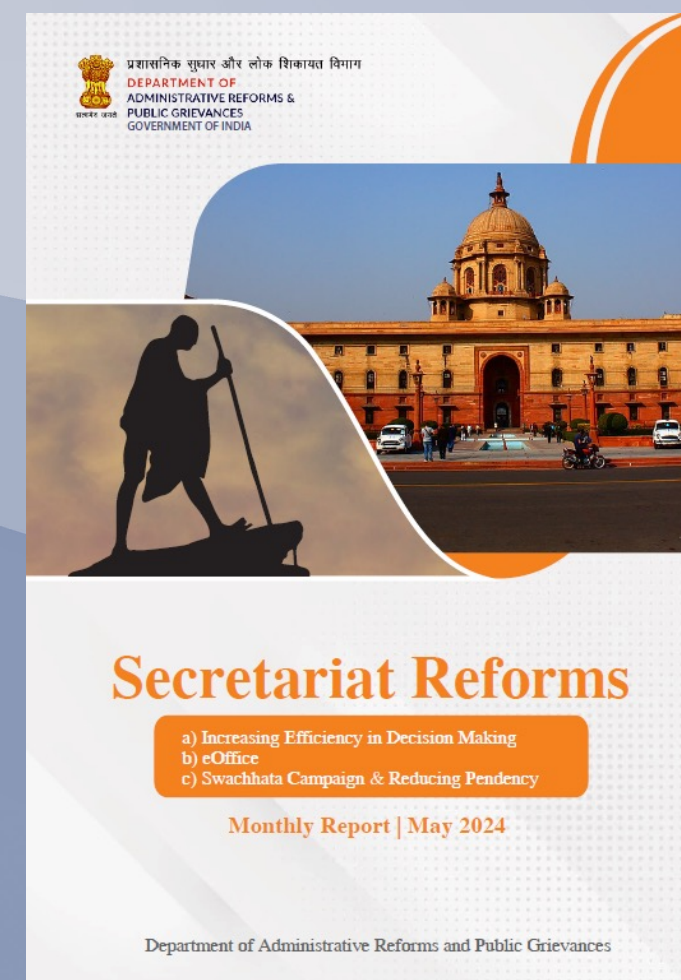
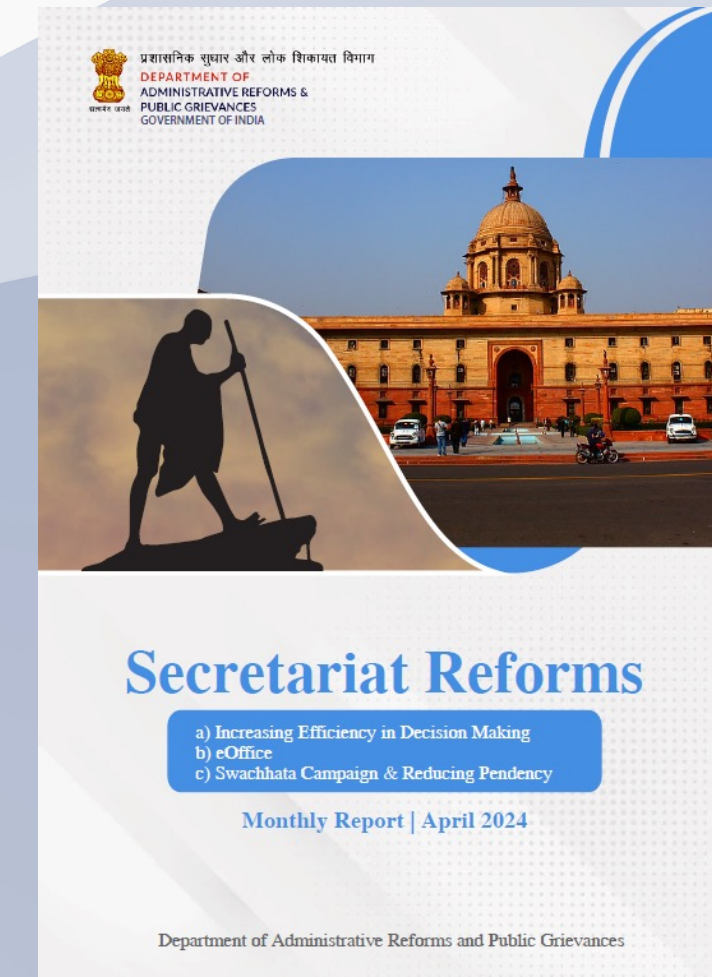
2023 SPECIAL CAMPAIGN 3.0

Decision of Council of Ministers dated July 4th 2023: Saturation approach to be adopted



The Campaign has been institutionalized and is taken up on continuous basis.

- Monitored on a dedicated SCDPM portal <https://scdpm.nic.in>
- 16 editions of monthly reports “Secretariat Reforms” released by DARPG




Tweets by Hon'ble PM during Special Campaigns

PMO India
@PMOIndia

Special Cleanliness Campaign: Railways earn Rs 66 lakh from scrap disposal
business-standard.com/india-news/spe...

via NaMo App

Special Cleanliness Campaign: Railways earn Rs 66 lakh from scrap disposal
BUSINESS STANDARD OCTOBER 16TH, 2023



The Ministry of Railways generated a revenue of more than Rs 66 lakh through disposal of office scrap during the first 13 days of its Special Cleanliness Campaign 3.0, an official statement said. As a result of scrap disposal, the ministry also managed to free 3,97,619 sq ft of space that can be utilised for other purposes.

12:22 PM · Oct 16, 2023 · 237K Views

PMO India
@PMOIndia

Modi Govt Earned Rs 1,163 Crore, Same as the Budget of Two Chandrayaan-3 Missions, from Selling Scrap
news18.com/india/modi-gov...

via NaMo App

Modi Govt Earned Rs 1,163 Crore, Same as the Budget of Two Chandrayaan-3 Missions, from Selling Scrap
NEWS 18 DECEMBER 28TH, 2023



Modi Govt Earns Rs 1,163 Crore Selling Scrap, Equals Two Chandrayaan-3 Budgets

India's successful Chandrayaan-3 mission to the moon cost around Rs 600 crore. The government earned more just by selling scraps. The latest government report says nearly Rs 1,163 crore have been earned by selling scrap since October 2021, including a whopping Rs 557 crore earned during a one-month-long campaign in October.

Narendra Modi
@narendramodi

Laudable effort, which will spread awareness on India's glorious tribal culture and traditions.

Ministry of Culture
@MinOfCultureGol · Nov 3

As a part of the #SpecialCampaign2.0 activities, @ansigoi, to promote cultural heritage & optimise unused spaces, worked closely with the different tribal communities across India to set up authentic tribal huts & more in the office premises across the country.

#AmritMahotsav
[Show this thread](#)



1:04 98.3K views

6:59 PM · Nov 4, 2022 · Twitter for iPhone

2,902 Retweets 23 Quote Tweets 8,432 Likes

Narendra Modi
@narendramodi

Such efforts are not only innovative and commendable but most importantly remind us of our basic civic duty of keeping our surroundings and public places clean.

South Western Railway
@SWRRRLY · Oct 2

Sculpture made from plastic & pet bottles at KSR Bengaluru Station to create awareness on proper disposal of plastic waste.
@DARPG_Gol @PMOIndia @DrJitendraSingh @RailMinIndia

#SpecialCampaign2.0



9:16 PM · Oct 3, 2022 · Twitter for iPhone

Tweets by PMO India on Special Campaign 3.0

Tweets by Hon'ble PM on Special Campaign 2.0

Special Campaigns featured in “Mann ki Baat”



Shri Narendra Modi

Hon'ble Prime Minister of India

“Friends, in this effort 'Ek Kadam swachhata ki ore', be it the institutions or the government, everyone has an important role. You all know that earlier there used to be a lot of old files and papers in government offices. Ever since the government has started changing the old practices, these files and piles of paper are getting digitized and stored in computer folders. Special campaigns are also being run in ministries and departments to remove the old and pending material. Some very interesting things have happened through this campaign. When this cleanliness drive was started in the Department of Post, the junkyard there became completely empty. Now this junkyard has been turned into a courtyard and cafeteria. Another junkyard has been converted into a parking space for two wheelers. Similarly, the Ministry of Environment, Forest & Climate Change converted its vacant junkyard into a wellness center. The Ministry of Urban Affairs has even installed a Swachh ATM. Its purpose is that people deposit garbage and take cash in return. Organizations under the Civil Aviation Ministry have started making organic compost from dry leaves falling from trees and organic waste. This Ministry is also working to make stationery from waste paper. Our government departments can be so innovative on a subject like cleanliness. Till a few years ago, no one even believed in it, but today it is becoming a part of the system. This is the new thinking of the country, which is being led by all the countrymen together”

- Hon'ble Prime Minister

26.12.2021

Hon'ble PM encouraging Swachhata on episodes of Mann ki Baat:

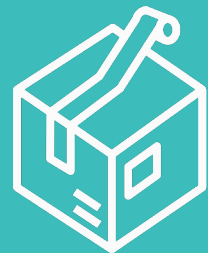
- 84th episode (26.12.2021)**
- 96th episode (25.12.2022)**
- 105th episode (24.09.2023)**



4.05
LAKH
Cleanliness
Campaign
Sites



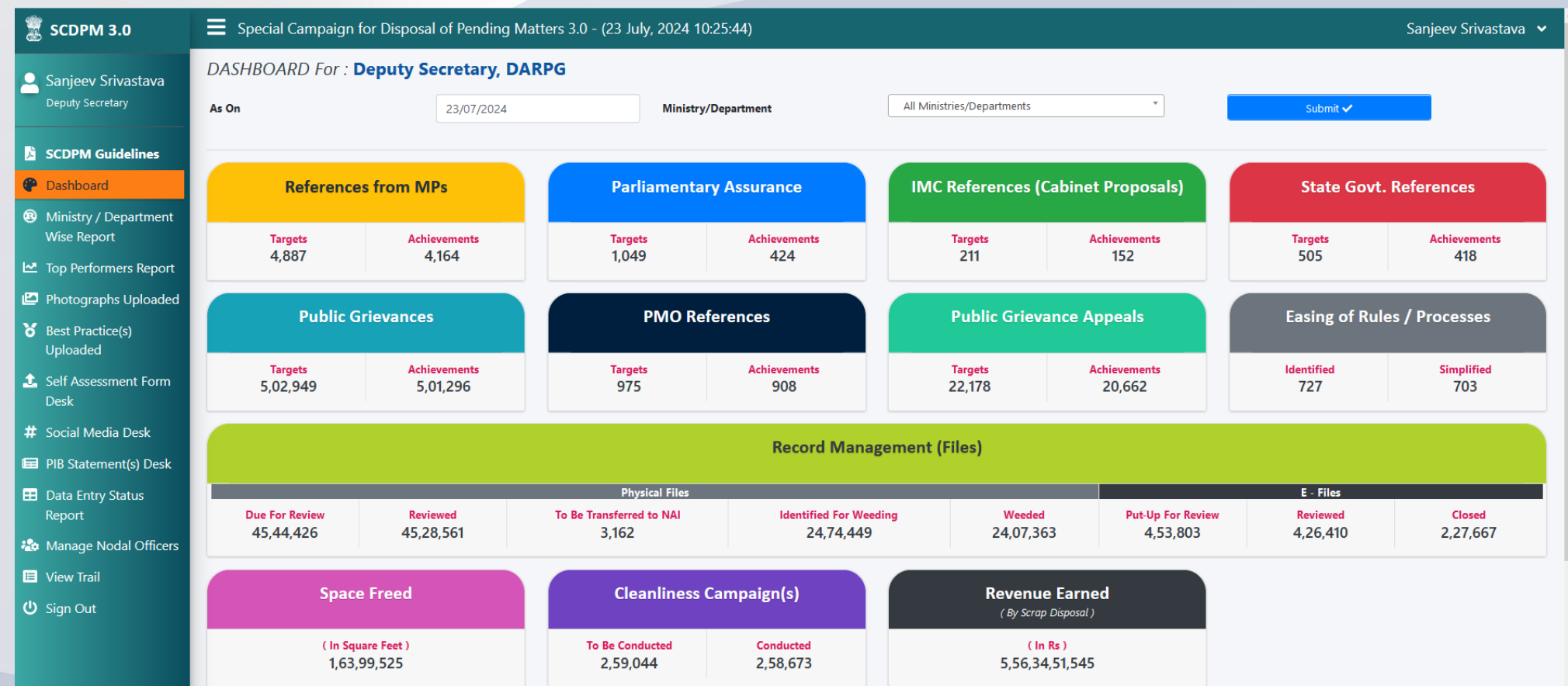
96.1
LAKH
Files closed/
weeded out



355.5
LAKH SQ.
FT
Space
Freed



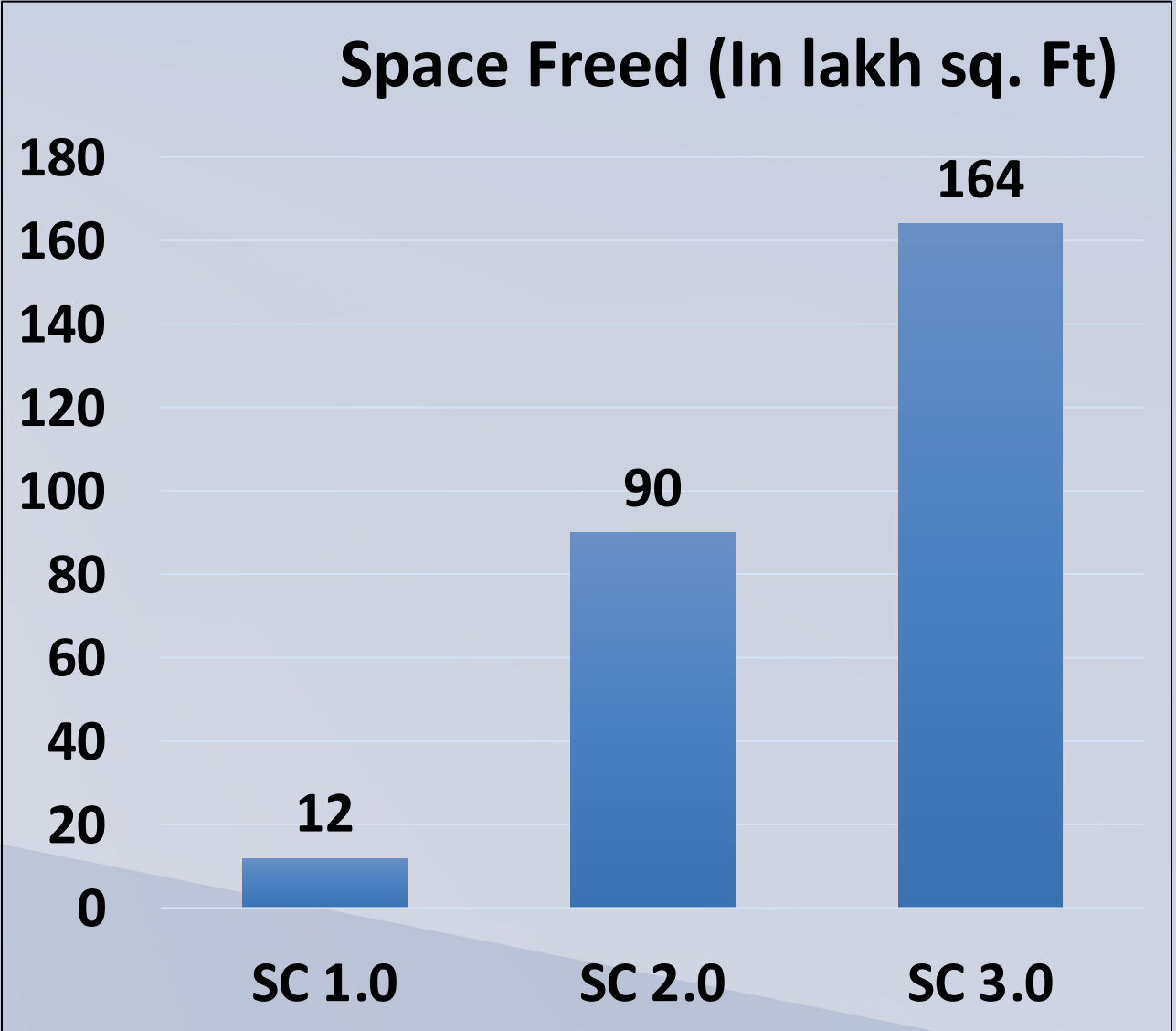
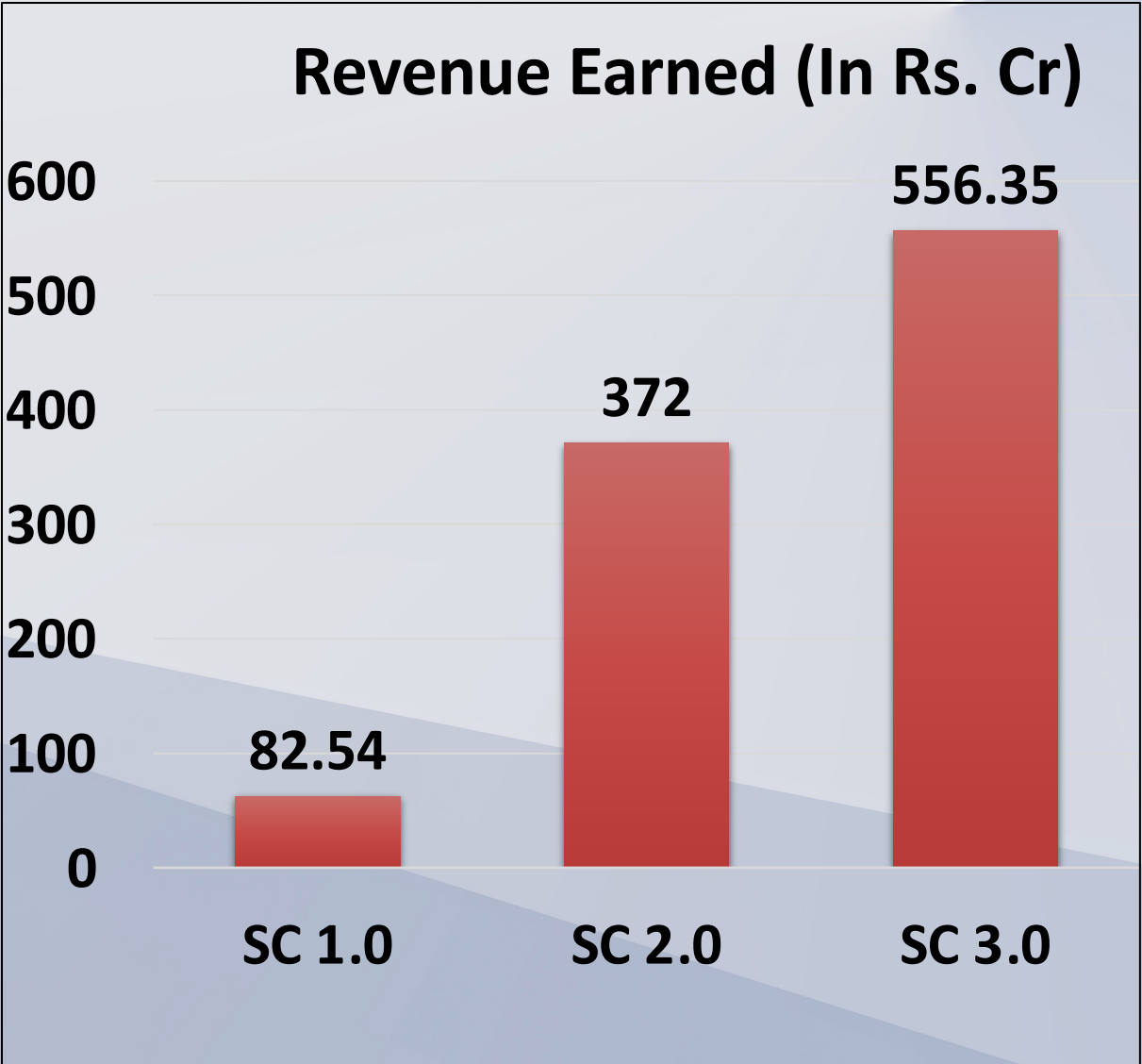
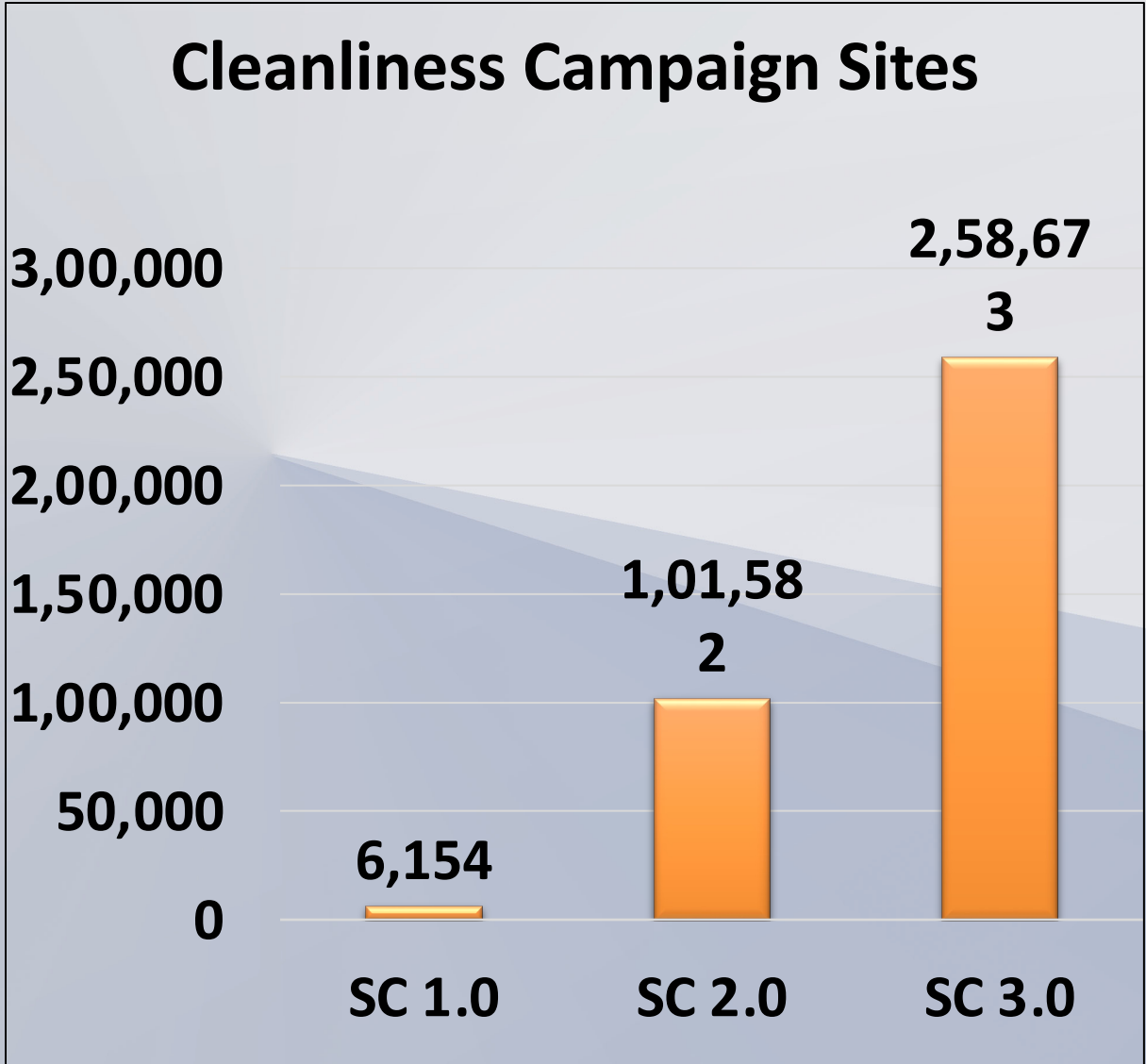
RS
1162.49
CR
Revenue
Earned



Special Campaign 3.0 Dashboard

SPECIAL CAMPAIGN 1.0-3.0
CUMULATIVE OUTCOMES

Swachhata Parameters in Special Campaign



SC 3.0 - 2.5 times the extent of SC 2.0

SC 3.0 - 1.5 times the extent of SC 2.0

SC 3.0 - 1.8 times the extent of SC 2.0

Pendency Parameters in Special Campaign

Parameter	Special Campaign 2021 Achievements	Special Campaign 2022 Achievements	Special Campaign 2023 Achievements
PG Cases + Appeals	3,24,962 (91%)	4,80,247 (96%)	5,21,958 (99.4%)
Files Reviewed	44,89,852 (98%)	64,96,304 (98%)	49,54,971 (99.13%)
Files Weeded Out	21,89,852 (99%)	37,35,230 (100%)	24,07,363 (97.28%)

Pendency Parameters in Special Campaign

Parameter	Special Campaign 2021 Achievements	Special Campaign 2022 Achievements	Special Campaign 2023 Achievements
MPs References	8,765 (79%)	9,043 (70%)	4,164 (85.2%)
Parliamentary Assurances	1,064 (47%)	352 (26%)	424 (40.41%)
IMC References	176 (83%)	166 (82%)	152 (72%)
State Government References	1,030 (83%)	871 (76%)	418 (82.77%)
PMO References	Not monitored	700 (83%)	908 (93%)
Easing of Rules/Processes	699 (77%)	890 (92%)	703 (96.6%)

Decisions for Special Campaign 4.0

- Hon'ble PM's interaction with Secretaries to GoI on 29.06.2024:
DARPG to implement *"Swachhata Abhiyaan for cleanliness and reducing pendency to be implemented for next 5 years"*.
- Saturation approach to cover all the field offices (Attached/
Subordinate / Autonomous bodies / PSUs).
- Focus on Public Centric Ministries, M/o Defence, Home and Ministries
with PSUs.

Objectives, Thrust Areas & Timelines



Institutionalizing Swachhata & Reducing Pendency



Campaign Thrust Areas

- MP's References; Parliamentary Assurances; PMO References
- IMC References; State Govt References
- PG Cases; Record Management Practices
- Swachhata Campaign in office spaces



Campaign Monitored through a single digital platform



Campaign Timelines

- September 16-30, 2024 – Preparatory Phase
- October 1, 2024 – Launch of the Campaign
- October 2-31, 2024 –Implementation Phase
- November 14-30, 2024 - Evaluation Phase

Proposed Outreach Plan SPECIAL CAMPAIGN 4.0



**1,00,000 social media posts by all Min/Depts,
1500 infographics**



**1 Billion reach, 14 lakh engagements,
1000 tweets from DARPG twitter handle
3% Twitter engagement rate**



300 PIB statements

Panel Discussions on DD News/AIR

Media Briefings/Press Conferences by MoS PP



Nation wide print media coverage



Glimpses of Special Campaigns 2021-2023

Special Campaign 3.0 - Top Performers

REVENUE EARNED	SITES	SPACE FREED
Rs 225 Cr M/o Railways	75,000 Post Offices	65.8 lakh sq. ft M/o Coal
Rs 167.38 Cr M/o Defence	31,275 School Education	21.12 lakh sq. ft M/o HI
Rs 56.23 Cr M/o PNG	26,958 Banks	18.73 lakh sq. ft M/o Defence
Rs 34 Cr M/o Coal	23,672 M/o Railways	11.8 lakh sq. ft M/o Railways
Rs 12.19 Cr M/o Power	13,168 M/o RTH	7.04 lakh sq. ft DFS

ENHANCEMENT OF OFFICE SPACES



**Refurbished walls of Post Office at Delhi East Division;
D/o Posts**



**3D Printed Post Office, Bengaluru;
D/o Posts**



**“Parcel Café” at Kolkata GPO created
using old furniture; D/o Posts**

BEFORE - AFTER



BEFORE



AFTER

**Roof top restaurant “Frangipani”
developed; D/o Posts**

MODERN CLEANING PRACTICES



Mechanized Cleaning at all Railway Stations; M/o Railways



Robotic Cleaning of Sewer chambers and septic tanks using Robotic technology; D/o Atomic Energy

SCRAP DISPOSAL



HQ IDS disposed 870 kg of IT scrap worth Rs 80,000 through MSTC site, New Delhi; M/o Defence



Condemnation of old vehicles, Kolkata Customs; CBIC



“Cash from Trash”, Swacch ATM; M/o Housing & Urban Affairs

SCRAP DISPOSAL

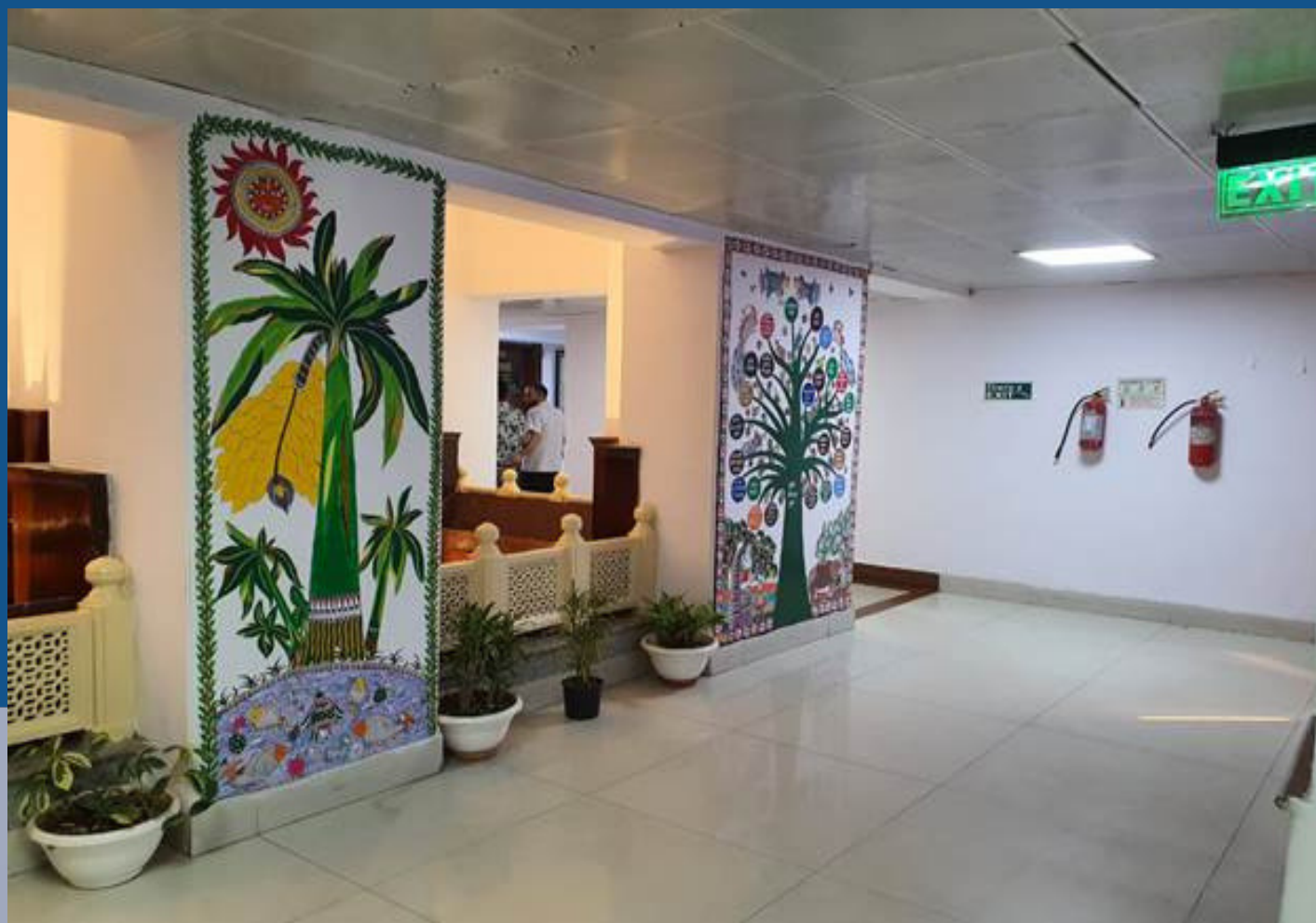


3R Kiosk; M/o Earth Sciences



**Scrap Disposal drive at all Air
Force Stations; D/o Military
Affairs**

ENHANCEMENT OF OFFICE SPACES



**Madhubani Paintings at Krishi Bhawan;
D/o Agriculture and Farmer's Welfare**



**“Kachra Udyan” created by CCL in
Bokaro and Kigali area from waste
pipes, tyres etc.; M/o Coal**

EFFICIENT MANAGEMENT OF SPACE



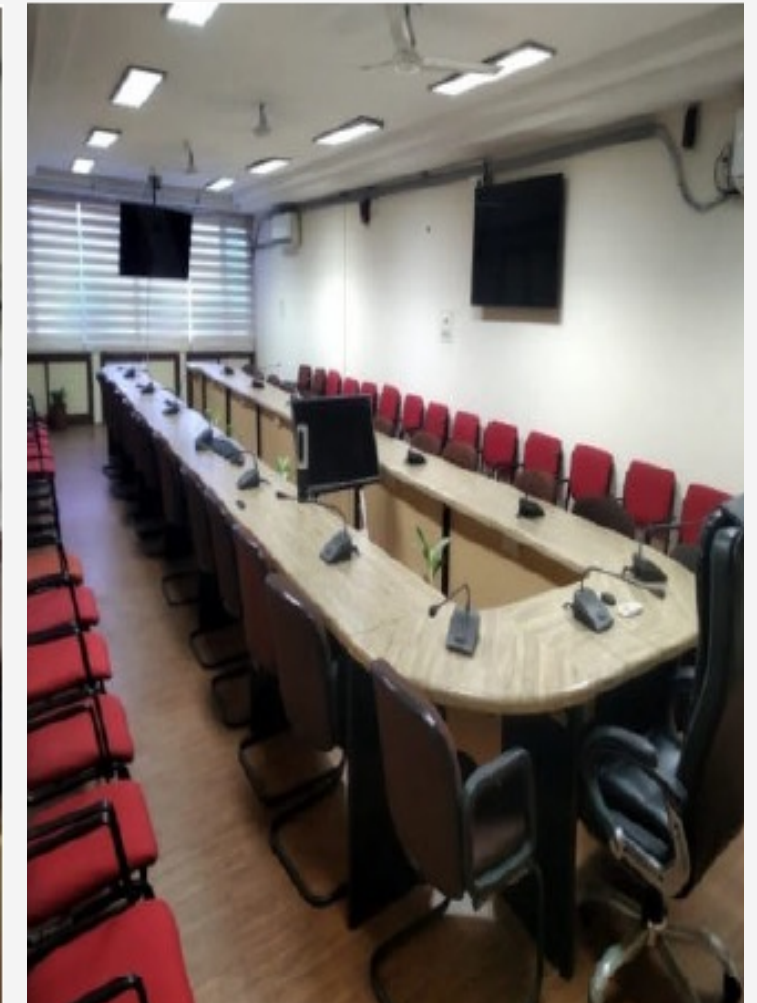
Old store room converted into Recreation Room, Prithvi Bhawan; M/o Earth Sciences



Remodeling existing retail shops to provide farming inputs and services at PM KSK; D/o Fertilizers

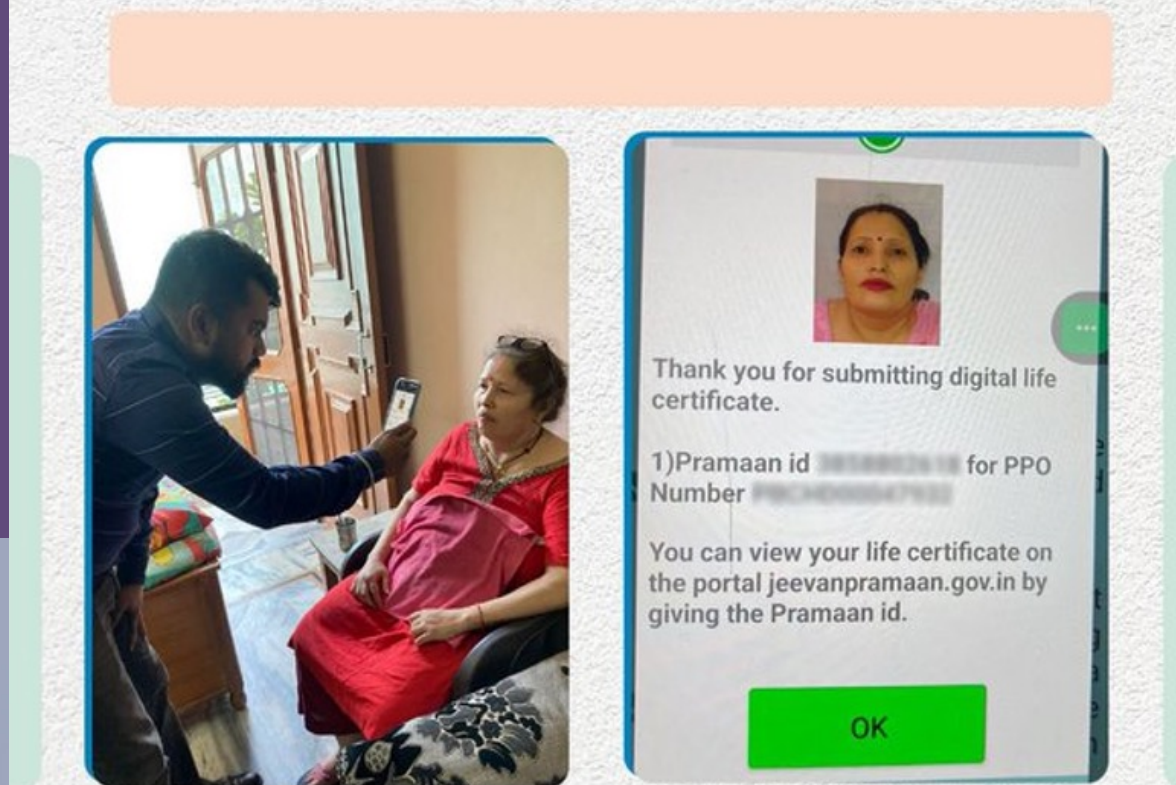


Waste room converted to Conference Hall; M/o Food Processing & Industries



DIGITIZATION

Under Special Campaign 2.0, EPFO RO Chandigarh has initiated to do Jeevan Praman of bedridden/paralyzed Pensioners at their home through Face Authentication App



Jeevan Pramaan (Digital Life Certificate) for super senior pensioners, EPFO RO Chandigarh; M/o Labour and Employment



Launch of iGot on CPGRAMS by Hon'ble Finance Minister; CBDT

ENVIRONMENTAL FRIENDLY INITIATIVE



**Vermicompost pit at NALCO
Damanjodi, Odisha; M/o Mines**

**Flowering trees and 150 fruit
trees Plantation, Technology
Bhawan; D/o Science &
Technology**

**Waste papers collected and
recycled into file covers/boards by
"Kalyanmayee"; M/o Civil Aviation**

WASTE TO WEALTH



Elephant statue from plastic bottles, ITI Berhampur; M/o SDE



“Kabad se Kalakriti”, Anuppur; M/o Coal

WASTE TO WEALTH



Over 7 lakh plastic bottles recycled into 7 lakh plants & 900 vertical gardens in 17 states & 50 districts; CBDT



Old rail coach converted into a restaurant, Guntur; M/o Railways

INCLUSIVITY



Eco friendly traditions of Jarawa Tribe, A&N Islands'; M/o Tribal Affairs



“Donate a device” for use in schools; M/o Electronics & Information Technology

CITIZEN CENTRIC PRACTICES



Moisture to potable water at National Institute of Tuberculosis and Respiratory Diseases, New Delhi; D/o Health & Family Welfare



Preservation of High archival value records, New Delhi; DARPG

Vidyanjali: Improving the Quality of School Education through Community & CSR Support

The Vidyanjali program is a unique initiative by the Ministry of Education, Govt. of India that fosters greater community involvement in school education.

www.vidyanjali.education.gov.in


Department of School Education & Literacy
Ministry of Education
Govt. of India

“Vidyanjali” an initiative; D/o School Education & Literacy

PROTOCOLS & MECHANISMS



**Coordinating Committee established
to ensure overall protocols &
mechanisms in cleanliness; D/o
Agriculture & Farmer's Welfare**

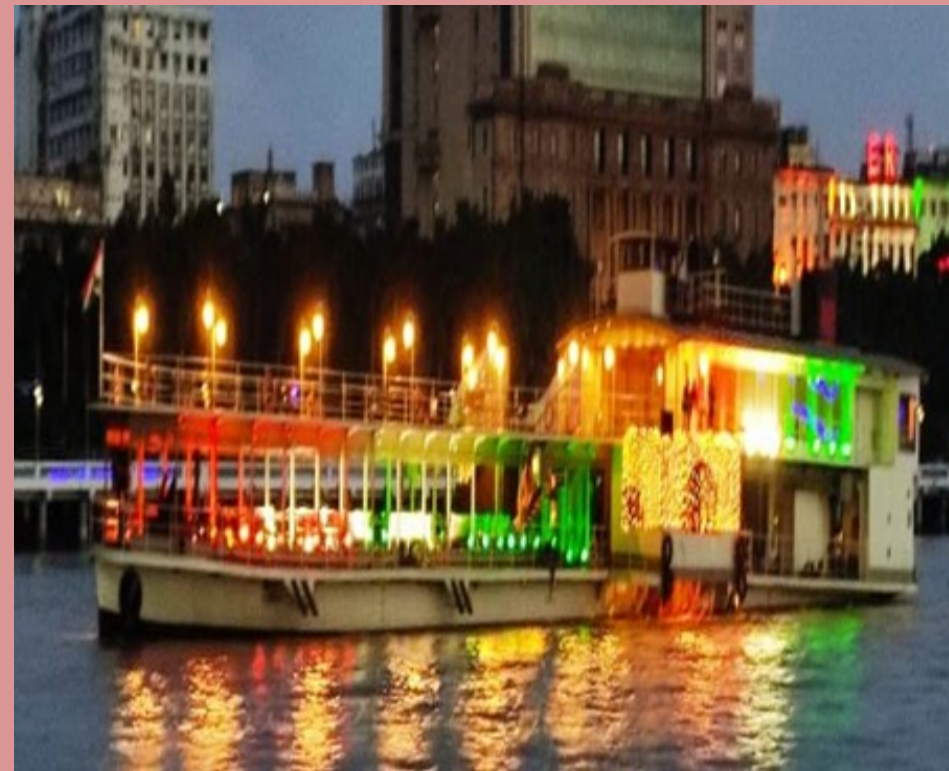


**Sanitation Committee constituted
for random inspections; D/o
Economic Affairs**

BEFORE - AFTER



BEFORE



AFTER

Paddle steamer turned into a unique showcase for cruise tourism, Kolkata; M/o Ports, Shipping & Waterways



BEFORE



AFTER

Waste space converted into working space, Shastri Bhawan; M/o Culture

BEFORE - AFTER



BEFORE

**Waste space converted into Library,
Aayakar Bhawan, Pune; CBDT**



AFTER



BEFORE



AFTER

**Cleanliness Campaign at
Ramappa Temple; M/o Culture**

Record Rooms at a Glance



DoPT



M/o EFCC



D/o WR, RD & GR

GEOGRAPHICAL EXTENT

ALL STATES/UT/OVERSEAS MISSIONS/POSTS



Geographical Extent

1. **Railway Stations:** Amroha
2. **Post Offices:** Mayiladuthurai
3. **Krishi Vigyan Kendras:** Mon
4. **Army/CPMFs-** Tinsukia
5. **PM Kisan Samruddhi Kendras-** Bhopal
6. **AnSI Sites-** Sanchi
7. **Pension Offices-** Pahalgam
8. **Airport-** Gondia
9. **Ports-** Vasco
10. **Coal Fields-** Jeenagora (Dhanbad)
11. **Banks –** Barmer
12. **Anthropological Sites -** Jagdalpur



Glimpses in Print Media



कबाड़खाने से आंगन तक: प्रधानमंत्री मोदी के स्वच्छता आह्वान ने सरकारी कार्यालयों का बदला रंग रूप

News Desk • November 23, 2023



नई दिल्ली:

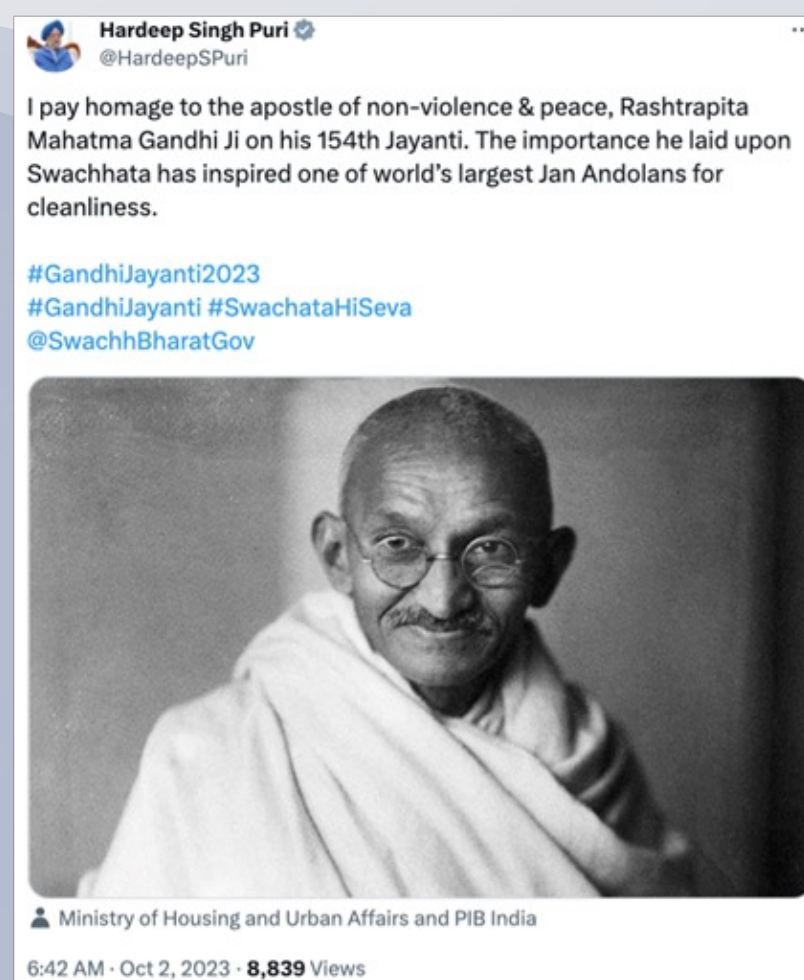
प्रधानमंत्री नरेन्द्र मोदी के स्वच्छता के आह्वान ने यहाँ सरकारी कार्यालयों के रंग रूप को बदल दिया है. कबाड़, बेकार फर्नीचर और निर्माण सामग्री से भरे क्षेत्र अवाञ्छित वस्तुओं को हटाए जाने के बाद अब आंगन और कर्मचारी विश्राम स्थलों में विकसित किए गए हैं. उदाहरण के लिए, ठाक भवन एनेक्सी भवन में 'संचारिका कैटीन' के ऊपर लगभग 1,600 वर्ग फुट जगह अवाञ्छित वस्तुओं से भरी पड़ी थी, लेकिन ठाक विभाग ने इस जगह का रंग रूप बदलने का फैसला किया.

यह भी पढ़ें

ठाक सेवा बोर्ड के सचिव अमन शर्मा ने कहा, "इस तरह सभी फैंकी गई वस्तुओं को हटाने के बाद, एक 'विश्रान्तिका' (स्टाफ लाउंज) बनाया गया." शर्मा ने पत्रकारों से कहा कि 'विश्रान्तिका' में अखबार/पत्रिकाओं को पढ़ने के लिए जगह के अलावा टेबल टेनिस, शतरंज, कैरम आदि जैसे खेलों की सुविधाएं हैं. ठाक भवन में पुराने और अवाञ्छित वस्तुओं से भरे हुए एक और स्थल को बदला गया और इसे 'आंगन' के रूप में परिवर्तित किया गया. ठाक विभाग के उपमहानिदेशक शैलेन्द्र कुमार द्विवेदी, "इस आंगन में बहुत सारे पौधे हैं और इसकी दीवारें संस्कृत के श्लोकों से सजी हैं. इस आंगन ने ठाक भवन को बेहतर कार्यस्थल बनाने में महत्वपूर्ण योगदान दिया है."



Leadership by Ministers



Hon'ble PM's Message



प्रधान मंत्री
Prime Minister

MESSAGE

It is heartening to learn about the Second Sushasan Saptah (Good Governance Week) being observed from December 19-25, 2022. Greetings and best wishes to everyone associated with this initiative.

It is particularly pleasing to note that this year too, the 'Prashasan Gaon Ki Ore' campaign continues to be a part of Good Governance Week.

Guided by the principle of 'Citizen-First', our Government is striving tirelessly to make the ecosystem transparent and faster by simplifying procedures and processes at every level.

We have undertaken various citizen-centric initiatives including redressal of public grievances, online services, disposal of service delivery applications and good governance practices. Our vision is to expand the outreach of service delivery mechanisms, making them more effective.

Technology has immense potential to bring the government and citizens closer. Today, technology has become a powerful tool to empower citizens, as well as a medium to optimise transparency and accountability in day-to-day functioning.

Through various policy interventions, we are strongly marching ahead towards digital empowerment of citizens and digital transformation of institutions.

It has always been our endeavour to increase the impact of governance, but reduce the interference of the government in every citizen's life. The scrapping of thousands of unnecessary compliances, repealing of thousands of outdated laws and decriminalisation of many kinds of minor offences are major steps towards this end.

The people have resolved to build a glorious and self-reliant India during Amrit Kaal of next 25 years. The government's role is to complement the people's resolve by being an enabler in their efforts. Our role is to increase opportunities and remove obstacles from their path.

I am sure that the Second Sushasan Saptah will help in furthering good governance at every level. May the Good Governance Week celebration succeed in its endeavour.

A handwritten signature in black ink, which appears to be 'Narendra Modi' in Devanagari script.

(Narendra Modi)

New Delhi

अग्रहायण 21, शक संवत् 1944

12th December, 2022

Good Governance Week



Hon'ble MoS address at GGW 2022



Secretaries to GoI at GGW 2022



GGW 2022



Cabinet Secretary releasing Special Campaign Assessment Report at GGW 2022

Good Governance Week 2023



Hon'ble MoS address at GGW 2023



Hon'ble MoS inaugurates GGW 2023



GGW 2023



Hon'ble MoS releasing Special Campaign Assessment Report at GGW 2023

Major Systemic Reforms

1

Swachhata institutionalised in office premises by having regular cleanliness campaigns, sustainable waste management practices and environmental friendly practices.

2

3 hrs per week devoted to Swachhata by all Ministries/Departments.

3

15 editions of monthly report of "Secretariat Reforms" released by DARPG.

4

E-office version 7.0 has been successfully implemented in 84 Ministries/ Departments.



Thank you!