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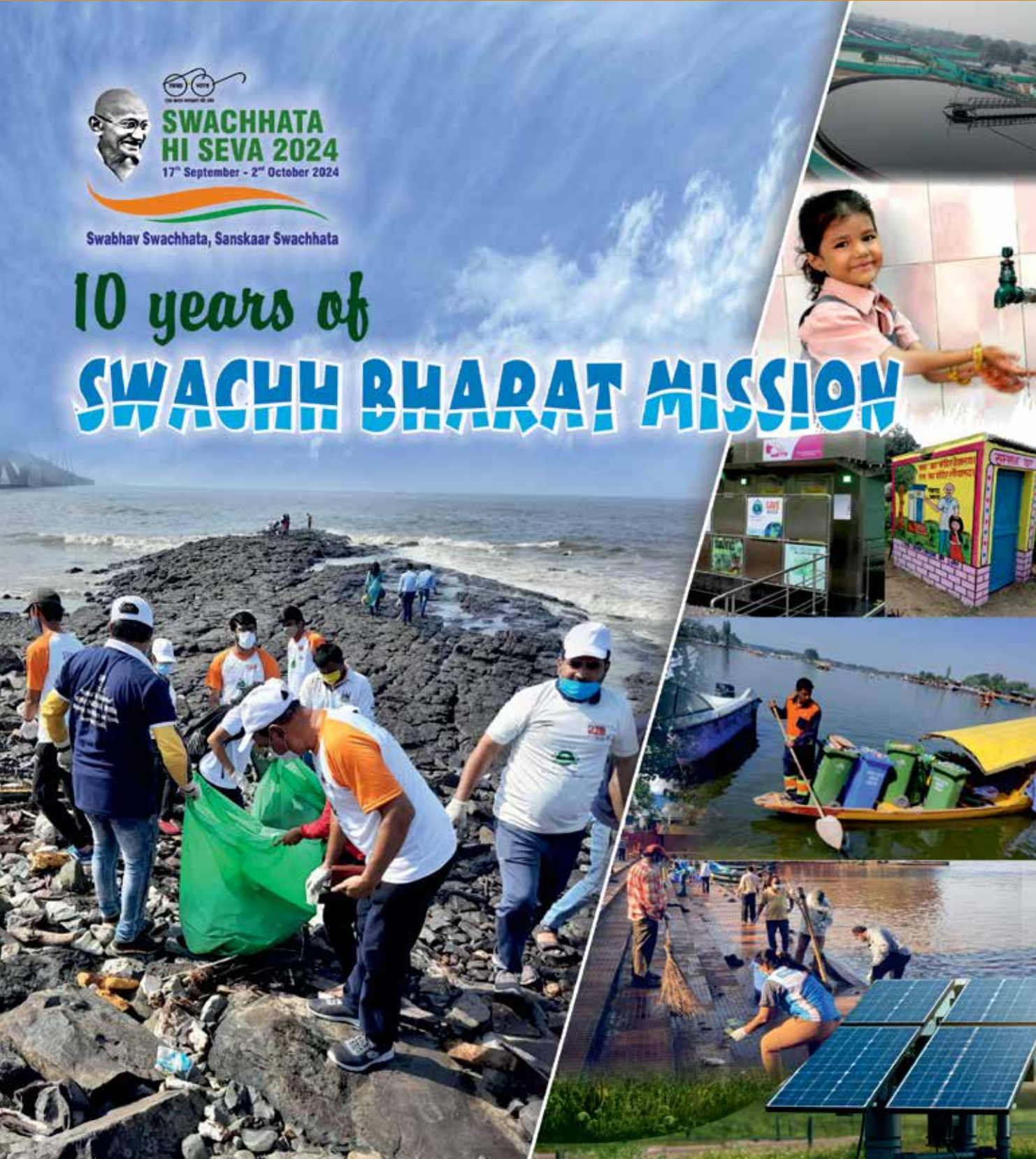
OCTOBER 2024

A DEVELOPMENT MONTHLY

₹ 22



10 years of SWACHH BHARAT MISSION





Special Campaign 4.0 for Institutionalising Swachhata and Reducing Pendency in Government

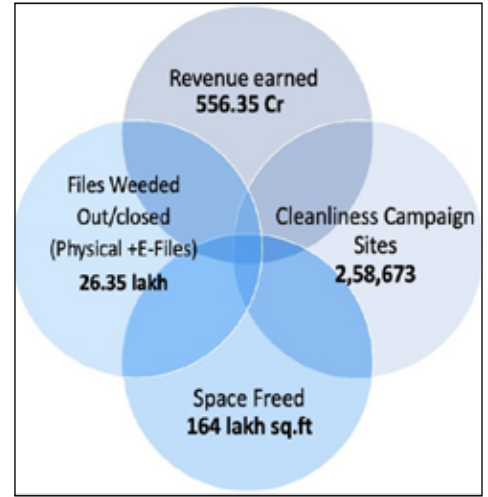
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The Special Campaign 4.0 will be one of the largest campaigns undertaken by Government for institutionalisation of *Swachhata* and Reducing Pendency in Government. It will enable creation of clean functional efficient citizen centric office spaces, where citizens can interact with Government. The longterm outcomes of the Special Campaigns include digital empowerment of citizens and digital transformation of institutions.

Special Campaign 4.0 represents the vision of Prime Minister Shri Narendra Modi for institutionalising *swachhata* and reducing pendency in government, for changing old practices, weeding out old files and papers in Government Offices better utilisation of free space improve sanitisation protocols and above all technology adoption. Special Campaign

4.0 for institutionalising *Swachhata* and reducing pendency among Government offices seeks to build on the significant momentum and achieved in the Special Campaigns in the years 2021, 2022 and 2023 in terms of digitisation, efficient management of office spaces, enhancement of office premises, environmental friendly practices, inclusivity, sanitation protocols and mechanisms



for waste disposal. This effort for 'Ek Kadam Swachhata Ki Ore' in institutions of Government has enabled a new thinking in the country that office spaces can be aesthetically beautiful and clutter free and work environment can be enhanced.

Special Campaigns over the years have grown in size, scale and learning paradigms. In 2023, the Special Campaign was conducted in all Ministries and Departments, Attached, Subordinate, Autonomous Offices, Overseas Indian Missions and Posts, all Public Dealing Ministries including Defence Establishments, Public Sector Banks, Police Stations, Railway Stations, Post Offices, Public Sector Undertakings. Cumulatively over the past 3 years, 404776 office spaces were taken up under the Special Campaign. 355.5 Lac Square feet of office space freed Rs 1162.49 crores of revenue earned from scrap disposal and 96.1 lac files were weeded out. The saturation approach was also extended to Schools, Road Transport Offices, Krishi Vigyan Kendras and EPFO Offices. The 2023 Special Campaign was successfully conducted from Pahalgam in J&K to Mayiladuthurai in Tamil Nadu from Barmer in Rajasthan to Mon in Nagaland across the length and breadth of the country. In 2024 also, the campaign is going to be held on the saturation approach across the length and breadth of India.

The Special Campaign 4.0 is being implemented adopting a dedicated digital platform, www.specialcampaign.gov.in. Ministries and Departments identify pendency in specified categories like Public Grievances, Record Management Practices, Inter Departmental

Memos, cleanliness campaign sites and scrap disposal. In the preparatory phase from 16-30 September 2024, all Ministries and Departments will report pendency data as also the campaign plan on the dedicated portal. During this period, the office scrap to be auctioned will be identified – this includes electronic office scrap and automobile office scrap. In several institutions, VIDYANJALI has been used to refurbish computers and printers for use in rural schools. The 3R's approach has been adopted for environment friendly practices. Other innovations include Swachh ATM's and Waste to Wealth practices which have been recognised and presented. A structured target driven campaign for institutionalising Swachhata and reducing pendency in Government shall be undertaken from 2-31 October 2024. In all Ministries/Departments nodal officers in the rank of Joint Secretary, Additional Secretary to Government of India will see the campaign and coordinate with field offices. The leadership role provided by Ministers and Secretaries is critical to the successful conduct of Special Campaign 4.0.

The Prime Minister has guided the Nation in implementation of Special Campaigns through his meetings with the Council of Ministers, tweets in social media, and mentions in Mann ki Baat. Ministries and Departments have drawn huge inspiration from the Hon'ble Prime Minister's deep commitment to Swachhata and its institutionalisation in all Government offices. The Prime Minister has advised that Swachhata be made a permanent part of the culture of Government for which the Special Campaigns should be conducted annually for the next 5 years.

Government has further said that in the past Campaign period, every Ministry undertook the campaign for 3 hours per week and the work done shall be reported on the Special Campaign portal. The DARPG brings out monthly reports titled 'Secretariat Reforms' to showcase the progress achieved on a monthly basis. It has been observed that Sanitation Protocols, inclusivity measures and better management of record has become a part of the permanent culture of Government working in Ministries and Departments.

The Special Campaign 4.0 implemented on a saturation approach symbolises meeting the aspirations of grassroot institutions and the last-mile citizens. Saturation in Special Campaigns implemented in *Krishi Vigyan Kendras* has enabled outreach to farmers for adoption of vermi-compost measures and parthenium free farms. It has also brought awareness against single use plastic undertaken in the campaigns led by Ministry of Railways at Railway stations. The 'Plastic Rakshasha' at Bengaluru Railway Station was posted by the Prime Minister in a tweet about the benefits of the campaign of single use plastic. Efforts are on in 2024 to ensure that the special campaign reaches every office in India and abroad.

The Special Campaign 4.0 is being undertaken in all overseas mission and posts. The Ministry of External Affairs has issued directions to all Missions and Embassies to participate in the campaign. Further preservation of historical records as also archiving historical records is of great importance which will be undertaken during the Campaign. Numerous records of historical importance including records pertaining to 'Organisational



Sculpture made from Plastic bottles, Bangalore Railway Station; Ministry of Railways

Restructuring of Central Secretariat' in 1938 and 1947 have been preserved and placed on Abhilekh Patal of NAI.

The Special Campaign has significant benefits in improving public interface and service delivery. Several steps have been initiated for ease of leaving during the campaign. The *Aaykar Sewa Kendras* in Income tax offices have been replenished and redesigned as part of the campaign and form one of the best public interfaces. On similar lines, Pensioners Lounges in Pension Disbursing Banks like the State Bank of India and the Punjab National Bank have been operationalised.

Digital portals for monitoring pendency and redressal of Public Grievances operationalised by several Ministries have also enabled an improved ease of living for citizens. Another major exercise undertaken has been the policy for effective



Swachhata at North block Corridors, New Delhi



Corridor enhancement for Women and Freedom Fighters, CBIC



Parcel Café at Kolkata GPO created using old furniture;
Department of Post



3D Printed Post Office, Bengaluru;
Department of Post

redressal of Public Grievances 2024, which brings down the timeline of grievance redressal from 30 days to 21 days.

The success of the Special Campaigns is dependent on team building and leadership of large teams of officials. In pursuance of the Hon'ble Prime Minister's directions, Minister of State for Personnel, Public Grievances and Pensions has addressed all Members of the Council of Ministers seeking their support for successful implementation of Special Campaign 4.0. In the preparatory phase Ministers have provided leadership and vision to the implementation modalities of the Special Campaign 4.0. The Cabinet Secretary has addressed all Secretaries to Government of India on the expectation of the Government from Special Campaign 4.0. Further, Nodal Officers in the rank of Joint Secretaries and Additional Secretaries have held reviews and predatory Meetings with their field formation. Specific training and capacity building initiatives have been initiated in record management practices. Public Records from record rooms have been transferred to divisions for commencing the review process. Categorisation of records, preservation of records, archiving of records, accession policies, record retention schedules have all been detailed to individual officials at length. Further officials have been trained in scrap disposal policy and better utilisation of office space. It is expected that each of these initiatives will have significant long terms benefits for enhancement of office spaces, record management practices and citizen centric Governance module.

The campaign seeks to improve public trust by timely redressal of public grievances and timely disposal of pending references in Government. Over the past 3 years more than 70 lac Public Grievances were redressed and 101,675 Grievance Redressal Officers have been mapped on the CPGRAMS portal, For the Special Campaign 4.0, a policy circular on Effective Redressal of Public Grievances has been issued reducing the timelines for grievance redressal from 30 days to 21 days.

The Prime Minister has laid down the Government policy of 'Reform, Perform, Transform and Inform'. It is important that knowledge dissemination about the benefits of Special Campaign are circulated to all the field formations of the attached/subordinate office of India. DARPG seeks to reach the last miles offices through a focused communications and media plan which envisages over 1 lac social media posts, 300 PIB Statements and a series of panel discussions.

The Special Campaign 4.0 will be one of the largest campaigns undertaken by Government for institutionalisation of *Swachhata* and Reducing Pendency in Government. It will enable creation of clean functional efficient citizen centric office spaces, where citizens can interact with Government. The longterm outcomes of the Special Campaigns include digital empowerment of citizens and digital transformation of institutions. The Special Campaign also represents a major step in achieving the objective of *Viksit Bharat@2047*. As we march towards the goal of achieving developed nation status by 2047, the Special Campaign for institutionalising *swachhata* and reducing pendency will represent an important milestone. □