

No. Q-15012/2/2024-O&M-DARPG (e-8885)

Government of India

Ministry of Personnel, Public Grievances & Pensions
Department of Administrative Reforms & Public Grievances

Sardar Patel Bhawan, New Delhi

Dated: 22nd August, 2024

OFFICE MEMORANDUM

Subject: Special Campaign 4.0 for institutionalizing Swachhata and minimizing pendency in Government offices – 2nd October, 2024 to 31st October, 2024- regarding.

The Government will organize Special Campaign 4.0 for improving Swachhata and disposal of pending references from 2nd October – 31st October, 2024, on the lines of the Special Campaigns held in 2021, 2022 and 2023 on the same theme. The Special Campaigns have cumulatively resulted in cleanliness campaigns in over 4 lakh government offices across the country and overseas Indian Missions. These offices have collectively cleared about 355 lakh square feet of office space and put it into productive usage. Revenue of about Rs.1162 crore earned from scrap disposal and 96.1 lakh files were weeded out/ closed.

2. The success of Special Campaigns over the years has resulted in institutionalisation of the campaign and the Government plans to conduct a bigger campaign this year. The Special Campaign will cover all Offices of the Ministries / Departments of Government of India, their attached / subordinate offices / PSUs / autonomous organizations. In this regard, Cabinet Secretary has vide D.O. letter No. 502/2/2/2024-CA.V dated 21st August, 2024 addressed all Secretaries to the Government of India (**Annexure**). Department of Administrative Reforms & Public Grievances (DARPG) will be the nodal Department for coordinating and steering the campaign across the country. The following Guidelines have been formulated by DARPG for smooth conduct of Special Campaign 4.0.



Guidelines for Special Campaign 4.0

3. The Special Campaign 4.0 will be organised in two phases – Preparatory Phase from 16th September, 2024 to 30th September, 2024 and Implementation Phase from 2nd October, 2024 to 31st October, 2024.

4. The Special Campaign 2024 aims at saturation of Swachhata in all offices of all Ministries/ Departments including their attached / subordinate offices / PSUs / autonomous organizations by improving overall cleanliness of Government offices and enhancing experience of common public with Government offices. The focus of the campaign this year shall be field/outstation offices responsible for service delivery or having public interface, in addition to the Ministries/Departments and their attached / subordinate offices/ PSUs / autonomous organizations. The broad guidelines for both the phases are as follows:-

Preparatory Phase of the Special Campaign 16-30th September, 2024

5. The Special Campaign will be preceded by Preparatory Phase from 16th September, 2024 to 30th September, 2024. During this phase, Ministries/Departments are supposed to do the following activities:

- (i) Nominate nodal officers in each of their campaign offices in attached / subordinate offices/ PSUs / autonomous organizations
- (ii) Arrange training for the nodal officers about their role in the campaign
- (iii) Mobilize the offices/officers and ground functionaries for the Campaign
- (iv) Identify pending references
- (v) Identify campaign sites for cleanliness
- (vi) Assess the volume of redundant materials to be disposed and finalise the procedures for their disposal
- (vii) Space management planning
- (viii) Scrap disposal
- (ix) Record Management




Parameters for the Special Campaign

6. Campaign will focus on liquidating pendency in the MP's References, References from the State Governments, Inter-Ministerial References, Parliamentary Assurances, PMO references, Public Grievances and PG Appeals etc.

7. The campaign may also be utilized for adherence of record management systems as contained in Central Secretariat Manual of Office Procedure (CSMOP), GFR and Public Record Act, 1993.

8. Overall cleanliness of government offices with special focus on space management and enhancing work place experience of field offices shall be undertaken. Accordingly, the information on the following parameters may be collected during the preparatory phase. The information collected so will become target for liquidation/implementation during the campaign phase:

- Identification of Cleanliness Campaign sites
- Planning for Space management and beautification of offices
- Identifying Scrap and redundant items and their disposal procedure as per GFR
- Identifying pending references from MP's
- Identifying pending references from the State Governments
- Identifying pending Inter-Ministerial references (Cabinet Notes)
- Identifying Parliamentary Assurances pending for more than 3 months
- Identifying pending PMO references
- Identifying pending Public Grievances and Appeals (CPGRAMS as well as grievances received from other sources)
- Number of Rules/Processes identified for simplification
- Record Management – Review of files/ recording and weeding of files / closing of e-files



Nomination of Nodal Officers and their roles and responsibilities

9. Each Ministry/Department shall designate a Nodal Officer for the Special Campaign (not below the rank of Joint Secretary). The Nodal Officers will coordinate the campaign in their Ministry/Department and also Attached/Subordinate/Field/Outstation Offices, Autonomous Bodies and PSUs under their Ministries. He/ She will collect information on daily basis and arrange to feed the information into the Central monitoring portal designed by DARPG.

10. The Nodal officers will formulate a comprehensive planning for cleanliness, space management and beautification of their offices. He/she will ensure documentation of all activities in pre and post campaign scenario. They will ensure high resolution pictures and videos of the Campaign sites before start of Campaign and after completion of activities for documentation purposes. Therefore, a suitable planning for pre and post scenario filming and pictures shall be done in consultation with their internal media unit. Efforts shall be made to capture feedback of beneficiary / common public on these efforts in pictures and videos. Documentation of (i) Space freed and its utilisation and (ii) Revenue earned from scrap (along-with break up) will be made by the Nodal Officers.

11. While campaign shall be conducted on all identified locations, however, some sites having maximum possible impact shall be identified for focused attention which may be showcased later as top highlights of the campaign. Nodal Officers will also draw the communication and outreach plan of the campaign in consultation with DARPG.

12. Accordingly, the Ministries are requested to identify the Attached/Subordinate/Field/Outstation Offices, Autonomous Bodies and PSUs where Swachhata Campaign would be conducted and share the list of those offices with the DARPG in advance. If needed, DARPG would also organise third party visits to those offices during the campaign from 2nd -31st October, 2024.

13. The nodal officers of the Ministry / Department will collate the information from the field nodal officers and feed them into the central monitoring portal maintained by DARPG.



Role of CPWD/ NBCC

14. CPWD/ NBCC will undertake outdoor cleanliness drives under the Special Campaign for all buildings where they are responsible for upkeep.
15. CPWD/ NBCC will draw action plan for cleanliness and facelift of common areas, outer façade etc. in consultation with the nodal Ministries for that building.
16. Nodal Officers will be nominated by CPWD/ NBCC to coordinate with the Nodal Coordinating Ministries of Bhawans/ Buildings and their complete details will be sent to Ministries/ Departments occupying these Bhawans/ Buildings as well as DARPG by 10th September, 2024.

Monitoring through a dedicated Portal

17. As mentioned above, the progress of the campaign will be monitored through the SCDPM portal at <https://scdpm.nic.in/specialcampaign4/>. The portal can be accessed through login credentials of nodal officers. DARPG will organise a training session for all nodal officers on the portal in the first week of September, 2024. All Ministries/Departments will add "Best Practices adopted by them" on the SCDPM portal under categories given in **Appendix**.

Main phase of the Special Campaign 2nd – 31st October, 2024

18. Main phase will be action phase, during which all out efforts shall be made to achieve the targets identified in preparatory phase and information shall be provided on the monitoring portal on daily basis. The Special Campaign should also be used to improve records management, categorisation, recording, review and weeding out of physical records, as per extant guidelines contained in the CSMOP, Appendix IX of GFR and Public Records Act, 1993. The best practices evolved during the campaign shall be documented on the portal for further reference.



Monitoring of Progress

19. Nodal Officers will review the progress in their office and all offices under their Ministry/Departments on a daily basis. Secretary of the Department will also regularly review the progress. Officers will be nominated by Ministry / Department to assess the impact of cleanliness drives, who will make site visits and submit a Report to the Nodal Officer of the Ministry / Department. There will be a "Self- Assessment Form" on the portal (**Appendix**). The form may be filled by the Ministries / Departments after completion of the Campaign (latest by 10th November, 2024), to facilitate review of the campaign outcomes by appropriate higher authorities.

20. Reviews will be conducted by Secretary, DARPG with the Nodal Officers on a weekly basis during the entire campaign period. A weekly consolidated report will be prepared by DARPG on the progress of the Campaign for submission to the Cabinet Secretariat and PMO.

21. The following designated officers from DARPG will be available for providing any clarification with respect to the Special Campaign:

- (i) Smt. Jaya Dubey, Joint Secretary, DARPG, Tel: 011-23360208, e-mail: jaya.dubey@nic.in.
- (ii) Sanjeev Srivastava, Deputy Secretary, DARPG (Mob. 9873373955, e-mail: sanjeevs.edu@nic.in)
- (iii) Shri Manu Garg, Senior Technical Director, NIC (Mobile: 9868500465, e-mail: manugarg@nic.in) on technical issues.

Communication and Outreach plan:

22. DARPG will create Hashtag #Special Campaign 4.0. Ministries shall issue tweets/retweets using this Hashtag from various social media handles of their Ministry from 15th September, 2024 onwards. The campaign shall be presented through social media, featured articles in newspapers, small features / documentaries on Doordarshan etc. A film on Special Campaign would also be prepared post campaign for which site visits of Doordarshan crew will be finalised in preparatory phase itself. Ministry of Information & Broadcasting will be involved for larger publicity and media plan of the campaign.



Evaluation Phase: 15th November – 30th November 2024

23. A 3rd party assessment of the Campaign will be undertaken from 15th – 30th November 2024. The team will assess qualitative impact of the campaign and measures adopted to sustain the achievements of the Campaign.



(V. Srinivas)

Secretary to the Government of India

To

All Secretaries to the Govt. of India.

DG, CPWD

CMD NBCC

Special Campaign 4.0 (October 2nd -31st, 2024)
Self-Assessment Form
(To be submitted by 10-11-2024)

A. Background Information

1.	Ministry / Department(M/D) Name:	
2.	List of Attached/Subordinate/Outstation offices/Missions/Posts where the Campaign was conducted.	a.
		b.
		c.

B. Best Practices

Categories under which best practices may be categorized:

- i. Digitization/Intra-Ministerial Portal
- ii. Efficient Management of Space
- iii. Enhancement of Office Premises
- iv. Environment-Friendly Practices
- v. Waste to Wealth
- vi. Citizen Centric Initiatives
- vii. Innovative Practices
- viii. Any other _____

In the given format kindly share a brief description of Best Practices taken up during Special Campaign 4.0. Kindly upload the photographs of these Best Practices in the "Best Practices" tab on the SCDPM portal (<https://scdpm.nic.in/specialcampaign4/>) as well.

S No.	Best Practice	Brief Description of Best Practices (maximum 100 words)	Location	Category
1.				
2.				
3.				
4.				

C. Space Freed

In the given format kindly mention top 5 sites where space has been freed and its utilization now.

S No.	Location	Brief Description on utilization of space freed and benefits to the Organisation (Location, type etc) (maximum 100 words)	Sq. ft of Space freed
1.			

Kindly upload the high resolution photographs and video (Links may be given) on the SCDPM portal in the form of "Before-After" as described in the table below.

Photographs (Before the campaign)	Photographs (After Conduct of campaign & Space Utilization)

NIC will download all pictures and videos Ministry-wise in a separate hard-disk for further reporting.

D. Scrap Disposal and Revenue Earned

In the given format kindly categorize the type of scrap disposed during the Special Campaign:

S No.	Office Scrap category (Furniture/ Stationary/e-Waste/ Office vehicle/Plastic/ Any other)	Unit	Revenue Earned
1.			
2.			
3.			
4.			

S No.	Non-Office Scrap (Please provide details)	Unit	Revenue Earned
1.			
2.			
3.			
4.			

E. Cleanliness Campaign

1. List the total number of office sites where the Campaign was conducted _____
(Please ensure that the number of sites matches the data given on the portal)

2. List the number of outstation offices where the cleanliness campaign was taken up _____
3. List the sites where mechanized cleaning practices have been adopted, if any

4. Any other Initiatives _____

राजीव गौबा
Rajiv Gauba



Annexure
मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 502/2/2/2024-CA.V



Dated, the 21st August, 2024

Dear Secretary

As you are aware, Special Campaigns were organized from 2nd October to 31st October in the years 2021, 2022 and 2023 in all Ministries / Departments and their attached Subordinate Offices for disposal of Pending Matters. Successful implementation of the Special Campaigns was possible as a result of vigorous efforts by all Ministries / Departments.

2. It has been decided to undertake annual Special Campaign every year during the month of October for next five years.

3. In continuation of previous years' efforts, Special Campaign will be undertaken this year from 2nd October, 2024 to 31st October, 2024. During the campaign, special attention may be given to field / outstation offices responsible for services delivery or having public interface, in addition to the Ministries / Departments and their attached / subordinate offices, Autonomous organizations, PSUs. D/o Administrative Reforms and Public Grievances (DARPG) would continue to be the nodal department for monitoring and implementation of the campaign and would issue detailed guidelines for the ensuing campaign separately.

4. As in the last three years, your personal involvement and leadership would be important for the success of the Campaign. Appropriate instructions may be issued to all the offices/ organizations under your Ministry / Department to implement the Special Campaign in 2024 in a befitting manner.

With regards

Yours sincerely,

Rajiv Gauba
21/08/24
(Rajiv Gauba)

To,

All Secretaries to the Government of India