



सत्यमेव जयते

सूचना का  
अधिकार

Mrutyunjay Behera

Economic Adviser

Ph. 011-23384191/23381484

Email: [mrutyunjay.b@nic.in](mailto:mrutyunjay.b@nic.in)

भारत सरकार  
शिक्षा मंत्रालय  
उच्च शिक्षा विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

Kirti

26/09

80/TC

D.O. No. M.11014/05/2022-CDN

Dated the 21<sup>st</sup> September, 2022

Dear Prof. Rao,

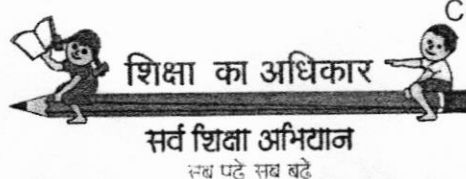
As you may be aware, the Government is organizing Special Campaign 2.0 with special focus on Swachhata in all Departments of the Government and their attached/subordinates offices for cleanliness and disposal of pending matters. Special Campaign 2.0 shall be undertaken in two phases - Preparatory Phase from 14<sup>th</sup> September to 30<sup>th</sup> September, 2022 and Campaign phase from 02<sup>nd</sup> October to 31<sup>st</sup> October, 2022.

2. During the campaign, focus area would be cleanliness drive in office spaces and administrative buildings, weeding out of old and obsolete records, etc. which will help to create a clean and spacious working environment. The focus areas of the Special Campaign would be:-

- Comprehensive plan for cleanliness;
- Space management;
- Record Management;
- Disposal of scraps / obsolete items
- Beautification of offices;
- Awareness generation on 3Rs (Reduce, Reuse and Recycle)
- Set up 3Rs kiosks in the campus;
- Promoting Swachhata in Office Premises & Surroundings;
- Up-cycling/re-use of discarded items;
- Incentivizing and triggering economic activity by productively reuse and recycle the materials collected

3. The progress of the campaign would be documented in pre and post scenario through high resolution photograph. A copy of the guidelines issued by the DARPG on the Special Campaign 2.0 is enclosed at Annexure-I for your reference. A copy of media plan for the campaign is also enclosed at Annexure-II. A hashtag #Special campaign 2.0 has been created by DARPG. You may tweet/re-tweet using the above hashtag from various social media handles.

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-2-

4. It is to inform that NIT Rourkela, has been selected one among the three sites under Department of Higher Education, Ministry of Education for film location where DD news channel team can be deployed for coverage. A team from this Department may likely to visit during the campaign phase.

5. It would be appreciable if you take all necessary steps for organization of Special Campaign 2.0 in your campus and offices in such a manner as it can create a milestone for the other offices/institution to follow. A nodal officer for Special campaign 2.0 may be nominated and intimated to this Department immediately. A report on the preparation of campaign would be valuable if received by 25<sup>th</sup> September, 2022.

*With warm regards,*

Yours sincerely,

  
(Mrutyunjay Behera)

**Prof. Umamaheshwar Rao**  
Director, NIT Rourkela  
Orissa- 769008  
e-mail: [director@nitrkl.ac.in](mailto:director@nitrkl.ac.in)

*Copy for information L n.a*

✓ AS(TE)

फा. सं/ F.No. 13-39/2022-TC

भारत सरकार /Government of India

शिक्षा मंत्रालय/Ministry of Education

उच्चतर शिक्षा विभाग/Department of Higher Education

तकनीकी समन्वय अनुभाग /Technical Coordination Section

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Room No. 535-C Wing, Shastri Bhawan  
New Delhi, dated the 29<sup>th</sup> September, 2022

To

The Chairman  
All India Council for Technical Education  
Nelson Mandela Marg, Vasant Kunj  
New Delhi – 110070

The CMD,  
EdCIL (India) Limited  
EdCIL House, 18 A,  
Sector 16A, NOIDA-201301

Subject: Special Campaign 2.0 for cleanliness and disposal of pending matters- reg.

Sir,

In continuation of email dated 27.9.2022, I am directed to forward herewith a copy of DO letter No. M.11014/05/2022-CDN dated 21.9.2022 received from Shri Mrutyunjay Behera, EA, on the above subject, which is self explanatory.

2. It is reiterated that the Government is organizing Special Campaign 2.0 with special focus on Swachhata in all Departments of the Government and their attached/subordinate offices for cleanliness and disposal of pending matters. Special Campaign 2.0 shall be undertaken in two phases - Preparatory phase from 14.09.2022 to 30.09.2022 and Campaign phase from 02.10.2022 to 31.10.2022.

3. You are requested to take necessary steps for organization of Special Campaign 2.0 in your campus and offices in such a manner as it can create a milestone for the other offices/institution to follow. Action taken report as well as outcomes of the campaign may be sent to this Ministry at the earliest.

Yours faithfully,

  
(Sandeep Jain)

Deputy Secretary to the Govt. of India

Ph.: 23074199

Email:sandeepjain.edu@nic.in

Encl: As above

F No Q-11011/2/2022 O&M DARPG (e-7842)  
Government of India  
Ministry of Personnel, Public Grievances and Pensions  
Department of Administrative Reforms & Public Grievances  
Sardar Patel Bhawan, Sansad Marg, New Delhi-110001

dated 12<sup>th</sup> September, 2022

OFFICE MEMORANDUM

Subject: Media Plan for Special Campaign 2.0

Reference is invited to Cabinet Secretary's DO letter no 1/50/3/2021-Cab dated 23<sup>rd</sup> August 2022 and DARPG's OM No30011/02/2009-O&M (e-5866) dated 25<sup>th</sup> August 2022 regarding Special Campaign 2.0 for the year 2022. The Preparatory Phase for the Special Campaign is scheduled from September 15-30, 2022 and the Implementation Phase is from October 2-31, 2022.

2 The undersigned is directed to say that the Draft Media plan for the Special Campaign is enclosed. Nodal Officers are requested to provide three campaign sites for each Ministry/Department for film locations where DD News teams can be deployed by 14.9.2022. Further, Nodal Officers are requested to seek convenience of their respective Secretaries, as proposed in the Draft Media plan attached, who are to be listed for panel discussions in DD News channel, as per the timelines indicated and to confirm the same to the undersigned at the earliest.

3 This issues with the approval of Secretary, DARPG.

(Parthasarathy Bhaskar)

Deputy Secretary to the Govt of India

Tele No. 23401414

partha.bhaskar@nic.in

Enclosure: As above

To

1 All Nodal Officers of the Special Campaign 2.0

Copy to

1. Secretary DARPG
2. Additional Secretary Cabinet Secretariat (Shri Asutosh Jindal)
3. Additional Secretary/ Joint Secretaries of DARPG



**Special Campaign 2.0 – Media Plan dated September 12, 2022**

**September 14, 2022** – Launch of Special Campaign 2.0 portal – CSOI, Chanakyapuri

**September 17/18, 2022** – Panel Discussion on DD NEWS along with Visuals, Old film to be rehashed and updated information to be provided by DARPG

Proposed Panellists:

1. Secretary WCD
2. Secretary Steel
3. Secretary MORTH

**September 20-30, 2022** – DD NEWS Teams visit sites to prepare a 5 min film on work done from November 2021 to July 2022

Proposed Film Locations

1. New Delhi Railway Station – Ministry of Railways
2. Department of Posts – Agra Post Master General Office
3. Department of Land Resources – Wellness Centre
4. Ministry of Environment & Forests – Wellness Centre
5. CBIC – Customs House
6. Ministry of Civil Aviation – Kalyanmayee NGO
7. Ministry of Home Affairs – A Police Station
8. DARE – A Krishi Vikas Kendra

**Social Media Campaign** – Creative Agency engaged by DARPG, Nodal Officer for Media Campaign Shri Khamchin Naulak Under Secretary (mob:9818687331, email: [k.naulak@nic.in](mailto:k.naulak@nic.in) ) appointed. The Social Media Team will coordinate with Ministries/ Departments to provide infographics on regular basis and compile the number of tweets/ Ministry.

October 2, 2022 – A Curtain Raiser Coverage by DD NEWS

All Ministries/ Departments to provide 3 cleanliness campaign sites for coverage. All DD Channels to cover in Regional Languages.

October 15, 2022 – DD NEWS Panel Discussion

Proposed Panellists

1. Secretary Posts
2. Secretary DARE
3. Secretary Skill Development

October 31, 2022 – DD NEWS Teams cover locations of campaign as per list provided by Ministries/ Departments, citizen interaction at public places to be arranged by Ministries/ Departments.

November 10, 2022 – A 7 minute film for screening to the Council of Ministers to be presented to Cabinet Secretary and following approval for Council of Ministers



## Special Campaign 2.0

### Presentation before the Council of Ministers

Department of Administrative Reforms and Public Grievances  
September 7<sup>th</sup>, 2022

### Special Campaign 2.0

#### Background

- Special Campaign 1.0 : October 2<sup>nd</sup> – October 31<sup>st</sup>, 2021
- Presentation of Outcomes to Council of Ministers – November 10, 2021
- Decision 1 – Reducing Pendency to be undertaken on a continuous basis
  - Every Ministry to devote 3 hours on a fixed day every week for Swachhata Activities
- Decision 2 – Special Campaign to be undertaken annually
  - Special Campaign 2.0 planned from October 2-31, 2022

## Special Campaign 1.0

Records Management (lakh)	21.90(92%)	MPs References Disposal	8,765(79%)
Space freed (lakh sq.ft)	12.01	Parliamentary Assurances Disposal	1,064(47%)
Cleanliness Campaign Sites	5968(97%)	IMC References (Cabinet Notes) Disposal	176(83%)
Revenue Earned (Rs. Cr)	62.54	Public Grievances Disposal	3,03,415(91%)



## Glimpses of Special Campaign 1.0



IM distrusts & speaks in red tape & is a lapping  
drive this month.



the Government of the United States  
will of course, discuss with them, and  
it may be a thing of the future.

[illegible]

THE TIMES OF INDIA

[illegible]

## SOCIAL MEDIA



Ministry of External  
Affairs

Ministry of  
Defence

Hon'ble MoS  
Dr Jitendra Singh

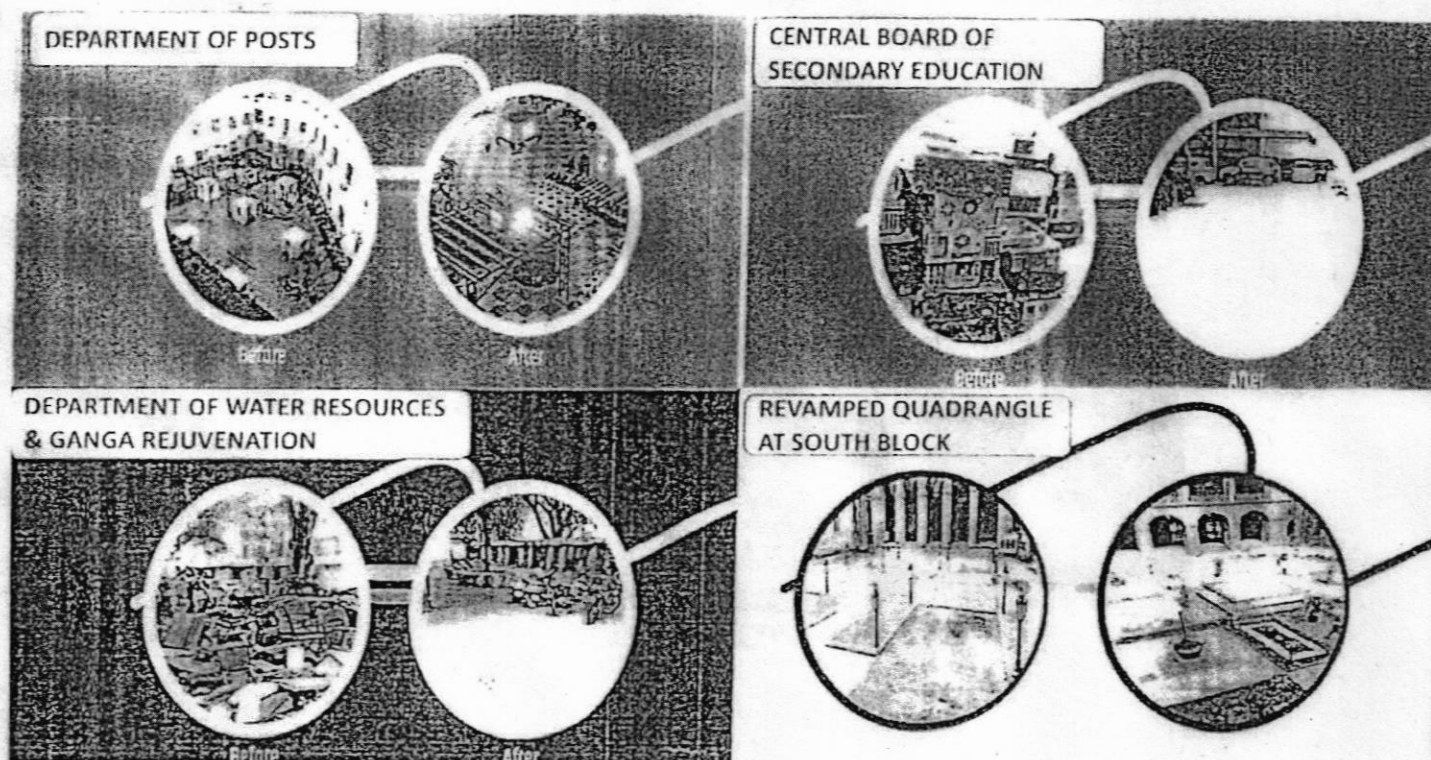


Ministry of Finance

Ministry of Micro, Small  
and Medium Enterprises

Ministry of Jal Shakti

## Before After Photos - Special Campaign 1.0



## Best Practices: Special Campaign 1.0

- Dump Yard transformed to "Firangi Pani" Café – Department of Posts
- Two wheeler parking spaces created from junkyard – Department of School, Education & Literacy(CBSE) and Ministry of Jal Shakti
- Swacch ATM (*Throw trash get Cash*) - Ministry of Housing and Urban Affairs
- Waste papers recycled as file covers and file boards – Ministry of Civil Aviation
- Vacation of Rental Premises – Ministry of Women & Child Development

## Ongoing Campaign

Third Party Evaluation done by QCI

- Continuous involvement of higher officials in the Campaign

DARPG circular, dated 30/11/21 for

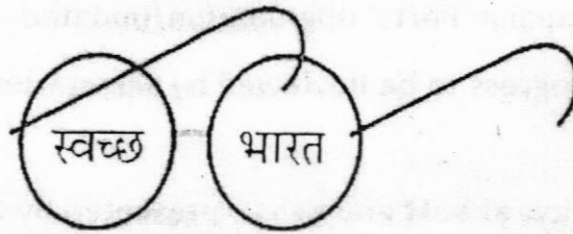
- All Ministries to dedicate 3 hours/ week for Swachhata
- Special Campaign Portal upgradation/updated
- Monthly progress to be Reviewed by Secretaries/ DARPG – 7 meetings held by DARPG
- Dissemination of best practices – presented by DARPG in monthly meetings

## Nov'21 - July'22 Progress

Records Management (lakh)	25.65(84%)	MPs References Disposal	25713(78%)
Space freed (lakh sq.ft)	19.31	Parliamentary Assurances Disposal	1668(74%)
Cleanliness Campaign Sites	11257(94%)	IMC References (Cabinet Notes) Disposal	922(88%)
Revenue Earned (Rs. Cr)	39.5	Public Grievances Disposal	15,94,959(93%)



## Special Campaign 2.0



## Special Campaign 2.0

- Campaign thrust areas:
  - MP's References; Parliamentary Assurances; PMO IDs
  - IMC References; State Govt References
  - PG Cases/ PG Appeals; Record Management Practices
  - Cleanliness Campaign sites/ Scrap Disposal
- Cabinet Secretary letter to all Secretaries on 23<sup>rd</sup> August 2022
  - DARPG guidelines issued
- All Ministries/ Departments to report/monitor data on a single digital platform like earlier – [www.pgportal.gov.in/scdpm22](http://www.pgportal.gov.in/scdpm22)



## Proposed Time Lines

- September 15-30, 2022 – Preparatory Phase
- October 1, 2022 – Launch of the Campaign
- October 2-31, 2022 – Special Campaign 2.0 Implementation Phase
- November 5, 2022 – SCDPM 2.0 portal closes
- November 14-30, 2022 – 3<sup>rd</sup> Party Evaluation
- December 24/25, 2022 – Presentation of Best Practices on Good Governance Day

## Objectives of the Campaign

- Minimize Pendency
- Institutionalizing Swachhata – Special Campaign 2.0 will bring in several new innovations in maintenance of Office Spaces
- Strengthen Internal Monitoring Mechanisms
- Training of officers in Record Management
- Digitization of physical records for improved Record Management

## Expectations From Ministries

- Protocols and Monitoring mechanisms – Creation of cleanliness protocols, Coordination Committees, Sanitation Committees
- Special Attention to Outstation Offices
- Daily up-dation of progress on the Special Campaign 2.0 portal
- Top Performers can be seen from the Special Campaign 2.0 portal
- Progress to be reviewed by Secretaries on weekly basis
- Sending files to National Archives of India as per Record Retention Schedule

## Expectations from the Campaign

### Ministries to focus on

- Digitization – Creation of Intra-Ministerial portals; 100% digital receipts
- Efficient Management of Office Spaces – Use of Compactors, clearing of scrap
- Enhancement of Office Spaces – Creation of Wellness Centres, improvement of Office Corridors
- Environment friendly Practices – Automatic power systems, EV charging stations
- Inclusivity Measures – Enabling washrooms/ Elevators/ Ramps for differently abled persons, washroom for ladies

## Proposed Communication Plan

- Creating a Movement for Swachhata in Government
- DARPG to create Hashtag #SpecialCampaign 2.0 for Social Media Posts
- Panel Discussion on DD News/ AIR
- Media briefings, PIB statements, Special Magazine Issues
- Film on Special Campaign 2.0 at the end of the Campaign

THANK YOU

No.30011.02/2009-O&M (e No.5866)  
Government of India  
Ministry of Personnel Public Grievances and Pensions  
Department of Administrative Reforms & Public Grievances

5<sup>th</sup> Floor, Sardar Patel Bhawan, New Delhi  
Dated the 25<sup>th</sup> August, 2022

**OFFICE MEMORANDUM**

**Subject:** Special Campaign 2.0 for disposal of Pending Matters from 2<sup>nd</sup> October, 2022 to 31<sup>st</sup> October, 2022.

The Government would undertake Special Campaign for Swachhata in government offices and disposal of pending matters from 2<sup>nd</sup> October, 2022 to 31<sup>st</sup> October 2022, on the lines of the Special Campaign held in 2021. The Special Campaign will cover all Ministries/Departments of Government of India and their attached/subordinate offices. The Department of Administrative Reforms and Public Grievances (DARPG) has been designated as the nodal Department for the campaign. Cabinet Secretary's D.O. No. 1/50/3/2021-Cab dated 23<sup>rd</sup> August 2022 addressed to all Secretaries to the Government of India, may be referred to in this regard. The Special Campaign will be organized in two phases -Preparatory Phase from 14<sup>th</sup> September, 2022 to 30<sup>th</sup> September, 2022 and implementation phase from 2<sup>nd</sup> October, 2022 to 31<sup>st</sup> October 2022. The broad guidelines for both the phases are given as under:

**Preparatory Phase**

The Special Campaign will be preceded by preparatory Phase from 14<sup>th</sup> September, 2022 to 30<sup>th</sup> September, 2022. The focus of the campaign this year should be the field / outstation offices in addition to the Ministries/ Departments and their attached / subordinate offices. Offices responsible for service delivery or having public interface shall be given special attention.

During this phase Ministries would sensitize the officers, mobilize the ground functionaries for the Campaign, appoint nodal officers, identify pendency in identified categories as given in para below, finalize the Campaign sites, identify scraps and redundant materials and complete laid down procedures for their disposal.

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### Parameters for the Special Campaign

Campaign will focus on liquidating pendency in the MP's References, References from the State Government, Inter-Ministerial References (Cabinet Note), Parliamentary Assurances, PMO references, Public grievances and PG Appeals.

Besides the above parameters, Ministries shall also review the existing rules and procedures during the Special Campaign aiming at reducing compliance burden and promoting ease of living to the citizens. The campaign may also be utilized for adherence of record management systems as contained in Central secretariat manual of office procedure, GFR and Public Record Act 1993.

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 the target for liquidation / implementation during the campaign phase:

- Number of pending References from MP's
- Pending references from the State Government
- Pending Inter-Ministerial References (Cabinet Note)
- Parliamentary Assurances pending more than 3 months.
- Pending PMO references
- Number of Rules/ Processes identified for simplification
- Pending public grievances and Appeals (CPGRAMS as well as grievances received from other sources)
- Record Management
- Identification of Cleanliness Campaign sites
- Space management planning
- Scrap Disposal

### Designation of Nodal Officers in each Ministry

Each Ministry/Department shall designate a Nodal Officer for the Special Campaign (not below the rank of Joint Secretary). The Nodal Officer will coordinate the campaign in their Ministry/Department and also in their Attached/Subordinate Offices, Autonomous Bodies and PSUs under their Ministry. He/ She will collect information on daily basis and arrange to feed the information into the central monitoring portal designed by DARPG. List of nodal officers are attached at annexure of these guidelines. Any change in the nodal officers or in their contact details may be brought to the notice of DARPG by 6<sup>th</sup> September 2022. DARPG will also create a WhatsApp group of nodal officers for closer monitoring of the campaign.

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### **Monitoring through a dedicated Portal**

Progress of the campaign will be monitored through the SCDPM portal at www.scdpm.gov.in. The portal can be accessed through login credentials of nodal officers. DARPG will organise a training Session for all nodal officers on the portal on 10th September 2022.

### **Selection of Swachhata Campaign Sites**

This time the Campaign shall focus on the field offices at urban and sub urban locations. A comprehensive planning for cleanliness, space management and beautification of offices may be done. Redundant scrap material and obsolete items shall be identified for disposal as per laid down rules/ procedure. High resolution pictures of the Campaign sites may be captured before start of Campaign and after the Campaign for documentation purposes.

### **Campaign Phase**

All out efforts may be made to dispose of all identified references during the Special Campaign from 2<sup>nd</sup> October - 31<sup>st</sup> October, 2022. Progress may be reported daily on SCDPM portal.

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 and Public Record Act 1993.

Overall cleanliness of Government offices by removing redundant scrap material and obsolete items and enhancing work place experience shall be undertaken during the campaign phase.

The best practice evolved during the campaign shall be documented on the portal for future reference.

### **Monitoring of Progress**

Nodal Officers shall review the progress on a daily basis. Secretary of the Department will also regularly review the progress.

Reviews will be conducted by Secretary, DARPG, with the Nodal Officers on a weekly basis in the Identification Phase and during the Special Campaign period.

Cabinet Secretary will hold meetings with Secretaries to review the progress.

A weekly consolidated report will be prepared by DARPG on the progress of the Campaign and submit it to the Cabinet Secretariat and PMO.

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Third party assessment of campaign will also be undertaken during the Campaign and post Campaign phase

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

(i) Joint Secretary, DARPG (Smt Jaya Dubey, Mobile 9811566645, e-mail: [jaya.dubey@darpg.gov.in](mailto:jaya.dubey@darpg.gov.in))

(ii) Shri Piyush Goyal, STD, NIC, (Mobile 9810633964, E-mail: [goyal-shanu@nic.in](mailto:goyal-shanu@nic.in)) on technical issues.

#### Media Plan and Publicity

DARPG will create Hashtag # Special Campaign 2.0. Ministries shall tweets/ retweets using the above hashtags from the various social media handles of their Ministry. A film on Special Campaign would also be prepared post campaign for which site visits of Door-darshan crew will be finalised in preparatory phase and also post campaign phase.

I&B Ministry will be involved for larger publicity and media plan of the campaign.



(V Srinivas)

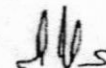
Secretary to the Government of India

To

All Secretaries to the Govt. of India

Copy To:

1. PS to MoS(PP)
2. Principal Secretary to PM
3. Cabinet Secretary
4. Advisor to PM (Shri Amit Khare)
5. Additional Secretary, Cabinet Secretariat (Shri Ashutosh Jindal)



(V Srinivas)

Secretary to the Government of India