

Ministry of Education



Ministry of Education and its Autonomous Bodies successfully conclude Special Campaign 4.0 and mark its achievement and best practices

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The Department of School Education & Literacy, Ministry of Education, is proud to announce the successful completion of Special Campaign 4.0, with active participation from all Autonomous Bodies and schools across the country. Inspired by Prime Minister Shri Narendra Modi's vision to improve workplace efficiency and institutionalize cleanliness (Swachhata), the campaign focused on key objectives such as disposal of public grievances and public grievances appeals, reducing pendency, record management and promoting the optimum utilization and beautification of office spaces.

Launched on 2nd October, 2024 the campaign has led to significant, focused improvements, contributing to a cleaner, more organized, and efficient work environment. This initiative has not only enhanced the physical spaces but also fostered a culture of sustainability and responsibility towards the environment across institutions and schools nationwide.

In addition to the on-ground efforts, extensive awareness campaigns were carried out through social media platforms under the hashtag #SpecialCampaign4. These campaigns successfully garnered widespread attention and encouraged greater public engagement, furthering the message of cleanliness and organizational efficiency. Through these combined efforts, the campaign has left a lasting impact on both the work environment and the overall experience for staff members.

Key achievements during Special Campaign 4.0:

- A total of 2,90,845 cleanliness drives were organized by institutions and schools across the country, demonstrating enthusiastic participation that reinforces the message of Swachhata and encourages others to join in the mission.
- Over 1,44,000 square feet of space was cleared, generating more than Rs. 40 lakhs in revenue as a joint effort by the Department and its Autonomous Bodies.
- During this period, 887 out of 904 Public Grievances (98.11%), 253 out of 273 MP References (92.7%), 30 out of 33 State Government References (91%), 3 out of 4 PMO References (75%), and 5 out of 6 Parliament Assurances (83.3%) were disposed of.
- A comprehensive Records Management initiative was undertaken, fully meeting the target. A total of 61,100 physical files and 1,367 e-Files were reviewed i.e. 100% of the target. The review exercise resulted in the weeding out of 40,244 physical files and the closure of 893 e-Files.
- One of the best practices under Special Campaign 4.0 is the sustainability initiatives to foster awareness of environment related issues as well as environment friendly behaviour. These initiatives

include the installation of eco-friendly benches made of recycled plastic and rejuvenation of the garden area at Gate No. 6 of Shastri Bhavan, New Delhi. The corridors have been adorned with paintings by Mouth and Foot Painting Artists etc. in collaboration with Bisleri International under its CSR Programme.

- Students have been educated on environmentally friendly habits aligned with the “3R” formula: Reduce, Reuse, and Recycle in schools across the nation under Eco Clubs for Mission LiFE. They also learned to create art and craft from waste materials and design practical items from repurposed materials.

The achievements of Special Campaign 4.0 at the Department of School Education & Literacy (DoSE&L) highlight its dedication to establishing an efficient, well-organized, cleaner, and supportive workplace for employees. DoSE&L is steadfast in its goal to deliver effective public service and create positive community impact.

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