

# Ministry of Education commits to Special Campaign 4.0 for enhanced cleanliness and efficiency in offices and its Autonomous Bodies

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The Department of School Education & Literacy (DoSE&L), Ministry of Education, has built on its past successes in Special Campaigns and is fully prepared to actively engage in the upcoming Special Campaign 4.0, announced by the Government of India. The campaign is scheduled to take place from 2nd October to 31st October 2024, with a focus on institutionalizing cleanliness and reducing pendency across government offices. This initiative aims to enhance the overall efficiency of government operations, while fostering a cleaner and more organized workspace environment. In addition to improving operational efficiency in offices, the objectives also includes raising awareness about environmental sustainability. This effort will continue by integrating Eco Clubs for Mission LiFE in schools and ongoing #EkPedMaaKeNaam (#) campaign as part of the Special Campaign 4.0, contributing to the greener future.

The Special Campaign 4.0 will be executed in two phases: a Preparatory Phase from 16th September to 30th September 2024, followed by an Implementation Phase from 2nd October to 31st October 2024. All Bureaus and Autonomous Bodies under DoSE&L have been requested to set target Vis-a-vis various parameters as well as to identify the field units/ outstation offices where Swachhata campaign would be conducted during the Preparatory Phase. The Implementation Phase will focus on addressing pending references, disposal of references from MPs, PMO, State Governments, Inter-Ministerial references, Parliamentary Assurances, public grievances & appeals, simplification of rules/processes, record management, disposal of scrap and redundant items, beautification of offices and conduction of cleanliness campaigns.

To ensure success of the campaign, progress will be monitored via a dedicated Google tracker, with daily updates from participating offices. The Campaign will be promoted through social media using the hashtag #SpecialCampaign4.0. DoSE&L, Ministry of Education urges all its Autonomous Bodies to engage actively in this critical initiative to foster a cleaner and more efficient office environment.

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