



Ministry of Micro, Small & Medium Enterprises (MSME) successfully concludes Special Campaign 4.0 in a befitting manner

Transforming MSME Landscape through Institutionalising Swachhata and Minimising Pendency

Posted On: 06 NOV 2024 8:31PM by PIB Delhi

1. The Ministry of Micro, Small and Medium Enterprises (MSME), along with its attached/ subordinate organisations and field formations, actively carried out all activities under Special Campaign 4.0 , successfully meeting its objectives. Under the implementation phase, during 2nd to 31st October 2024, the Campaign focused significantly on reduction of pendency across various domains, saturation of Swachhata, and institutionalizing cleanliness initiatives.

2. Key Achievements

The following key achievements were attained by the Ministry and its field formations during Special Campaign 4.0 :

a) Effective Disposal of Pending items and Strengthening of File Management System:

During the Campaign, the Ministry of MSME and its field formations have achieved 100% accomplishment on the targets set on 10 parameters (namely, disposal of PMO references, inter-ministerial references, public grievances & appeals, cleanliness campaigns, review of physical & e-files, and freeing up of space) and more than 80% of the targets set for other 03 parameters (namely, disposal of MP references and Parliamentary assurances, disposal of redundant items etc.)

A total of 10,291 physical files have been reviewed, resulting in weeding out of 2,209 files. Also, 905 e-office files have been reviewed and 329 e-files closed.

Weeding out of physical files at MSME -
DFO, Jaipur



Weeding out of old physical files and papers
at Ministry of MSME

b) Nationwide Cleanliness Drive:

654 cleanliness campaigns were conducted across various office sites, with cleaning of a total area of 43,342 sq. ft and over 10,140 sq. ft. of area cleaned at Mahatma Gandhi Institute for Rural Industrialization (MGIRI) alone, generating a revenue of Rs 21.84 lakh through the disposal of obsolete items.



Cleanliness drive at MSME-DFO Okhla, New Delhi led by Hon'ble Minister of MSME, Shri Jitan Ram Manjhi



Hon'ble Minister of State for MSME, Sushree Shobha Karandlaje at the Cleanliness drive at MSME-DFO Okhla, New Delhi

	Before	After

	Before	After
Cleanliness drive at field units of Ministry of MSME		



c) Technology Enablement and Digitisation:

(i). As a first-time initiative towards maximum governance based on infusion of technology upto the field formations of the Ministry, an **MSME instance of the SCDPM portal** of DARPG has been created to collect and update data on

the progress attained under the Special Campaign 4.0 from all field formations. This online system with automated aggregations enables real-time updates, sharing of best practices and provides snapshots of an organization/field office-wise scenario.

(ii). A special **Event Icon** has been created on the Ministry's Web Page to spread awareness about Swachhata Campaign and Special Campaign 4.0 . Additionally, a **Dashboard** has been developed for uploading details and photos of activities/events organized by field offices and organizations under the Campaign. This initiative has facilitated easy access, better coordination, cohesive approach, streamlining updation of report on daily activities by the field formations.

(iii). **Executive Dashboard to Monitor Pendency:** A dedicated **Executive Dashboard** has been created and integrated with the MSME instance of Intra Gov Portal to facilitate early disposal of tasks in the Ministry through proper monitoring at all levels. The dashboard has been integrated with 6 crucial APIs, namely, CPGRAMS (Centralized Public Grievance Redressal and Monitoring System), RTI (Right to Information), LIMBS (Legal Information Management and Briefing System), PIB (Press Information Bureau), e-OFFICE, and APMS (Audit Para Monitoring System) that are administered by different

Ministries/Departments of the Government of India. This integration enhances the Dashboard's functionality, streamlining various administrative processes and improving overall efficiency in the Ministry's operations, and timely disposal of references.

d) Online Swachhata Pledge: Ministry of MSME created a link for Swachhata e-pledge on its website to enable not only the officials in field formations spread across the country, but also extension of the initiative to the MSME ecosystem at large with inclusion of registered MSMEs, Industry & MSME Associations and citizen at large. On 2nd October, 2024, an online Swachhata Pledge was administered by Hon'ble Minister of MSME on 2nd October, 2024 for all employees of the M/o Ministry, its organizations and field formations, in a hybrid mode. Around 3600 officers/staff members took Swachhata Pledge on the same day. More than 35,000 Swachhata pledges have been taken by Entrepreneurs, Officers/Staff members, Organisations etc. under Special Campaign 4.0 on this feature that has been enabled on the website of the Ministry.



Swachhata Pledge administered by Hon'ble Minister of MSME on 2nd October, 2024

Special Campaign for Special Micro, Small & Medium Enterprises (SCDPM) - 30th November, 2024 (174682)

Min. Suresh Prabhu

DASHBOARD For : Ministry of Micro Small and Medium Enterprises

Cleanliness Campaign	Revenue Earned ₹ 1.60 Lakh 21,84,534	Files Worked + Closed Worked + Closed 2,510	Space Freed In Square Feet 43,542
References from MPs Targets: 30 Achievements: 29	Parliamentary Assurance Targets: 1 Achievements: 0	IAC References (Cabinet Proposals) Targets: 2 Achievements: 2	State Govt. References Targets: 0 Achievements: 0
Public Grievances Targets: 65 Achievements: 64	PMO References Targets: 2 Achievements: 2	Public Grievance Appeals Targets: 26 Achievements: 26	Ensuring of Rules / Processes Identified: 3 Simplified: 2

Record Management (Files)

Physical Files	E - Files
Out For Review: 10,291 Reviewed: 10,291	Out For Review: 905 Reviewed: 905 Closed: 329
To Be Transferred to MoI: 0	Received For Working: 2,208 Worked: 2,208

Targets vs Achievements
Cleanliness Campaign

Legend: Blue = Target, Green = Achieved

Achievements
MoU Signed (In No.)

Legend: Black = Achieved

Achievements
Files Worked + Closed

Legend: Blue = Achieved

Achievements
Space Freed (In Square Feet)

Legend: Magenta = Achieved

Activity Detail

Activity Detail :	Special Campaign 4.0
Activity Category :	Special Campaign 4.0 Event/Activity Details
Activity Date :	Start 30/10/2024 , and end 30/10/2024
Location/Place :	Place : MSME-OFO, Jaipur, State : RAJASTHAN, District : JAIPUR Pincode : 302006
Action Plan :	Conclusion of Special Campaign 4.0 by organizing a seminar on Swachhata
Action Plan File :	View/Download
Activity Report :	View/Download

Uploaded Photos

MSME instance of the SCDPM portal created under Special Campaign 4.0

DASHBOARD For : Mahatma Gandhi Institute for Rural Industrialization



The screenshot shows a report titled "Best Practice Wise Report for - Mahatma Gandhi Institute for Rural Industrialization". It includes sections for "Best Practice(s) Uploaded" and "Best Practice(s) Edited".

Best Practice(s) Uploaded:

- Report Type: Best Practice(s) Uploaded
- Ministry / Department: Mahatma Gandhi Institute for Rural Industrialization
- Number of entries: 5
- Details table:

S. No.	Ministry / Dept.
1	Mahatma Gandhi Institute for Rural Industrialization

Best Practice(s) Edited:

- Report Type: Best Practice(s) Edited
- Number of entries: 0

Extension of MSME SCDPM instance as MGIRI SCDPM instance. Specific instances were created at organisation/field office levels.

e) Women's Health and Hygiene:

The Ministry of MSME and its organizations have taken significant steps to promote women's health and hygiene, including the following:

(i). Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha, Maharashtra, under the Ministry of MSME, has installed **sanitary pad disposal machines** at three strategic locations:

1. Ladies restrooms in MGIRI Campus, Wardha;

2. Kai. Anandrao Meghe Vidyalaya and Junior College, Borgaon Meghe, Wardha, Maharashtra; and
3. Mahila Ashram Buniyadi Vidyalaya, Sevagram Road, Wardha.

This initiative, aims to provide a safe, hygienic, and environmentally responsible method for disposing of menstrual waste. The installation of these machines promotes public health and reduces environmental impact.

(ii). National Small Industries Corporation Ltd. (NSIC), a CPSE under the Ministry has also installed **sanitary napkin vending machines** at its Head Office in New Delhi, supporting menstrual hygiene management for its women employees.

These initiatives collectively demonstrate the Ministry's commitment to creating hygienic, comfortable and inclusive facilities for all users, aligning with broader goals of promoting public health, environmental sustainability and gender equity in the workplace and educational institutions.

(iii). The Ministry of MSME has also undertaken to install sanitary napkins vending machines at Udyog Bhawan and Nirman Bhawan, New Delhi, as a part of CSR initiative of NSIC.

Installation of Sanitary pad disposal machine at Mahila Ashram Buniyadi Vidyalaya, Sevagram Road, Wardha



Installation of Sanitary pad disposal machine at MGIRI Campus



f) Innovative Practices: Transforming Waste into Opportunities, Waste to Art

The Ministry of MSME has been at the forefront of promoting **innovative approaches** to waste management, recycling and environmental sustainability. These initiatives not only address immediate cleanliness concerns but also align with the Ministry's vision of fostering **innovation, sustainability** and **entrepreneurship** in the MSME sector.

(i). MGIRI's Robot Sculpture: Inspiring Sustainable Innovation and Public Engagement

Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha, Maharashtra, has created an impressive sculpture, **The MGIRI Robot**, as part of Special Campaign 4.0. This innovative artwork embodies the vision of transforming waste into valuable resources and inspiring creative problem-solving.

The sculpture is aligned with Special Campaign 4.0 objectives, depicts a robot form pulling a tricycle with a perforated drum, symbolizing the future of waste collection. This has been created using **150 kg of scrap material**, repurposed from various MGIRI divisions and measures **7.75 feet long, 2.33 feet**

wide and 4.91 feet high. Installed at the MGIRI campus in Wardha, Maharashtra, **The MGIRI Robot** showcases MGIRI's innovative capabilities through its in-house design and construction.



The MGIRI Robot , a Waste to Art sculpture installed outside Kasturba Kitchen, MGIRI, Wardha, Maharashtra

The sculpture features **Swachhata slogans**, promoting cleanliness awareness, and incorporates functional garbage collecting tools, demonstrating practical applications. An audio feature playing Swachhata Campaign songs enhances public engagement, making it a multi-sensory educational experience.

Public Impact and Engagement: The Robot serves as an educational tool for approximately **75 to 100 daily visitors** to the MGIRI campus, including students, farmers, trainees, Self-Help Groups, entrepreneurs, NGOs, and government officials. It provides a tangible example of creative waste management and upcycling, promoting awareness about cleanliness initiatives and sustainable practices.

(ii). Ni-MSME (National Institute for Micro, Small and Medium Enterprises)'s Waste to Wealth Initiatives: Fostering Sustainable Entrepreneurship

The National Institute for Micro, Small and Medium Enterprises (Ni-MSME) is spearheading initiatives aligned with creating a circular economy and promoting sustainable business practices. Ni-MSME is nurturing a **startup** on its campus focused on reusing and recycling concepts, demonstrating practical applications of waste-to-wealth principles. Additionally, the **Kaala Heera (Bio-Char) Centre** is being established to promote greenery and environmental sustainability, complementing ongoing activities, such as, compost making and its utilization.

(iii). Sustainable Practices: Building a Greener MSME Ecosystem

Both MGIRI (Mahatma Gandhi Institute for Rural Industrialization) and Ni-MSME are implementing **eco-friendly practices**, like, compost preparation and promoting the use of bio-char, contributing to a more sustainable MSME ecosystem. These practices demonstrate the Ministry's vision of integrating sustainability into the core operations of MSMEs, setting an example for the sector to follow.

These innovative projects underscore the Ministry of MSME's commitment towards promoting environmentally responsible practices and creative solutions in waste management. They align perfectly with the goals of Special Campaign 4.0 and the broader vision of the Ministry by showcasing waste transformation, fostering entrepreneurship in sustainable technologies, promoting public awareness, demonstrating MSME leadership in environmental innovation, and contributing to the creation of a circular economy within the MSME sector.

By implementing these initiatives, the Ministry of MSME is not just cleaning up spaces but is also paving the way for a more innovative, sustainable, and environmentally conscious MSME ecosystem in India.

g) Environmental Initiatives and Plantation Drives

The "Ek Ped Maa Ke Naam" plantation drive was led by the Hon'ble Minister of MSME, with tree plantation activities organized across various locations, including Delhi and Jammu & Kashmir. Eco-friendly practices, such as, compost preparation and rainwater harvesting were implemented in various MSME campuses.

Compost pits, using fallen leaves, were created at campus sites and workshops on rain water harvesting was also organised by several organisations and field offices of the Ministry. Further, beautification of campus through plantation was done and workshop on rain water harvesting was organised by the field organisations.



Hon'ble Minister of MSME and Hon'ble Minister of State for MSME leading Plantation Drive at MSME-DFO, Okhla

Beautification of NSIC Campus at New Delhi through plantation



Compost creation by utilizing fallen leaves from the dense trees at Ni-MSME campus, Hyderabad



h) Review and Monitoring Mechanisms

An Inspection Committee was constituted for monitoring & inspecting the performance of the various Divisions of the Ministry and also its attached/subordinate offices, under Special Campaign 4.0 . The Committee regularly inspected the Sections of the Ministry & sensitized them about the need for Swachhata and minimization of pendency in office. The Committee held regular field visits and review-cum-guidance meetings with all Nodal Officers of the Ministry and its organizations.

A daily virtual interaction-cum-review meeting was conducted at the level of Nodal Officers of the Ministry and its organisations, along with participation of other Officers as well both from Ministry and field formations.



Inspection Committee of M/o MSME visiting Sections of M/o MSME emphasizing on disposal of pending items and Swachhta at workspace

i) Capacity Building Efforts

The Ministry organized **workshops on digital platforms, cybersecurity awareness**, and best practices. Employees were encouraged to complete courses related to the spirit of institutionalising swachhta and minimising pendency on the **i-GoT Karmyogi Platform**. There has been an enthusiastic participation of officials at all levels.

The Ministry of MSME organised a workshop for orientation to various applications developed by NIC, including Sandes Platform, encouraging its officials to adopt usage of the same. Further, a Workshop on Cyber Security Awareness and Best Practices was also organised, wherein employees were sensitized about the cyber risks and were also educated about Do's & Don'ts to mitigate the same.

Workshop held on 23.10.24 in M/o MSME on 'Sandes' an application developed by NIC



Cyber Security Awareness Workshop organised in Mo MSME



Rain Water Harvesting Workshop Organised at NSIC

j) Jan Bhagidari (Public Participation)

To ensure public participation in cleanliness initiatives, awareness camps and Swachhta rallies were organized in schools and villages by the field offices of the Ministry in different parts of the Country. The online **Swachhata Pledge** saw participation from entrepreneurs, officers, staff members, and

organizations and citizens at large, fostering a collective commitment to cleanliness.



Jan Bhagidari (Public Participation)

MSME DFO, Gangtok , in collaboration with Lions Club of Gangtok Hills, organised cleanliness drive and installation of water purifier at Selep Tank Govt. Primary School on 20th July 2024, in presence of Hon ble Chairman / Area MLA Shri. T.T. Bhutia, Department of Culture and Health. The Headmaster and other school staff, along with students and officials of MSME-DFO and Members of Lions Club initiated the cleanliness drive around the school.

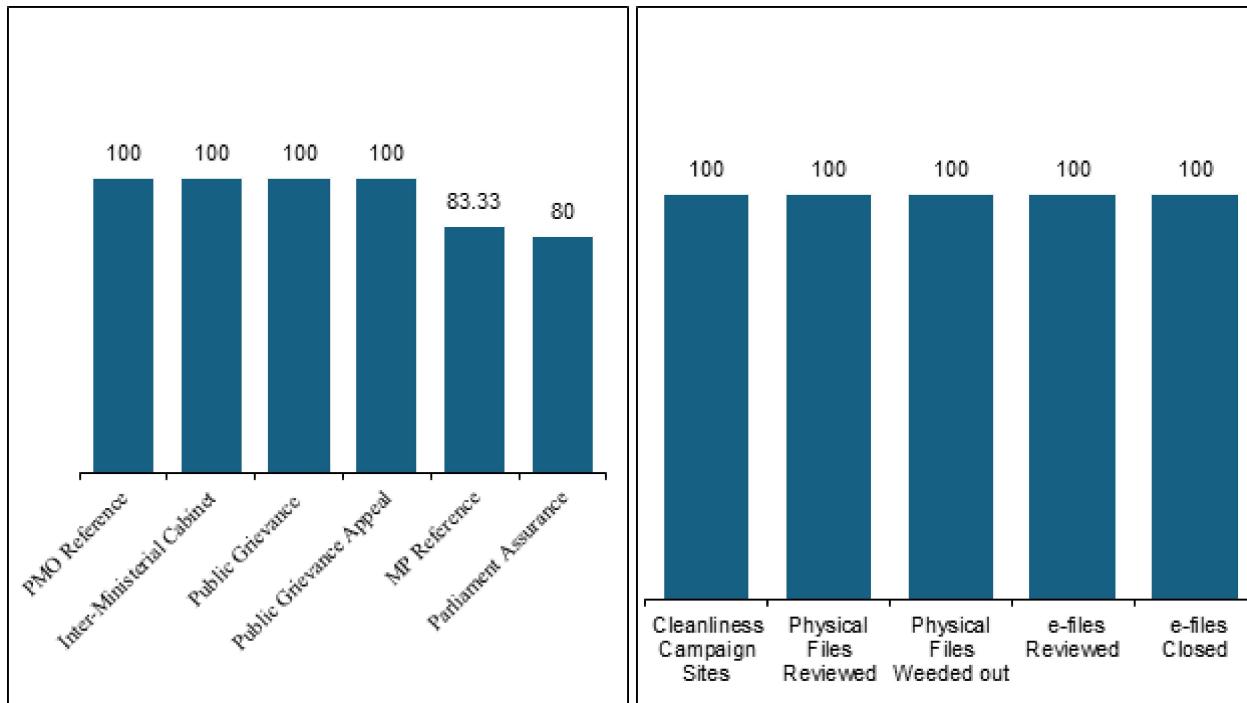


Special Campaign 4.0 poster

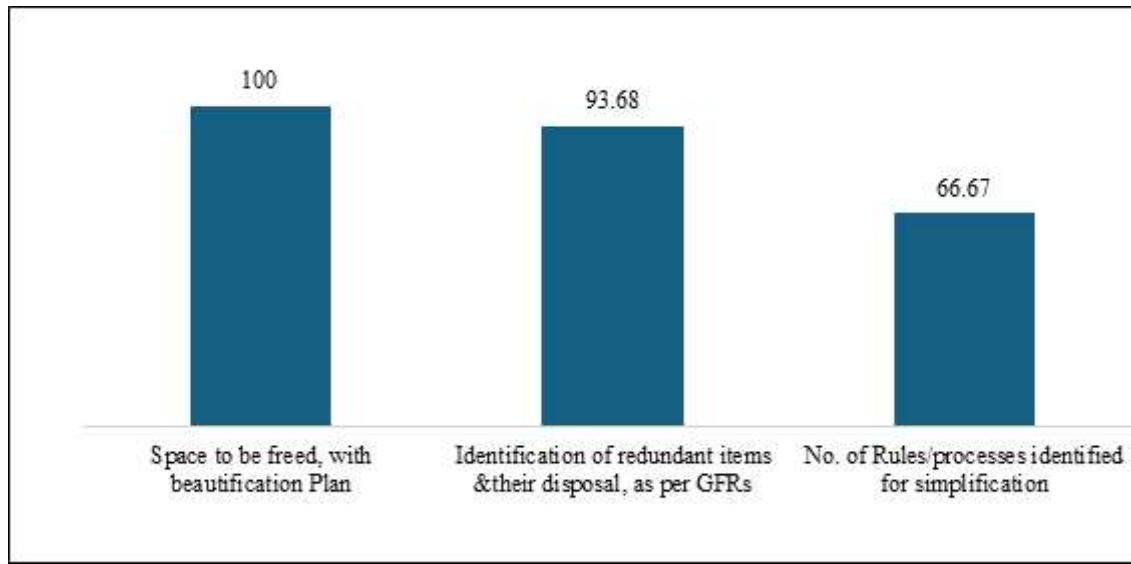
3. A pictographic snapshot of the overall achievements of the Ministry of MSME on the key parameters of Special Campaign 4.0 is exhibited below:

Achievements made against the Targets fixed for Special Campaign 4.0 [as on 30.10.2024]

1. PMO/MP References (in %) 2. Record Management (in %)



3. Achievements under other parameters (in %)



4. Special Campaign 4.0 is

a testament to the commitment of the Ministry of MSME towards a clean, efficient, and prosperous India. The Ministry of MSME remains committed to building upon these successes, to ensure that MSME sector contributes effectively to the economic growth and sustainable development of the nation.

SK

(Release ID: 2071345) Visitor Counter : 3504

Read this release in: Urdu , Hindi

