

Ministry of MSME Successfully Launches “Special Campaign 4.0” for Enhanced Cleanliness and Service Delivery

‘Institutionalizing Swachhata, Minimizing Pendency’

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Ministry of Micro, Small & Medium Enterprises (MSME), Government of India, commences the “**Special Campaign 4.0**”, a significant initiative aimed at achieving the goals of **institutionalizing Swachhata** and **minimizing pendency** across its offices nationwide from 2nd October to 31st October 2024. This campaign is focused on reinforcing cleanliness and optimizing service delivery across the Ministry’s attached, subordinate and autonomous organizations as well as the field offices.

The “Special Campaign 4.0” comprises of two phases. During the **Preparatory Phase** carried out from 16th September 2024 to 30th September 2024, the Ministry set specific targets, including the identification of cleanliness campaign sites, planning for space management and office beautification, recognizing scrap and redundant items, and identifying pending references and State-level matters for resolution.

In the **Implementation Phase** from 2nd October 2024, to 31st October 2024, the Ministry will focus on the execution of the planned activities, ensuring comprehensive coverage of cleanliness efforts and enhancing operational efficiency. The Ministry of MSME has issued necessary directives to all its divisions, statutory bodies, autonomous organizations, and field offices nationwide, to ensure a coordinated effort towards achieving cleanliness of work environment and streamlining service delivery.

As a part of the Campaign, Ministry of MSME has undertaken several key steps to make “Special Campaign 4.0” a success which *inter alia*, includes the following:

1. *Appointment of Nodal Officers*: Nodal Officers have been appointed in offices to coordinate and monitor the Campaign’s activities, ensuring smooth and effective implementation.
2. *Successful Identification of Key Tasks*: Various preparatory tasks, such as, identifying cleanliness campaign sites, implementing office beautification, removing redundant materials, and addressing pending references, were executed, contributing to the Campaign's objectives.
3. *Awareness Initiatives*: Banners and standees promoting the Campaign have been displayed in Udyog Bhawan and field offices, to raise awareness among employees and stakeholders.
4. *Active Utilization of Social Media Platforms*: Information about the campaign is being disseminated through social media platforms, for widespread awareness and participation.

Ministry of MSME, in collaboration with its attached and field organisations, underlines its unwavering commitment towards achieving the targets set under “Special Campaign 4.0,” making the initiative a notable success and reaffirming the Ministry's dedication for institutionalizing Swachhata and minimizing pendency across its operations.

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