



Ministry of Micro, Small & Medium Enterprises (MSME) conducts 'Special Campaign 4.0' from 2nd to 31st October, 2024 with full vigour and enthusiasm

Ministry of MSME Gears Up for Completing Targets Fixed under "Special Campaign 4.0"

Posted On: 18 OCT 2024 8:23PM by PIB Delhi

The Ministry of Micro, Small & Medium Enterprises (MSME), along with its organisations and field offices, is conducting Special Campaign 4.0 from 2nd to 31st October 2024 with full zeal. During the **Preparatory Phase of the Campaign**, carried out during 16th to 30th September, 2024, the Ministry, in collaboration with its attached and field organizations, set specific targets, including the identification of cleanliness campaign sites, planning for space management and office beautification, recognizing scrap and redundant items and identified pending references and State-level references for their resolution in **the Implementation phase** during 2nd to 31st October, 2024.

As part of the ongoing implementation phase from 2nd October, 2024, the Ministry of MSME has undertaken various focused initiatives and targeted activities for achieving the goals of institutionalising Swachhata and minimising pendency.

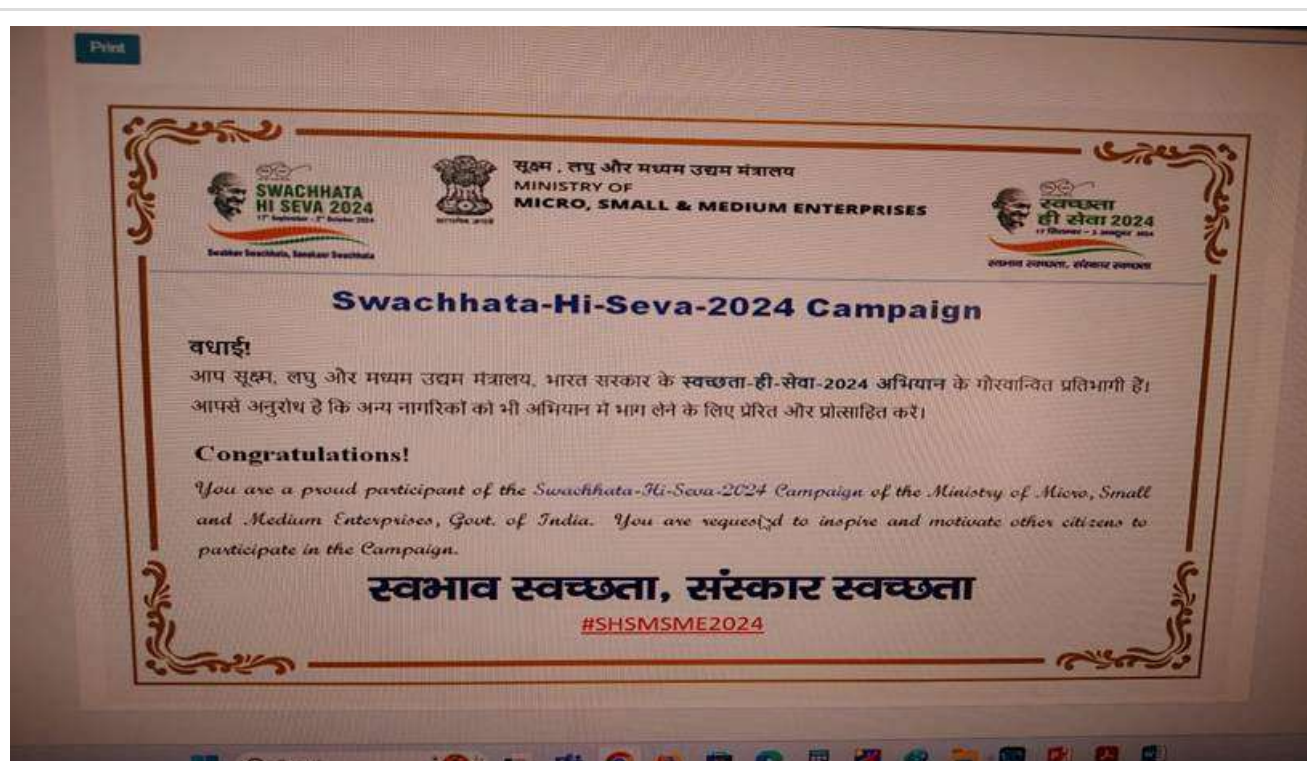
During the ongoing Implementation Phase of the Campaign (2nd October-31st October, 2024), the Ministry is making concerted efforts for disposal of identified pending references. Consequently, till 17th October, 2024 which is the mid campaign stage, there has been a reduction in pendency by a successful disposal of **86% of Public Grievances, 50% of PMO references, 52% of MP references. Further, 19% of the reviewed physical files have been weeded out and 21% of the reviewed e-files have been closed so far and the exercise is ongoing. Towards, cleanliness campaign, the completion rate is 28% while other activities are under active progress. The revenue earned through scrap disposal is Rs.18,65,156/- so far.**

Regular review meetings are convened by the Ministry in hybrid modes with all the Nodal Officers of the Ministry of MSME and its organizations to sensitize them about the importance of cleanliness and encouraging them to complete the targets fixed for execution during the implementation phase well in time.

As part of the 'Special Campaign 4.0', key steps taken by the Ministry to make the Campaign a success are as under:-

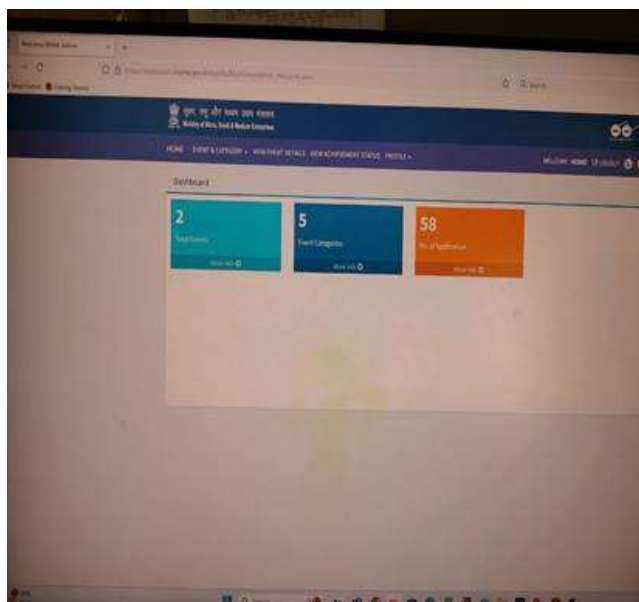
(I) **Innovative and Technology Adoption measures:** As part of the technological advancement under 'Special Campaign 4.0', the Ministry has taken the following innovative measures till date :

- a. On 2nd October, 2024, an online '**Swachhta Pledge**' was organized for all employees of the M/o Ministry, its organizations and field formations. Around 3600 officers/staff members took 'Swachhta Pledge' on the same day. So far, 31498 number of Entrepreneurs, Officers/Staff members, Organisations etc. have taken 'Swachhta Pledge', under 'Special Campaign 4.0' on this feature that has been enabled on the website of the Ministry.

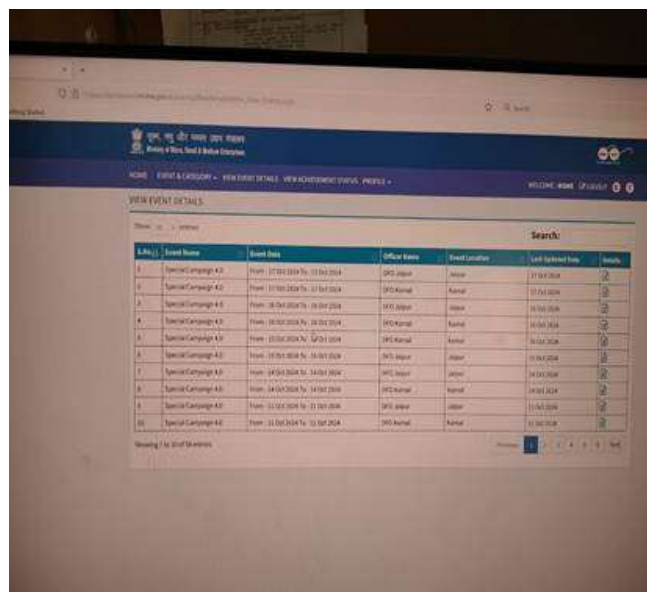


Swachhata Pledge Certificate

- b. An MSME instance of the SCDPM portal of DARPG has been created to collect/update data by all the field formations, with the help of DARPG's Team, through an online mode with system generated aggregations. This enables an on-time update, sharing of best practices with other organizations, and gives an organisations/ field office-wise scenario.
- c. A special Event Icon has been created on the Ministry's Web Page to spread awareness about the Special Campaign 4.0. Also, a Dashboard has ben created for uploading of details and photos of activities/events organised by field offices/organisations, under the Campaign.



MSME Dashboard for uploading of Events



MSME Dashboard for uploading of Events

(II) Plantation drive & Cleanliness drive:

- a. A Plantation Drive under the “Ek Ped Maa Ke Naam” initiative was conducted by Ministry, under the leadership of Hon’ble Minister(MSME) and Hon’ble Minister of State(MSME) at DFO, Okhla on 1st October, 2024 :



Plantation Drive at DFO, Okhla on 1st October, 2024

b. A Cleanliness Drive with the theme of Swachhata Hi Seva was conducted under the leadership of Hon'ble Minister of MSME at DFO Okhla, New Delhi on 01st October, 2024.



Cleanliness drive at MSME-DFO Okhla, New Delhi

c. Plantation drive was also conducted at Central Institute of Hand Tools at Jalandhar, Punjab.



Plantation drive at Central Institute of Hand Tools, M/o MSME, Jalandhar (Punjab)

d. Cleanliness drive was carried out by Mahatma Gandhi Institute for Rural Industrialization (MGIRI), under M/o MSME at its campus on 10th October, 2024 :



Before



After

Cleanliness drive at roof of MGIRI Campus at Wardha, Maharashtra

(III) Awareness Initiatives:

- a. Banners and standees promoting the Campaign were displayed in Udyog Bhawan and field offices, to raise awareness among employees and stakeholders about 'Special Campaign 4.0'.
- b. Active Utilization of Social Media Platforms: Information about the campaign is being disseminated through appropriate social media platforms, for widespread awareness and participation of employees in 'Special Campaign 4.0'.

(IV) Monitoring & Reviews:

- a. An **Inspection Committee** has also been 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 inspects the sections of the Ministry & sensitizes them about the need of Swachhata and minimization of pendency in office.



Inspection Committee of M/o MSME visiting Sections on 07.10.24

- b. During the first fortnight period of the 'Special Campaign 4.0' a special attention was accorded to overall working environment in offices and also the focus was given for clearing the pendency in respect of PMO/MP references, review/weeding out files, reviewing and closing of e-files with valuable contribution made by all its supporting staff and field organizations.

The Ministry of MSME, alongwith its attached and field organizations, upholds its commitment towards achieving the targets set under the 'Special Campaign 4.0', with a saturation spirit.

SK

(Release ID: 2066226) Visitor Counter : 863

Read this release in: Urdu , Hindi