

Ministry of Micro, Small & Medium Enterprises (MSME) gears up for 'Special Campaign 4.0' from 2nd October to 31st October 2024

'Institutionalising Swachhata, Minimising Pendency'

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In consonance with the announcement of the Government of India for conducting "Special Campaign 4.0" from 2nd October to 31st October 2024, the Ministry of Micro, Small & Medium Enterprises (MSME) is well prepared to undertake focused initiatives and targeted activities for achieving the goals of institutionalising Swachhata and minimising pendency in the Ministry and its field offices. Under this campaign, the Ministry resolves to make intensive efforts towards enhanced overall cleanliness and streamlined processes.

Under "Special Campaign 4.0", the focus of the Ministry will be on saturation of Swachhata in the Ministry, its attached office, organisations, field units and MSME across the country for improving the overall workplace cleanliness and enhancing service delivery. Towards this end, the Ministry of MSME has intensified its efforts to ensure that various activities for achieving the goals of the "Special Campaign 4.0" are conducted in a befitting manner.

In accordance with the guidelines of the Campaign, the Ministry of MSME has appointed nodal officers and held preparatory meetings right up to the field level, formulated action plans and identified specific activities to be undertaken during the implementation phase of the Campaign.

In 2023, during Special Campaign 3.0, the Ministry of MSME, with contributions from its subordinate offices and organisations, including the Office of the Development Commissioner (MSME), Khadi and Village Industries Commission, National Small Industries Commission, Coir Board, National Institute for Micro, Small and Medium Enterprises, and Mahatma Gandhi Institute for Rural Industrialisation, achieved 100% of the targets in 10 out of 11 parameters set for the Campaign. The key achievements included review of 23,911 physical files, with 4,998 files weeded out, and the disposal of scrap, generating revenue of ₹50,47,593. Furthermore, 17,664 square feet of space was freed up for official use. The Ministry of MSME also addressed pending issues related to VIP references, PMO references, State Government references, and Public Grievances. 97% of public grievances and over 94% of MP references were cleared. Additionally, 548 cleanliness campaigns were organised by the Ministry and its organisations.

The Ministry of MSME, along with its statutory and other organisations, and field offices, stands fully committed to achieving the goals of Special Campaign 4.0 with full enthusiasm and dedication.

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