



IMPACT OF SPECIAL CAMPAIGN 3.0



Impact of Special Campaign 3.0

E-Book

December, 2023



Ministry of Information and Broadcasting
Government of India

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Introduction

Ministry of Information & Broadcasting and its Media Units such as Press Information Bureau (PIB); Central Bureau of Communication (CBC); Publications Division; Office of the Press Registrar General of India (PRGI); Central Board of Film Certification (CBFC); Electronic Media Monitoring Centre (EMMC); New Media Wing (NMW); Prasar Bharati (a. All India Radio b. Doordarshan); Film and Television Institute of India (FTII), Pune; Satyajit Ray Film and Television Institute (SRFTI), Kolkata; Indian Institute of Mass Communication (IIMC); Press Council of India (PCI); Broadcast Engineering Consultants India Limited (BECIL) and National Film Development Corporation Limited (NFDC) have carried out **Special Campaign 3.0 from 2nd October 2023 to 31st October 2023** on Pan India basis which was focused on the disposal of pending matters, weeding out old files and the overall cleanliness of the offices and space management.

Preparatory phase

During the preparatory phase from 15th – 30th Sept 2023, appointment of nodal officers, sensitisation of Media Units were done to take appropriate action on selection and identification of cleanliness campaign sites, identification of scraps and redundant materials, selection of vendors for disposal of old items, etc.

Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra reviewed the progress on Special Campaign 3.0 with all Media Units of the Ministry including targets finalised under various parameters as per the guidelines of DARPG, mechanism to implement and monitor the progress regularly, etc. Further, it was decided that a team of officers will visit Media Units and their Field Offices during the campaign to guide and oversee the implementation including space utilisation vacated during previous campaign. Shri Chandra also administered the Swachhta pledge to all officers in the beginning.

Media plan and guidelines were issued to all Media units of the Ministry for implementation in coordination with DARPG for creating awareness in the offices of different Ministries including Ministry of I&B for success of the campaign.

Campaign Phase

With the launch of Special Campaign 3.0 on 2nd Oct 2023, monitoring of the progress as per the guidelines of DARPG was done on a daily basis. Officers from the Ministry were also deputed to Media Units and their field offices to review the progress on the spot and giving guidance for successful implementation of the targets.

The progress of Special Campaign 3.0 was monitored on a dedicated portal <https://scdpm.nic.in> on a daily basis by DARPG. The consolidated data on achievement was uploaded in the mentioned portal every day.

Chapter 1

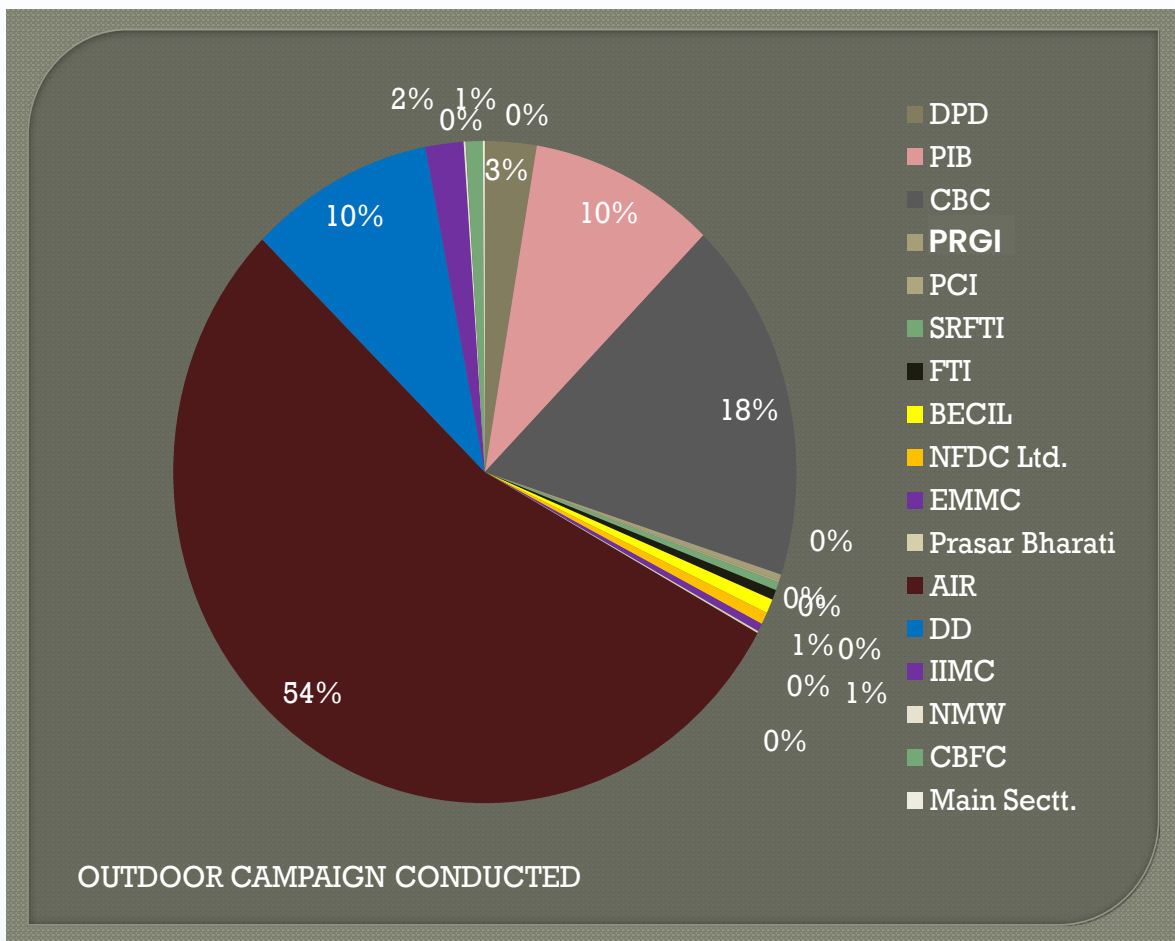
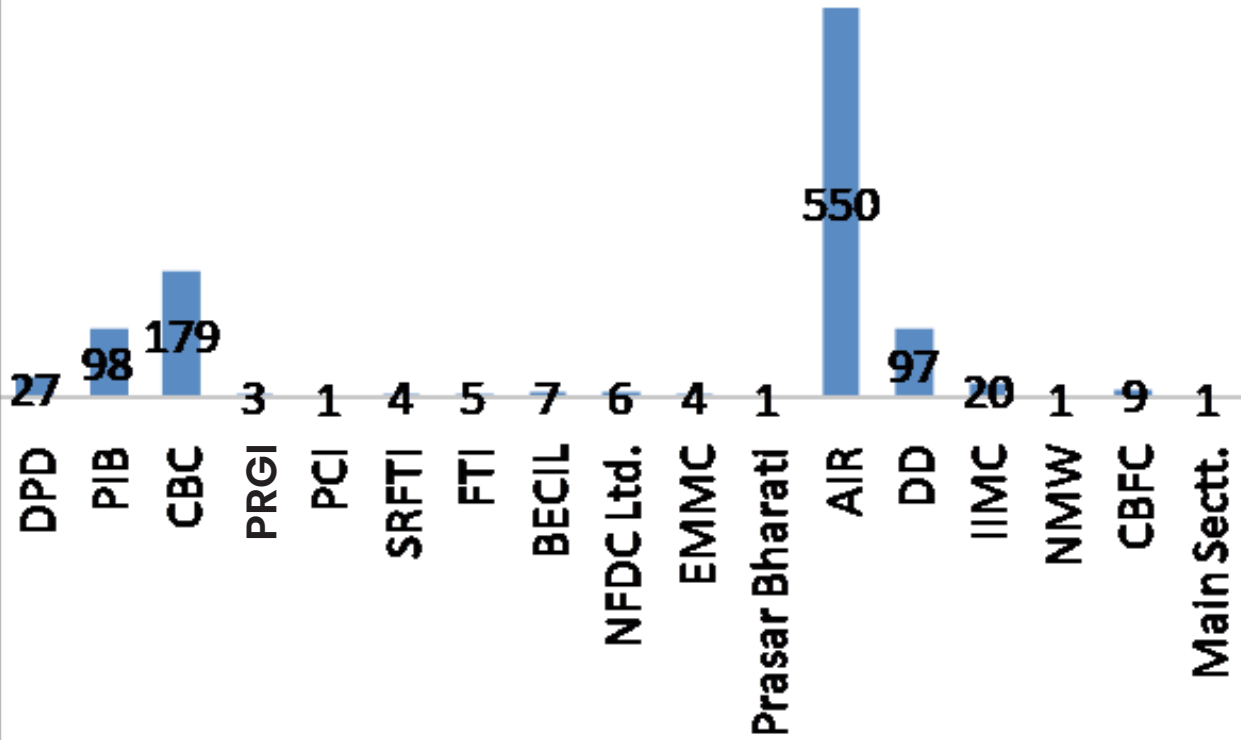
Outdoor Campaigns Conducted

During the Special Campaign 3.0, a total of 1013 outdoor cleanliness Campaigns were conducted by the Ministry and its Media Units. The numbers of outdoor campaigns conducted by the various Media Units are as follows:

Table 1
Outdoor Campaigns Conducted

Sl. No	Media Units	No. of Outdoor Campaign Conducted
1.	Publications Division	27
2.	Press Information Bureau	98
3.	Central Bureau of Communication	179
4.	Office of the Press Registrar General of India	3
5.	Press Council of India	1
6.	Satyajit Ray Film and Television Institute	4
7.	Film and Television Institute of India	5
8.	Broadcast Engineering Consultants (India) Limited	7
9.	National Film Development Corporation Limited	6
10.	Electronic Media Monitoring Centre	4
11.	Prasar Bharati Secretariat	1
12.	All India Radio	550
13.	Doordarshan	97
14.	Indian Institute of Mass Communication	20
15.	New Media Wing	1
16.	Central Board of Film Certification	9
17.	Main Secretariat	1
	Total	1013

Outdoor Campaigns Conducted



Location of Campaigns Conducted

Special Campaign 3.0 was conducted across Pan India at 558 locations, during which 1013 number of outdoor campaigns were conducted with active participation of Media Units and their various establishments. The list of locations where the campaigns were conducted by the offices of this Ministry is given in the table below.

Campaign Locations

Table 1.2

(A)	Locations of Campaign conducted by All India Radio (AIR)				
1	Delhi	22	Bellary	43	Barmer
2	Portblair	23	Hassan	44	Jaisalmer
3	Vishakhapatnam	24	Medikeri (Markara)	45	Udaipur
4	Sirkakulam	25	Mangaluru	46	Baswara
5	Kakinada	26	Bhadrawathi	47	Mount Abu
6	Vijayawada	27	Brahmavara	48	Suratgarh
7	Karnool	28	SPT Bengaluru	49	Bikaner
8	Machrella	29	Dharwad	50	Churu
9	Markapuram	30	Hosapete	51	Nagaur
10	Cuddapah	31	Karwar	52	Lucknow
11	Ananatpur	32	Vijayapur	53	Kanpur
12	Tirupati	33	Raichur	54	Lakhimpur
13	Nellore	34	Gulbarg	55	Raebareli
14	Ongole	35	Udipi	56	Banda
15	Nandayal	36	Kalaburagi	57	Jhansi
16	Sangali	37	Thiruvananthapuram	58	Tezu
17	Bengaluru	38	Kochi	59	Diphu
18	HPT Hoskote Akashvani Bengaluru	39	Kota	60	Haflong
19	SPT Akashvani Bengaluru	40	Boondi	61	Guwahati
20	Chitradurga	41	Kotputli	62	Tezpur
21	Mysuru	42	Jodhpur	63	Nagaon

64	Kokrajhar	97	Chennai	130	Nazibabad
65	Tawang	98	Puducherry	131	Bareilly
66	Bomdila	99	Karaikal	132	Rampur
67	Silchar	100	Dharpuri	133	Mathura
68	Imphal	101	HPT Avadi	134	Ayodhya
69	Churachandpur	102	Tiruchirapalli	135	Mau
70	Shillong	103	Coimbatore	136	Dehradun
71	RTI (P)	104	Ooty	137	Mussoorie
72	Jowai	105	Madurai	138	Pauri
73	Nongstoin	106	Tuticorin	139	Almora
74	Rairangpur	107	Tirunelveli	140	Pithauragarh
75	Tura	108	Nagarcoil	141	HPT Kingsway
76	Williamnagar	109	Kodaikanal	142	Khampur Delhi
77	Aizawl	110	Trichy	143	Directorate Akashvani
78	Lunglei	111	Hyderabad	144	CCW Soochna Bhawan
79	Kohima	112	Mehboobnagar	145	R&D IP Estate
80	Mokokchung	113	Suryapet	146	NHB
81	Gangtok	114	Warangal	147	Patna
82	Tung	115	Kothagudam	148	Darbhanga
83	Oras	116	Karimnagar	149	Purnia
84	Panaji	117	Nizamabad	150	Bhagalpur
85	Ahmedabad	118	Adilabad	151	Sasaram
86	Godhra	119	Hissar	152	Ranchi
87	Surat	120	Kurukshetra	153	Daltonganj
88	Vadodara	121	Rohtak	154	Daman
89	Ahwa	122	Varanasi	155	Rajkot
90	Kannur	123	Obra	156	Bhuj
91	Devikulam (Idukki)	124	Maunathbhanjan	157	Junagarh
92	Thrissur	125	Gorakhpur	158	SPT Rajkot
93	Manjeri	126	Amethi	159	Bhopal
94	Kozhikode	127	Prayagraj	160	Gwalior
95	HPT Alappuzha	128	Faizabad	161	Shivpuri
96	Idukki	129	Agra	162	Guna

163	Khandwa	196	Kasauli	229	Puri
164	Ujjain	197	Kalpa	230	Joranda
165	Rajgarh	198	Srinagar	231	Soro
166	Indore	199	Uri	232	Baripada
167	Ratlam	200	Kupwara	233	Rairangpur
168	Jabalpur	201	Udhampur	234	Rourkela
169	Chattarpur	202	Jammu	235	Sambalpur
170	Sagar	203	Naushera	236	Keonjhar
171	RSTIT	204	Kathua	237	NABM
172	Rewa	205	Bhadarwah	238	Bhawanipatna
173	Balaghat	206	Rajouri	239	Jeypore
174	Chindwara	207	Poonch	240	Bolangir
175	Mandala	208	Leh	241	HPT Mawjrong
176	Betul	209	Kargil	242	Kolkata
177	Mumbai	210	Jalandhar	243	Kharagpur
178	HPT Malad	211	Patiala	244	Shantiniketan
179	VBS Borivali	212	Ludhiana	245	Bardhman
180	Nagpur	213	Bhatinda	246	SPT Chinsura
181	Nanded	214	Fazilka	247	Murshidabad
182	Parbhani	215	Amritsar	248	Asansol
183	Dhule	216	Jaipur	249	Siliguri
184	Jalgaon	217	Alwar	250	Darjeeling
185	Amravati	218	Ajmer	251	Kurseong
186	Akola	219	Sawai Madhopur	252	Balurghat
187	Yavatmal	220	Chittorgarh	253	Chinsurah
188	Chandrapur	221	Jhalawar	254	Agartala
189	Chandigarh	222	Sangli	255	Belonia
190	Himmatnagar	223	Raipur	256	Kailasahar
191	Shimla	224	Hazaribag	257	Itanagar
192	Dharmshala	225	Dhanbad	258	Pasighat
193	Kinnaur	226	Jamshedpur	259	Parbhani
194	Hamirpur	227	Chaibasa	260	Pune
195	Kullu	228	Cuttack	261	Aurangabad

262	Beed	268	Ambikapur	274	Dibrugarh
263	Ahmednagar	269	Raigarh	275	Jorhat
264	Satara	270	Bilaspur	276	Nasik
265	Ratnagiri	271	Osmnabad	277	Shahdol
266	Saraipali	272	Sholapur	278	Berhampur
267	Jagdalpur	273	Ziro	279	Cherrapunji

(B)	Main Secretariat				
280	Delhi				

(C)	New Media Wing (NMW)				
281	Delhi				

(D)	Satyajit Ray Film & Television Institute (SRFTI)				
282	Kolkata	283	Arunachal Pradesh		

(E)	Electronic Media Monitoring Centre (EMMC)				
284	Delhi				

(F)	Broadcast Engineering Consultants India Limited (BECIL)				
285	Delhi				

(G)	National Film Development Corporation of India (NFDC)				
286	Chennai	288	Mumbai (HO)	290	Mumbai (NMIC)
287	Delhi	289	Pune	291	Kolkata

(H)	Press Registrar General of India (PRGI)				
292	Soचना भवन Delhi				

(I)	Press Information Bureau (PIB)				
293	Thiruvananthapuram	300	Shastri Bhawan Delhi	307	Kolkata
294	Kochi	301	Lucknow	308	Bhubaneswar
295	Bengaluru	302	Varanasi	309	Patna
296	Hyderabad	303	Dehradun	310	Ranchi
297	Vijayawada	304	Chandigarh	311	Chennai
298	Guwahati	305	Shimla	312	Jaipur
299	Mumbai	306	Jalandhar	313	Bhopal

314	Ahmedabad	316	Srinagar
315	Jammu	317	Raipur

(J)	Doordarshan (DDK)				
318	Mandi House, Delhi	340	Thiruvananthapuram	362	Jammu
319	CPC, Delhi	341	Chennai	363	Srinagar
320	Bhubaneswar	342	Coimbatore	364	Leh
321	Bhawanipatna	343	Madurai	365	Rajouri
322	Sambalpur	344	Hyderabad	366	Shimla
323	Doordarshan Daltonganj	345	Warangal	367	Bengaluru
324	Ranchi	346	Pondicherry	368	Kalaburagi (Gulbarga)
325	Doordarshan Jalpaiguri	347	Portblair	369	Kozhikode
326	Doordarshan Kolkata	348	Vijayawada	370	Trichur
327	Shantiniketan	349	Tirupati	371	Guwahati
328	Muzaffarpur	350	Ahmedabad	372	Gangtok
329	Patna	351	Rajkot	373	Imphal
330	Allahabad	352	Bhopal	374	Itanagar
331	Bareilly	353	Gwalior	375	Kohima
332	Gorakhpur	354	Indore	376	Shillong
333	Lucknow	355	Raipur	377	Tura
334	Mathura	356	Jagdalpur	378	Jalandhar
335	Mau	357	Mumbai	379	Patiala
336	Varanasi	358	Nagpur	380	Dibrugarh
337	Chandigarh	359	Pune	381	Silchar
338	Dehradun	360	Panaji	382	Jaipur
339	Hissar	361	Agartala	383	Aizawl

(K)	Press Council of India (PCI)				
384	Delhi				
(L)	Publications Division				
385	Soochna Bhawan Delhi	389	Yojana (Marathi) & Sales Emporium, Mumbai	393	Yojana (Telugu) & Sales Emporium, Hyderabad
386	Yojana (Gujarati), Ahmedabad	390	Sales Emporium, Patna	394	Yojana (Bengali) & Sales Emporium, Kolkata
387	Yojana (Kannada) & Sales Emporium, Bengaluru	391	Yojana (Malayalam) & Sales Emporium, Thiruvananthapuram	395	Sales Emporium, Lucknow
388	Yojana (Tamil) & Sales Emporium, Chennai	392	Yojana (Assamese), Guwahati		
(M)	Film and Television Institute of India (FTII)				
396	Pune				
(N)	India Institute of Mass Communication (IIMC)				
397	New Delhi	399	Jammu	401	Aizawl
398	Dhenkanal	400	Amravati	402	Kottayam
(O)	Central Board of Film Certification (CBFC)				
403	HQ Soochna Bhawan Delhi	411	Poonch	419	Narnaul
404	Srinagar	412	Hamirpur	420	Hissar
405	Leh	413	Chamba	421	Bareilly
406	Anantnag	414	Shimla	422	Agra
407	Udhampur	415	Mandi	423	Jhansi
408	Kathua	416	Jalandhar	424	Prayagraj
409	Doda	417	Amritsar	425	Gorakhpur
410	Rajouri	418	Pathankot (Temp. Closed)	426	Varanasi

427	Banda	456	Ahmednagar	485	Kottayam
428	Azamgarh	457	Coimbatore	486	Thrissur
429	Mainpuri	458	Madurai	487	Palakkad
430	Aligarh	459	Tiruchirappalli	488	Wayanad
431	Moradabad	460	Puducherry	489	Tezpur
432	Meerut	461	Vellore	490	Silchar
433	Nainital	462	Dharmapuri	491	Dibrugarh
434	Pithoragarh	463	Thanjavor	492	Diphu
435	Pauri	464	Ramanathapuram	493	Barpeta
436	Bankura	465	Tirunelveli	494	Nongstoin
437	Bardhaman	466	Bellary	495	Tura
438	Chinsurah	467	Dharwad	496	Agartala
439	Midnapur	468	Gulbarga	497	Kailashahar
440	Malda	469	Mangaluru	498	Senapati
441	Raiganj	470	Vijayapur	499	Kohima
442	Jalpaiguri	471	Mysuru	500	Chandel
443	Bhagalpur	472	Shivamogga	501	Aizawal
444	Sitamarhi	473	Nizamabad	502	Tuensang
445	Darbhanga	474	Warangal	503	Tameglong
446	Chhapra	475	Nalgonda	504	Along
447	Munger	476	Srikakulam	505	Bomdila
448	Gaya	477	Kurnool	506	Tawang
449	Daltonganj	478	Cuddapa	507	Phulbani
450	Dhanbad	479	Kakinada	508	Jeypore
451	Dumka	480	Guntur	509	Berhampore
452	Gumla	481	Nellore	510	Ambikapur
453	Balasore	482	Ernakulam	511	Bilaspur
454	Sambalpur	483	Kavarati	512	Durg
455	Solapur	484	Kannur	513	Jagdalpur

514	Kanker	529	Sagar	544	Jalgaon
515	Jodhpur	530	Shahdol	545	Kolhapur
516	Udaipur	531	Mandla	546	Nanded
517	Kota	532	Rewa	547	Wardha
518	Sirohi	533	Balaghat	548	Kolkata
519	Dungarpur	534	Surat	549	Hyderabad
520	Swaimadhampur	535	Bhuj	550	Bengaluru
521	Ajmer	536	Junagarh	551	Thiruvananthapuram
522	Jabalpur	537	Palanpur	552	Tezu
523	Gwalior	538	Godhra	553	Mandi house Delhi
524	Indore	539	Aurangabad	554	Mumbai
525	Chindwara	540	Nasik	555	Chennai
526	Chatterpur	541	Panaji	556	Bhawanipatna
527	Jhabua	542	Nagpur	557	Keonjhar
528	Mandsour	543	Amravati	558	Pasighat

Chapter 2

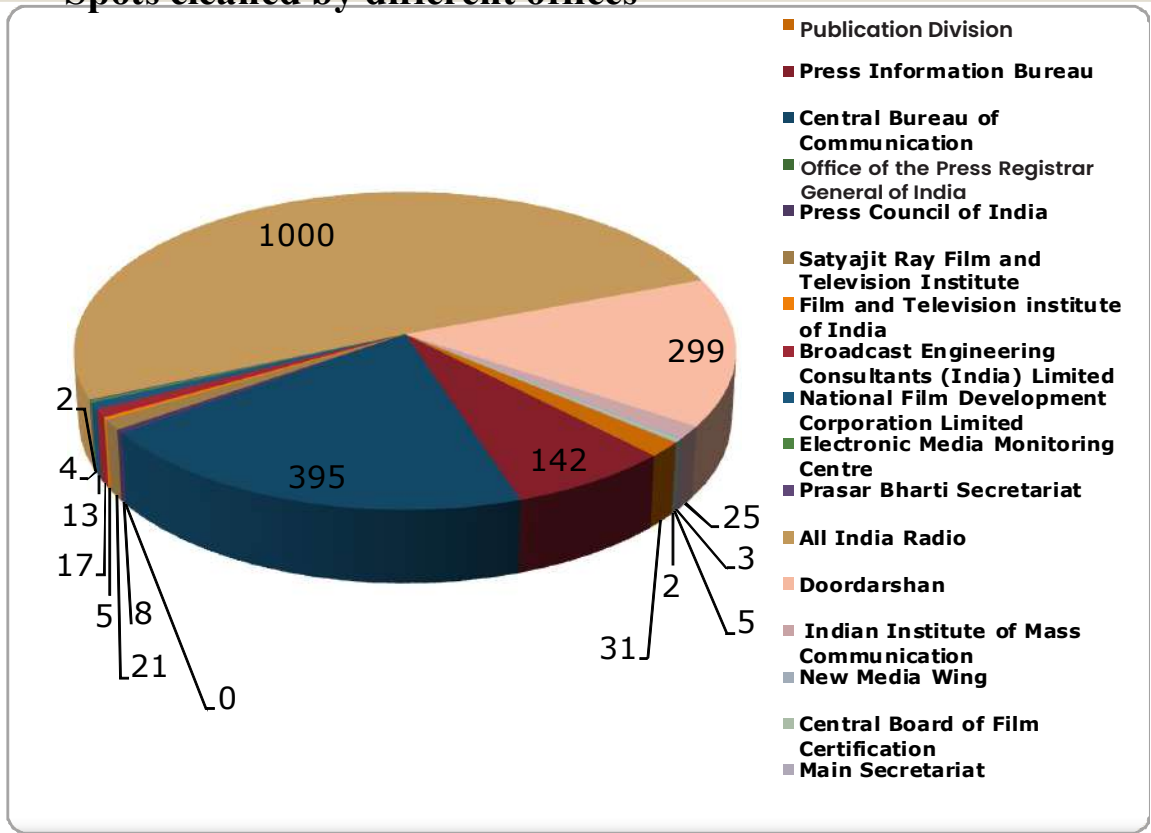
Spots Cleaned

Cleanliness drive was conducted in different identified spots of the office premises. A total of 1972 spots were identified and cleaned by the Ministry and its Media Units during the Special Campaign 3.0. The number of spots cleaned by various Media Units are as follows:

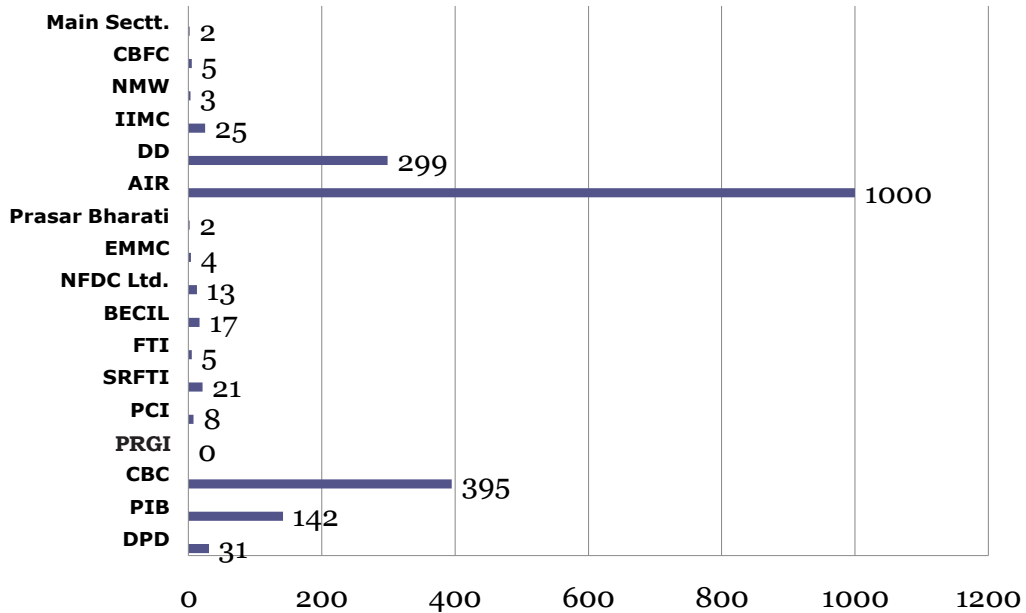
Table 2
Spots Cleaned by the Offices of the Ministry

Sl. No	Office/Media Units	No. of Spots Cleaned
1.	Publications Division	31
2.	Press Information Bureau	142
3.	Central Bureau of Communication	395
4.	Press Registrar General of India	0
5.	Press Council of India	8
6.	Satyajit Ray Film and Television Institute	21
7.	Film and Television Institute of India	5
8.	Broadcast Engineering Consultants (India) Limited	17
9.	National Film Development Corporation Limited	13
10.	Electronic Media Monitoring Centre	4
11	Prasar Bharati Secretariat	2
11.	All India Radio	1000
12.	Doordarshan	299
13.	Indian Institute of Mass Communication	25
14.	New Media Wing	3
15.	Central Board of Film Certification	5
16.	Main Secretariat	2
	Total	1972

Spots cleaned by different offices



NO. OF SPOTS CLEANED



Chapter 3

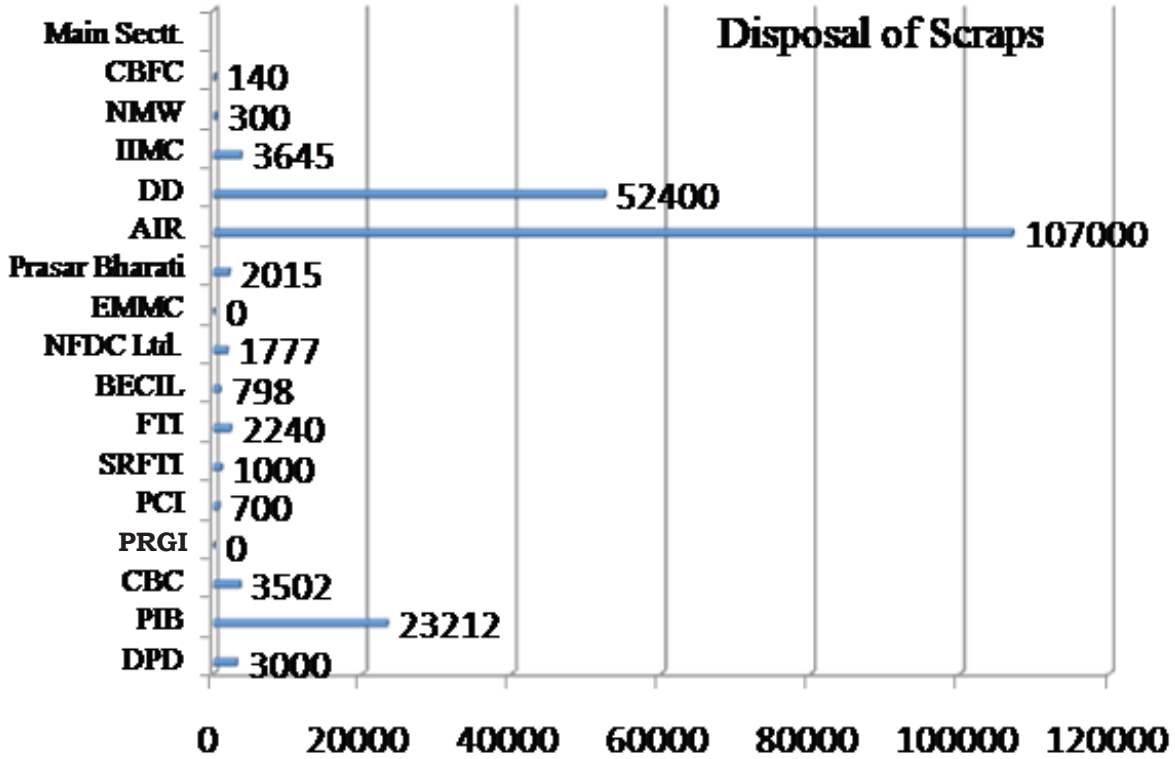
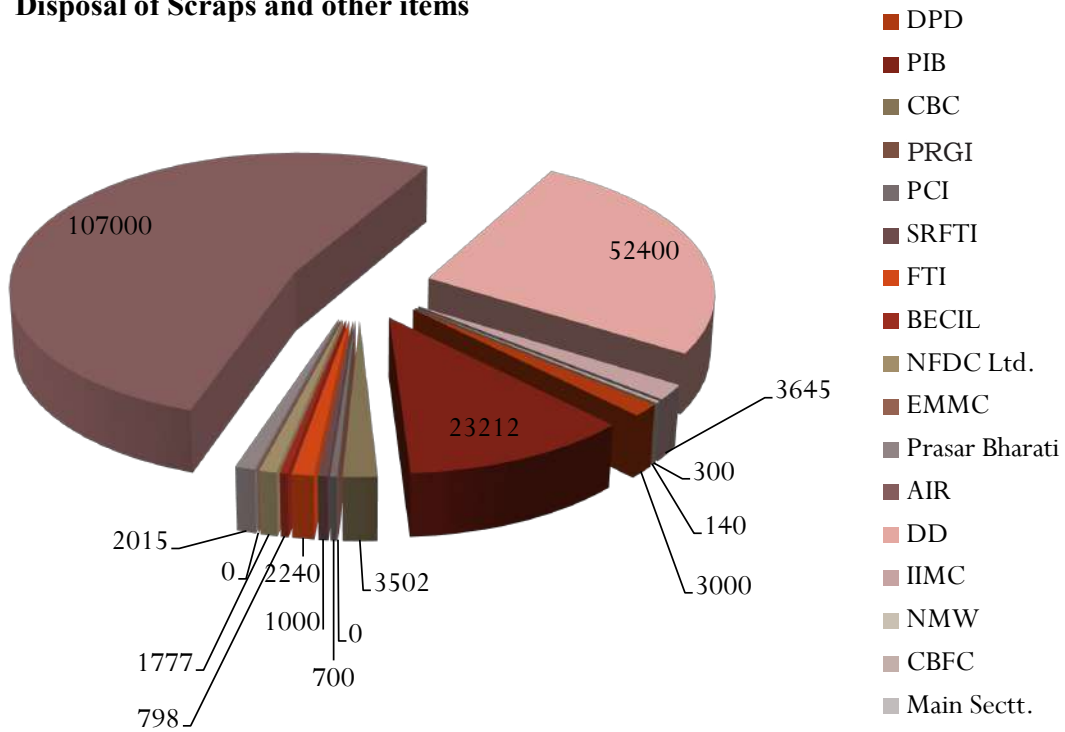
Disposal of Scraps and other items

A total of 201729 kg of scraps, papers, metals, etc. were disposed of by the Ministry and its Media Units during the Special Campaign 3.0. The Media Units wise details are given in the table below.

Table 3
Disposal of Scraps and other items

Sl. no	Office/Media Units	Quantity (in Kg)
1.	Publications Division	3000
2.	Press Information Bureau	23212
3.	Central Bureau of Communication	3502
4.	Press Council of India	700
5.	Satyajit Ray Film and Television Institute	1000
6.	Film and Television Institute of India	2240
7.	Broadcast Engineering Consultants (India) Limited	798
8.	National Film Development Corporation Limited	1777
9.	Prasar Bharati Secretariat	2015
10.	All India Radio	107000
11.	Doordarshan	52400
12.	Indian Institute of Mass Communication	3645
13.	New Media Wing	300
14.	Central Board of Film Certification	140
		201729

Disposal of Scraps and other items



Composition of the scraps disposed of during the Campaign and related information:

Composition of Scraps	Units
Papers	36331 kg
Garbage	12921 kg
Scrapped furniture	21483 kg
Metals	89543 kg
Other wastes	41451 Kg
Total scrap, metal, paper, waste disposed of	201729 Kg
Money spent for removal of waste	Rs. 4840
Money recovered by sale of scraps	Rs.36211983
Total Organisational man hours spent for the above work	1525 hrs

NB:- The above information furnished to DARPG based on inputs received from Media Units.

Chapter 4

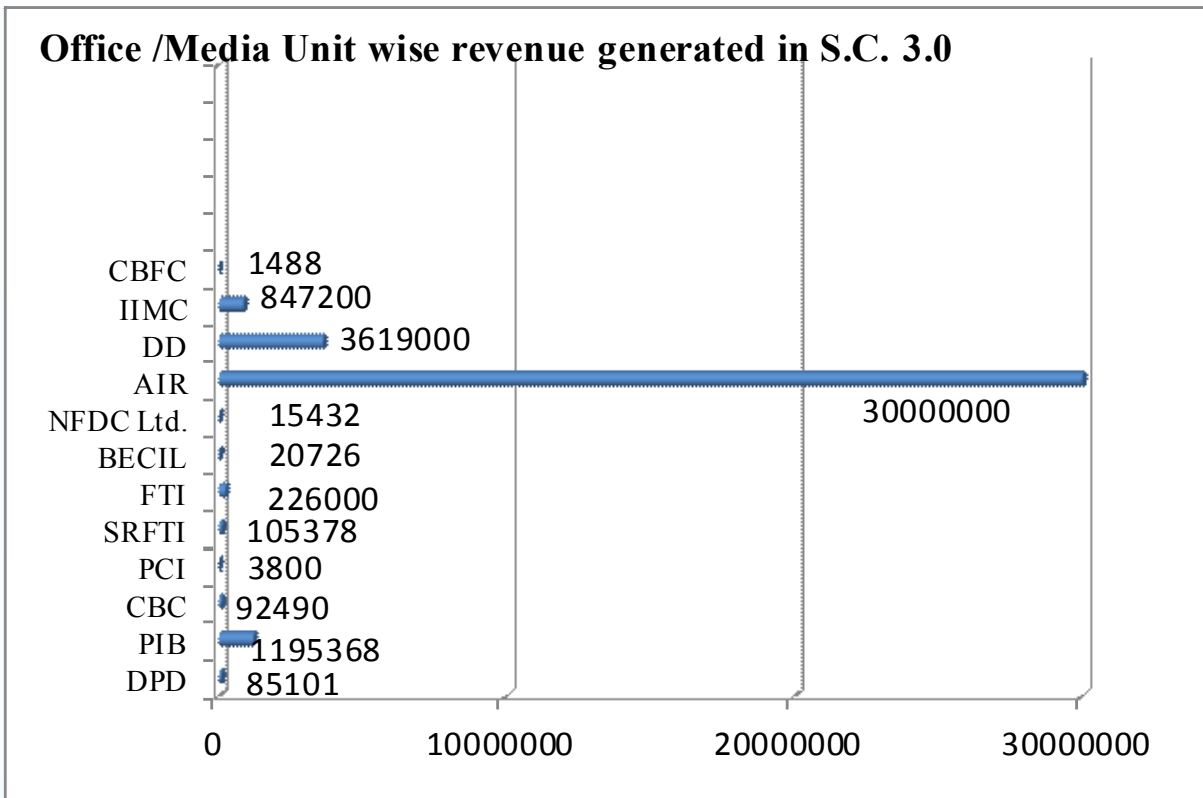
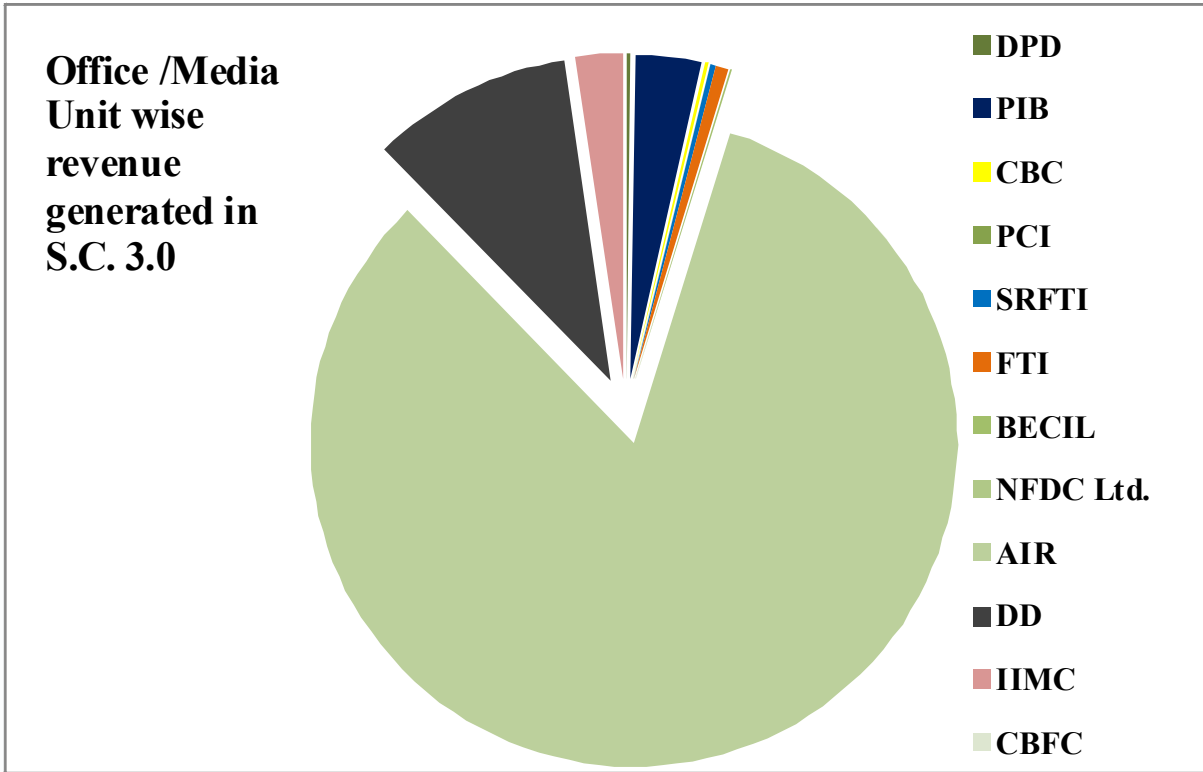
Revenue Generation through Disposal

The Ministry and its Media Units generated revenue of Rs 3,62,11,983 through disposal of scraps, papers, metals, etc. during the Special Campaign 3.0 by the deadline given by DARPG. The revenue generated by different offices of the Ministry during the Campaign over the years is reflected in the table below.

Table 4

Revenue Generated through disposal over the years

Sl. No.	Name of Offices/ Media Units	Revenue Generated during the Special Campaign 3.0 (Oct 2023-Jan 2024)	Revenue Generated during the Special Campaign 2.0 (Oct 2022-Sep 2023)	Revenue Generated during the Special Campaign 1.0 (Oct 2021-Sep 2022)
1.	Publications Division	85101	-	-
2.	Press Information Bureau	1195368	270287	675942
3.	Central Bureau of Communication	92490	1515928	74199
4.	Press Council of India	3800	-	-
5.	Satyajit Ray Film and Television Institute	105378	-	-
6.	Film and Television Institute of India	226000	94500	-
7.	Broadcast Engineering Consultants (India) Limited	20726	1200	-
8.	National Film Development Corporation Limited	15432	326900	297917
9.	Indian Institute of Mass Communication	847200	22500	-
10.	Central Board of Film Certification	1488	21480	-
11.	Prasar Bharati (includes DD & AIR)	33619000	251880837	6385442
12.	Main Secretariat	-	1,49,000	-
Total		36211983	254282632	7433500



Chapter 5

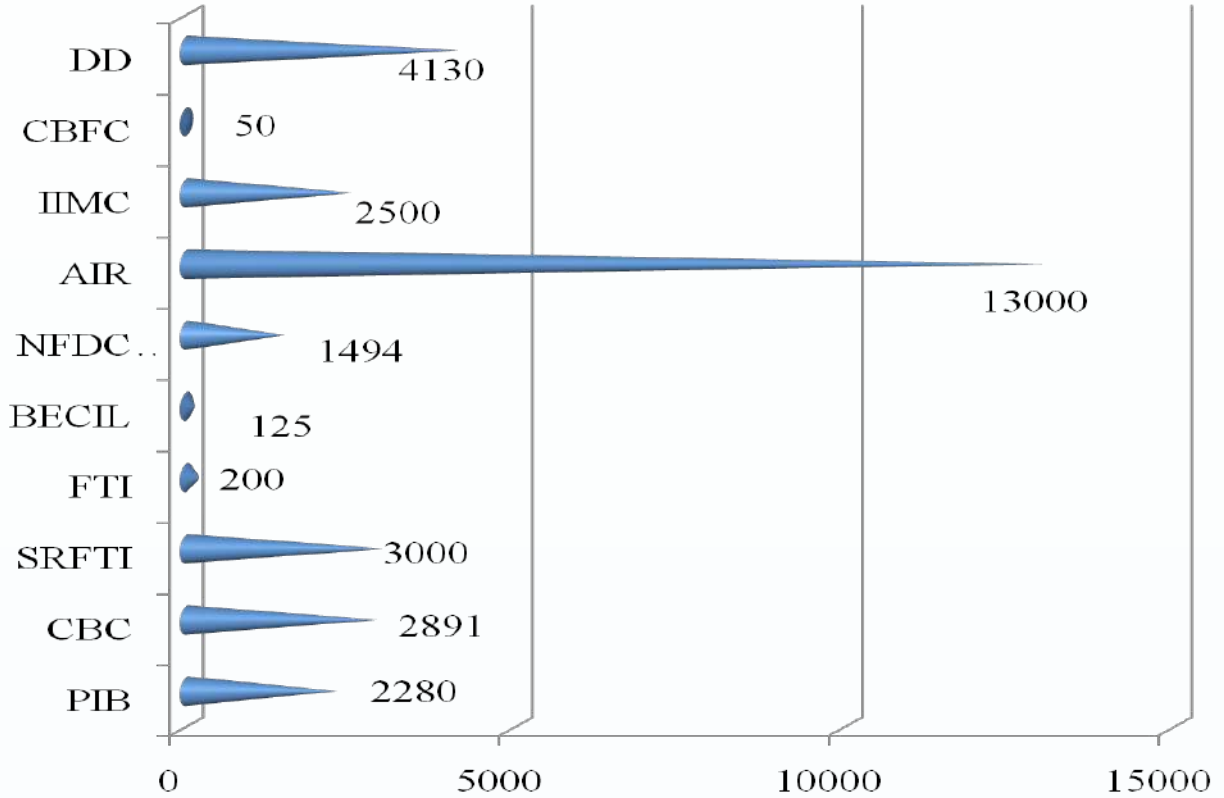
Space Freed

A total of 29,670 square feet of space was freed after the disposal of scraps and old materials. The space freed by the different offices of the Ministry is given in the Table below:

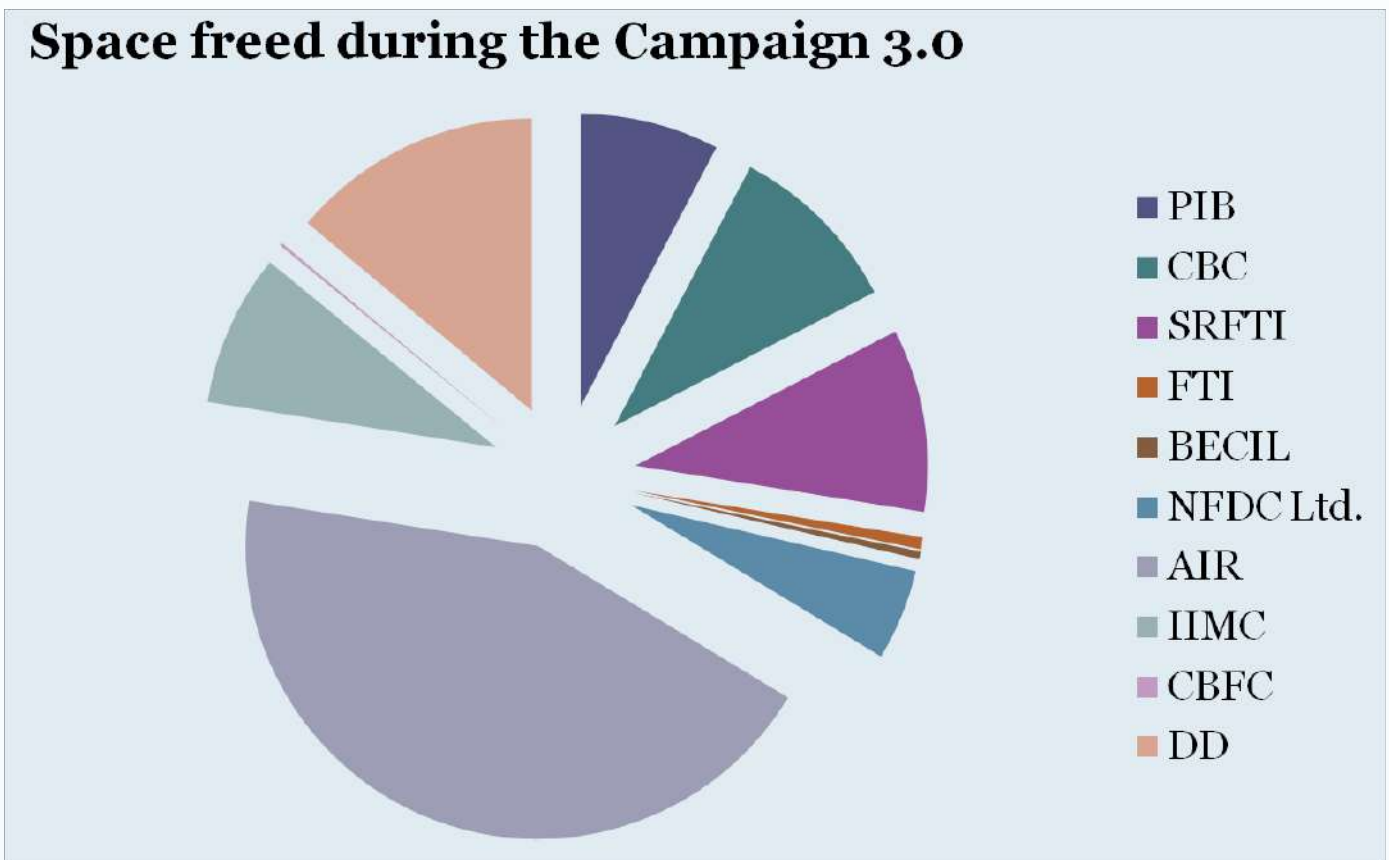
Table 5
Space freed by the different Offices of Ministry of I&B

Sl. No.	Office/Media Units	Space Freed (in Sq. Ft.)
1.	Press Information Bureau	2280
2.	Central Bureau of Communication	2891
3.	Satyajit Ray Film and Television Institute	3000
4.	Film and Television institute of India	200
5.	Broadcast Engineering Consultants (India) Limited	125
6.	National Film Development Corporation Limited (NFDC)	1494
7.	All India Radio	13000
8.	Indian Institute of Mass Communication	2500
9.	Central Board of Film Certification	50
10.	Doordarshan	4130
	Total	29670

Space freed during the Campaign 3.0



Space freed during the Campaign 3.0



Chapter 6

Files Reviewed and Disposed of

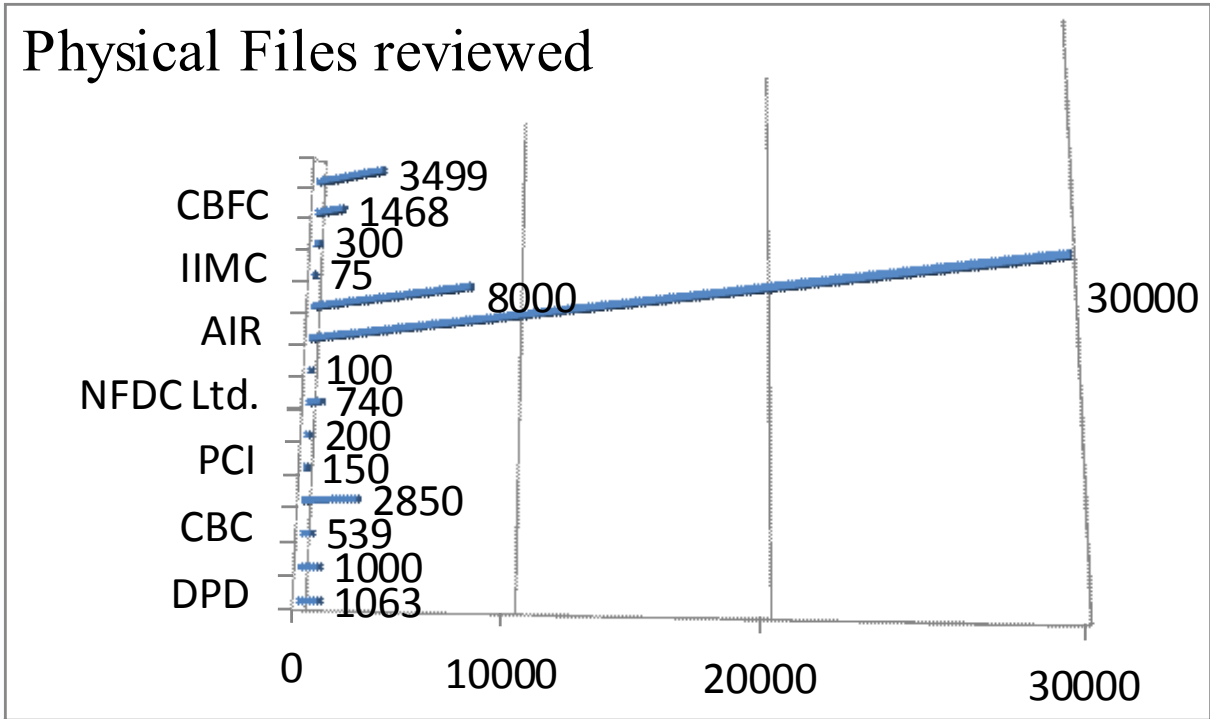
Reviewing and weeding out old files was one of the key features of Special Campaign 3.0. A total of 49984 physical files were reviewed by the Ministry and its Media Units. Out of this 28574 physical files were weeded out. Similarly, a total of 876 e-files were closed after reviewing.

The number of physical files reviewed by the different offices of the Ministry is given in the below Table.

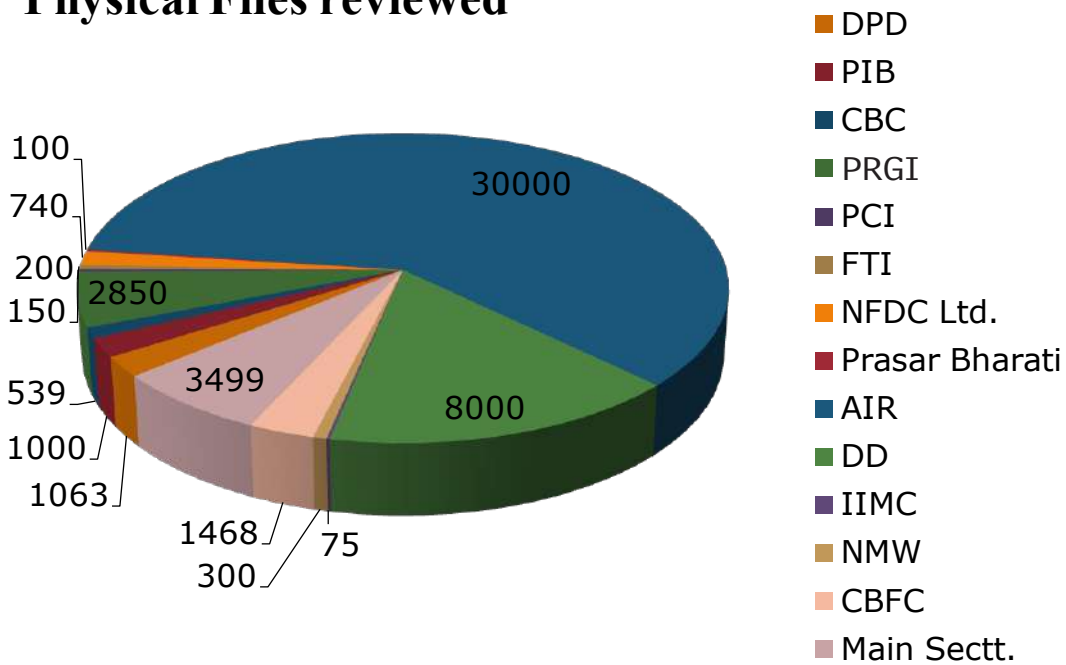
Table 6.1
Physical files reviewed by the different Offices

Sl. No	Office/Media Units	Files (in numbers)
1.	Publications Division	1063
2.	Press Information Bureau	1000
3.	Central Bureau of Communication	539
4.	Press Registrar General of India	2850
5.	Press Council of India	150
6.	Film and Television Institute of India	200
7.	National Film Development Corporation Limited	740
8.	Prasar Bharti Secretariat	100
9.	All India Radio	30000
10.	Doordarshan	8000
11.	Indian Institute of Mass Communication	75
12.	New Media Wing	300
13.	Central Board of Film Certification	1468
14.	Main Secretariat	3499
	Total	49984

Physical Files reviewed



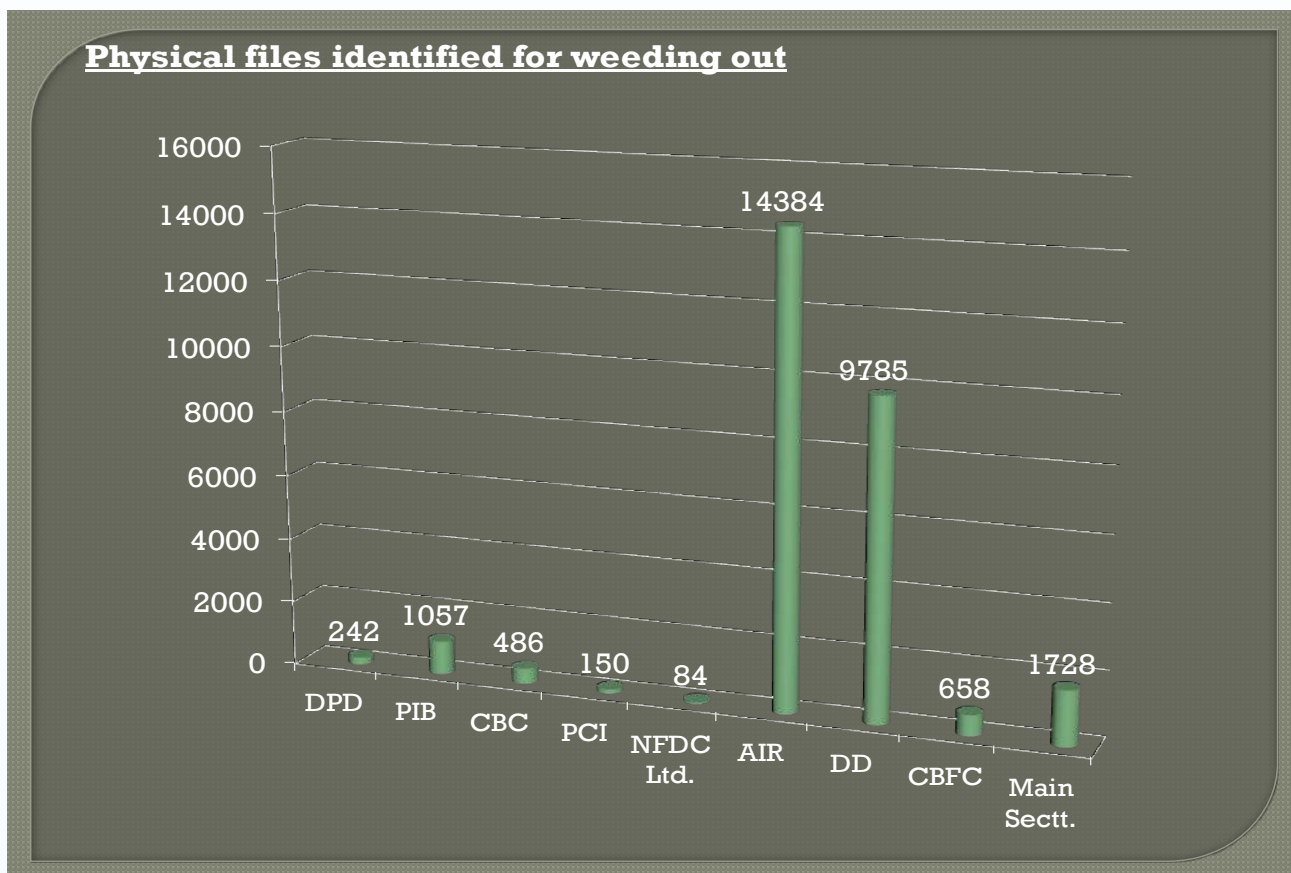
Physical Files reviewed

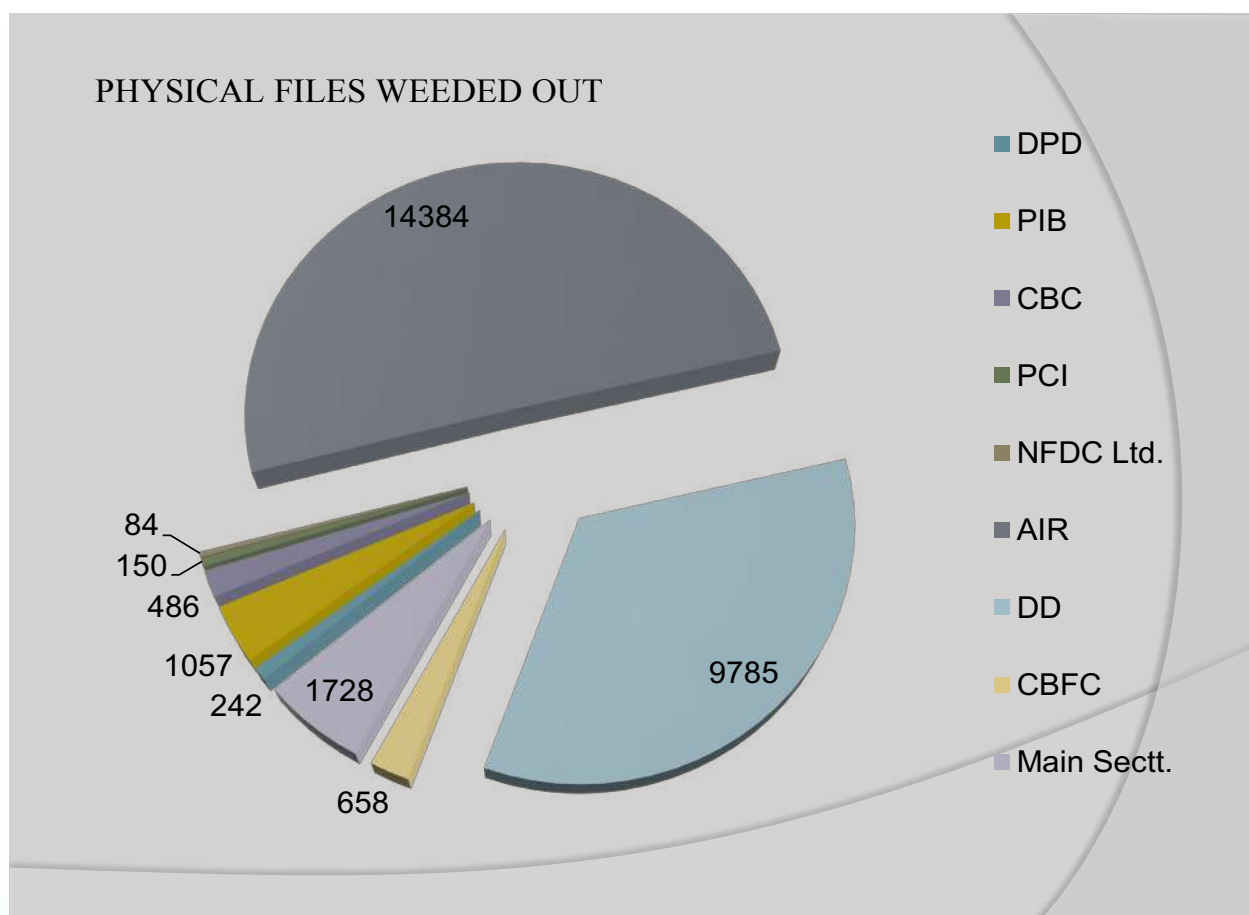


The numbers of physical files weeded out by the offices of the Ministry is given in the below Table.

Table 6.2
Physical files weeded out

Sl. no	Office/Media Units	Files (in numbers)
1.	Publications Division	242
2.	Press Information Bureau	1057
3.	Central Bureau of Communication	486
4.	Press Council of India	150
5.	National Film Development Corporation Limited	84
6.	All India Radio	14384
7.	Doordarshan	9785
8.	Central Board of Film Certification	658
9.	Main Secretariat	1728
Total		28574



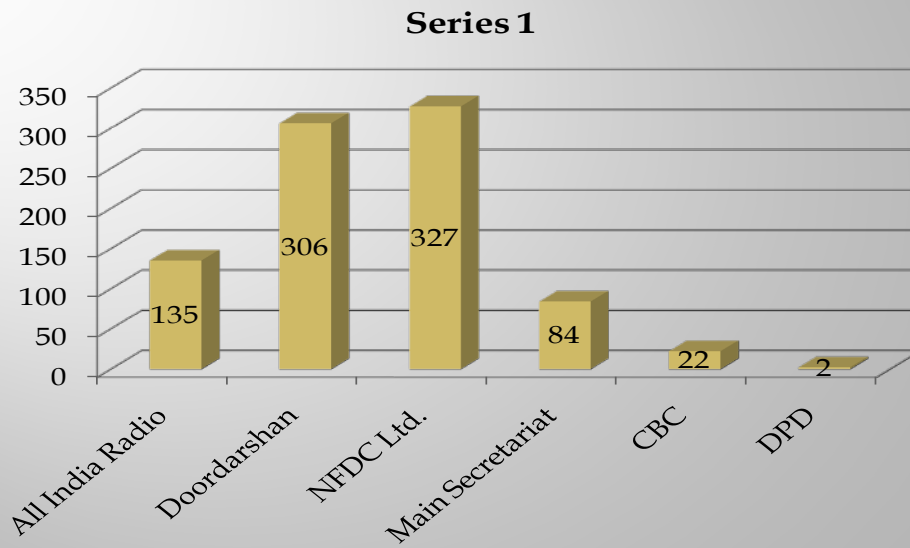


The number of E-files closed by different offices of the Ministry are given in the table below.

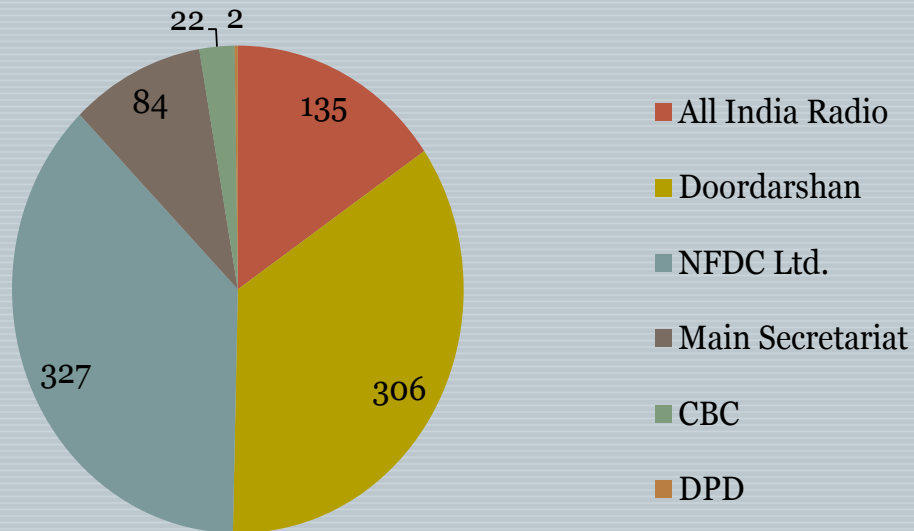
Table 6.3
Number of E-files closed

Sl. no	Name of the Offices/Media Units	E-files closed (in numbers)
1.	All India Radio	135
2.	Doordarshan	306
3.	NFDC Ltd.	327
4.	Main Secretariat	84
5.	CBC	22
6.	DPD	2
	Total	876

E-Files closed



E-Files closed during the Campaign



Chapter 7

Disposal of Pending References

The Special Campaign 3.0 also focused on ensuring that reply/action on different types of references, grievances, appeals, etc. were expedited and the backlog cases reduced.

The following table reflects the target and achievement during the campaign of different kinds of references, appeals, etc. with respect to the Ministry of Information & Broadcasting.

Table 7.1

Sl. no		Target	Achievement
1.	Parliamentary Assurance	15	7
2.	References from MPs	21	22
3.	Public Grievances	296	363
4.	Public Grievance Appeals	61	84
5.	PMO References	2	2

Chapter 8

Field visits and Inspections

In order to ensure implementation of planned actions and the success of Special Campaign 3.0, the Secretary, Senior Economic Advisor (Nodal Officer of the Campaign) and other officers of the Ministry visited different Media Units in different parts of the country to inspect the progress made under Special Campaign 3.0.

Some pictures of the field visits are reflected below

Visit of Shri Apurva Chandra, Secretary of Ministry of I&B to AIR, CBC offices, Bengaluru during Special Campaign 3.0



Shri Apurva Chandra, Secretary of Ministry of I&B reviewed the progress on Special Campaign 3.0 with all Media Units of the Ministry at Bengaluru



Shri Apurva Chandra, Secretary of Ministry of I&B administered the Swachhata pledge and reviewed the progress on Special Campaign 3.0 at Delhi



Visit of Smt. Neerja Sekhar, Additional Secretary, to AIR Ahmedabad during the Special Campaign 3.0



Shri Rabindra Kumar Jena, Senior Economic Advisor, visited different offices of the Ministry

AIR Cuttack



SRFTI Kolkata



CBC Kolkata



DDK Bhubaneswar



DDK Kolkata



CCW, Prasar Bharti, Kolkata



Shri Vikram Sahay, Joint Secretary, (P&A) visited offices at Bengaluru and Chennai

AIR Bengaluru



CDPD and DDK Bengaluru



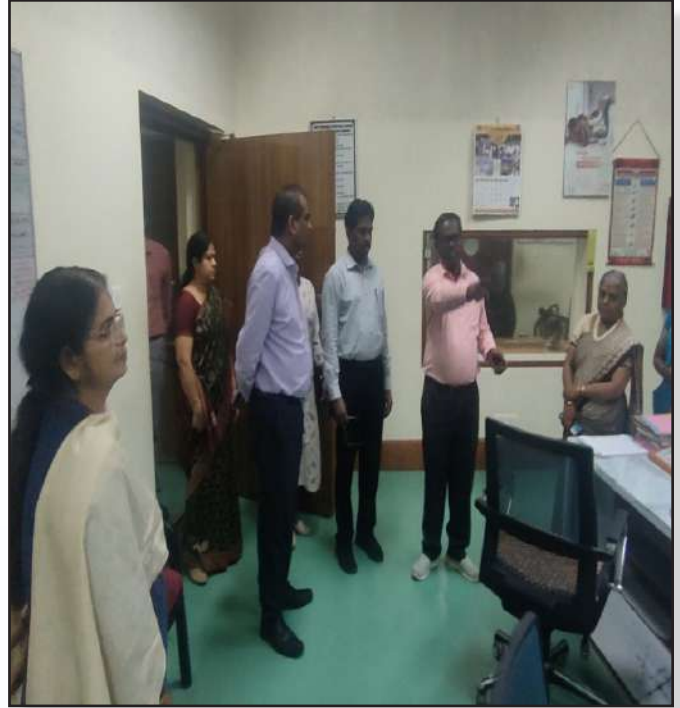
Visit to CBC Bengaluru



PIB & CBC Chennai



DPD Chennai



DDK Chennai



Visit of Shri Sanjeev Shankar, Joint Secretary, to Media Units at Ranchi and Patna

AIR Ranchi



AIR Patna



DDK Patna



Visit of Shri C. Senthil Rajan, Joint Secretary, to different Media Units under the Ministry located in Thiruvananthapuram



Shri Yogesh Kumar Baweja, Director General (PIB) visited Lucknow, Dehradun



Visit of Shri Santosh Kumar, Additional Director General, PIB Delhi to Bhopal/ Raipur



Visit of Smt. Meenu Batra, Director, at different Media Units under this Ministry located in Shimla/Chandigarh



Shri Rajendra Singh, Director, visited DDK, AIR and PIB offices in Agartala , Imphal (Manipur)



Visit of Shri Armstrong Pame, Director (Films) to Guwahati/Shillong



Visit of Shri Magan Lal Meena, Addl. Economic Advisor, to AIR, DDK and PIB in Rajasthan/Gujarat



Shri Ashwani Kumar, Additional Economic Advisor visited Leh/Srinagar



Chapter 9

Brief of the Best practices during Special Campaign

1: Conversion of Store Room to Recreation Centre

During Special Campaign 3.0, Ministry has converted one Store Room of Main Secretariat, situated at the ground floor, Shastri Bhawan into a separate Recreation Centre with Gym and Table Tennis facility.



2: Cleaning of Lake Water Body (SRFTI, Kolkata)

Satyajit Ray Film and Television Institute (SRFTI) Kolkata undertook the comprehensive cleaning of a 60,000 square feet water body within the campus, contributing to the preservation of the underwater ecosystem and fostering the growth of fishes and coconut trees. The rejuvenated lake now serves the dual purpose of pisciculture and coconut cultivation, generating revenue through tendering while maintaining water and tree cleanliness.



3 : Best out of waste initiative (SRFTI, Kolkata)

In the realm of sustainability, SRFTI executed the "Best out of Waste" initiative in three stages. Initially, a group of students identified discarded scrap across the campus to transform into art used for film shooting purposes. Subsequently, the collected scrap underwent processing at shooting locations, metamorphosing into innovative and usable products such as tables, benches, and circus props. Finally, these products found purpose as integral elements of film sets, resulting in a cost saving of 30,000 rupees and offering accessibility to all students.



4: Beautification of Garbage Space (SRFTI, Kolkata)

In an effort to beautify and instill awareness, SRFTI adorned the newly constructed garbage area with paintings, inspiring quotes, and flower plants.



5: Conversion of Scrap Room to Yoga Centre (IIMC, Delhi)

Indian Institute of Mass Communication (IIMC) identified a large room during the Campaign, which had been used as a store room to keep unusable items. The room was energy efficient with well lit natural light. After disposal and cleaning, this room has been converted into a Yoga Room which is benefitting the faculty as well as the students for practicing Yoga.



6. DDK Imphal

One open space freed during Special Campaign 2.0 has been converted into a two wheeler staff parking area.



7. DDK Patna

During the special campaign 3.0 and before DD Kendra, Patna has taken several initiatives which are appreciable and needs to be followed by others. Some of these are mentioned below.

(A) Water conservation centre: In the Doordarshan Kendra, Patna campus, a water conservation centre has been set up to harvest rain water. This has helped in conservation of water and also helped restoration of the underground water table.



(B) Solar panels: Solar panels have been installed at rooftops of the Kendra and one administrative block of the office in the Kendra is being powered by the solar energy.



(C) Compost point: Compost point within the campus has been created where organic waste from the garden (leaves etc.) has been dumped from which manure could be generated over a period of time.



(D) Other initiatives: Other initiatives such as using logs of woods and arranging them in gardens at sitting places, good facilities for women officials such as ladies' rest room, proper space utilisation for parking of vehicles, record management, cluster management, etc.

The Kendra has also taken initiatives in systematic e-waste management and its disposal. Accordingly, it has taken steps to utilise equipments from the offices which have been closed and utilise them at Doordarshan Kendra, Patna. Some waste parts have been used in creating seating and lighting facilities in the garden in the campus.



Garden Face Lifting



Systematic Record Management



(E) Participation in Good Governance Week 2023 (19th to 21st December, 2023) at Bhim Auditorium, Dr Ambedkar International Centre, New Delhi



Chapter 10 Cleanliness : Before and After Pictures

All India Radio (AIR)



AIR Akola





Shillong Cluster (HPT Mawjrong)



AIR Jowai



AIR Shillong



AIR Tura



AIR Bengaluru



AIR Tura (Shillong)



AIR SPT, Bengaluru





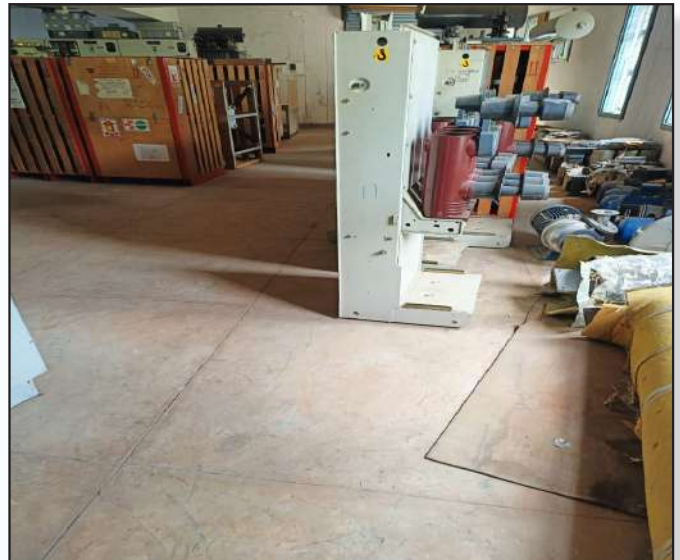
AIR Jowai (Shillong)



AIR Rourkela (Odisha)



AIR Cuttack



SPT, AIR Bengaluru



AIR Cuttack



AIR Sambalpur (Odisha)



AIR Rairangapur (Odisha)





विविध भारती, आकाशवाणी, वडोदरा

“स्वच्छता अभियान 3.0”

दिनांक 27-10-2023 के रोज किया गया श्रमदान

कार्यालय की स्वच्छता हमारी जिम्मेदारी ही नहीं, हमारा कर्तव्य भी है।

BEFORE



AFTER



Listen to Live Streaming of Akashvani, Vadodra



on Newonair Mobile app



BEFORE

AFTER

आकाशवाणी पुणे(FM TR.)
विशेष स्वच्छता अभियान 3.0



विविध भारती, आकाशवाणी, सूत



" स्वच्छता अभियान 3.0 "

दिनांक 02-10-2023 को कर्मचारीगण और उद्घोषक / प्रसारण सहायक द्वारा श्रमदान



आकाशवाणी पुणे(HPT) विशेष स्वच्छता अभियान 3.0



Visakhapatnam

विविध भारती, आकाशवाणी, सूरत

" स्वच्छता अभियान 3.0 "

दिनांक 02-10-2023 को कर्मचारीगण और उद्घोषक / प्रसारण सहायक द्वारा श्रमदान

BEFORE **AFTER**

Listen to Live Streaming of Akashvani, Surat  on Newsonair Mobile app 



Swachhata Hi Seva at Akashvani Visakhapatnam on 05-10-23







Outdoor swachhata campaign at Tenneti Park, Visakhapatnam by AIR



विविध भारती, आकाशवाणी, वडोदरा
“स्वच्छता अभियान 3.0”
दिनांक 12-10-2023 के रोज किया गया श्रमदान

सभी रोगों की एक दवाई, कार्यालय में रखो साफ सफाई

Listen to Live Streaming of Akashvani, Vadodara  on Newonair Mobile app  



Swachhata Hi Seva

15 September - 2 October 2023

Garbage Free India
AKASHVANI SILIGURI STAFF







CBC



CBC Shimla



CBC Thiruvananthapuram



Dham River in Acharya Vinoba Bhave Ashram area, Wardha



Ahmednagar



Nagpur



Nashik



District Dharashiv



Panaji, North Goa



Ashram area, Wardha



Nashik



Chhatrapati Sambhajnagar Caves and Dr. Babasaheb Ambedkar Marathwada University area



Uttar Pradesh



CBFC, MUMBAI



Doordarshan



DDK Kolkata



DDK Kolkata



DDK Bengaluru



DDK Kolkata



DDK Bengaluru



DDK Gangtok





DDK Bengaluru



DDK Agartala



Electronic Media Monitoring Centre (EMMC)



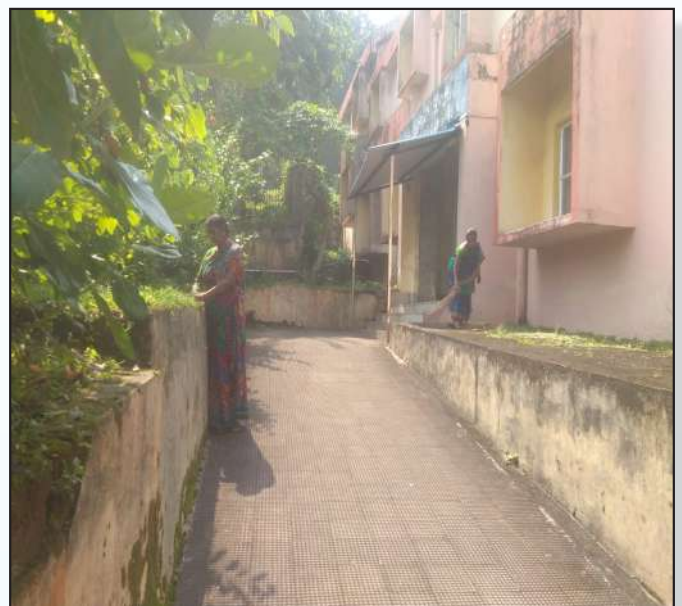


Film and Television Institute of India (FTII, PUNE)



India Institute of Mass Communication (IIMC)









National Film Development Corporation of India (NFDC)



Mumbai



NFDC-NMIC Mumbai



Pune



Chennai



Mumbai



**NFDC-NFAI- Pune
PB SECT (New Delhi)**



Press Council of India (PCI, New Delhi)



Press Information Bureau (PIB)





PIB Thiruvananthapuram



PIB Kochi



PIB Dehradun



PIB Vijayawada

PIB, Ranchi



Before



After

PIB Ranchi



Special Campaign 3.0 Press Information Bureau, Ranchi



Before



After

Press Registrar General of India (PRGI)



Satyajit Ray Film and Television Institute (SRFTI)





Kolkata





Chapter 11

Publicity through different Media

As per the guidelines issued by DARPG, publicity through different media was resorted to amplify the spread and reach and to make the Special Campaign 3.0 a grand success. A total of 1837 tweets and social media posts were posted during the campaign. The following table shows the total number of tweets and social media posts on Special Campaign 3.0 as done by the social media handle of the Media Units.

Table 11

S. No.	Media Units	Number of tweets and social media posts
1.	Publications Division	16
2.	Press Information Bureau	102
3.	Central Bureau of Communication	222
4.	Press Council of India	5
5.	Satyajit Ray Film and Television Institute	32
6.	Film and Television Institute of India	12
7.	Broadcast Engineering Consultants (India) Limited	3
8.	National Film Development Corporation Limited	4
9.	Prasar Bharti Secretariat	2
10.	All India Radio	918
11.	Doordarshan	332
12.	Indian Institute of Mass Communication	102
13.	New Media Wing	81
14.	Main Secretariat	6
Total		1837

PUBLICITY ON VARIOUS SOCIAL MEDIA PLATFORMS

ALL INDIA RADIO (AIR)

Aakashvani Surat
@AIRVBSURAT

"स्वच्छता अभियान 3.0"
दिनांक 02-10-2023 को कर्मचारीगण और उद्योषक / प्रसारण सहायक द्वारा श्रमदान
#SwachhBharat #SwachhataHiSeva #GarbageFreeIndia #SHS2023
@PMOIndia @MIB_India @MIB_Hindi @prasarbharati @airnewsalerts
@AIRNewHindi

5:08 PM · Oct 2, 2023 · 63 Views

1 Like

Aakashvani Dibrugarh
@air_dibrugarh

The effort to clean the environment continues @air_dibrugarh, Staff members of Akashvani Dibrugarh carried out an intensive cleanliness drive in and around its campus, @prasarbharati @AkashvaniAIR @ianuragthakur @Murugan_MoS @apurvalAS @mib_india #SpecialCampaign3 #dibrugarh

8:38 AM · Oct 5, 2023 · 87 Views

3 Reposts 5 Likes

AKASHVANI BENGALURU
@AKASHVANIBLR1

SpecialCampaign3#@mib_india Swachchta Hi Seva activities at FM Transmitter, Akashvani Bengaluru on 05.10.2023
@ianuragthakur @apurvalAS @Murugan_MoS @PIE_India

#Swachchata
#SpecialCampaign3.0
#SHS2023 #GarbageFreeIndia
#SwachhBharat #SBMG

5:49 PM · Oct 5, 2023 · 38 Views

AKASHVANI RAJKOT
@AIRRajkot

#SpecialCampaign3
Cleaning of store room & Disposal of old files of various offices of @AIRRajkot cluster
October 2023 swachchata month
#SwachhataHiSeva #clean_india_green_india

@ianuragthakur @Murugan_MoS @apurvalAS @MIB_India @swachhbharat #SpecialCampaign3

Akashvani Ahmedabad and 4 others

8:00 PM · Oct 9, 2023 · 31 Views

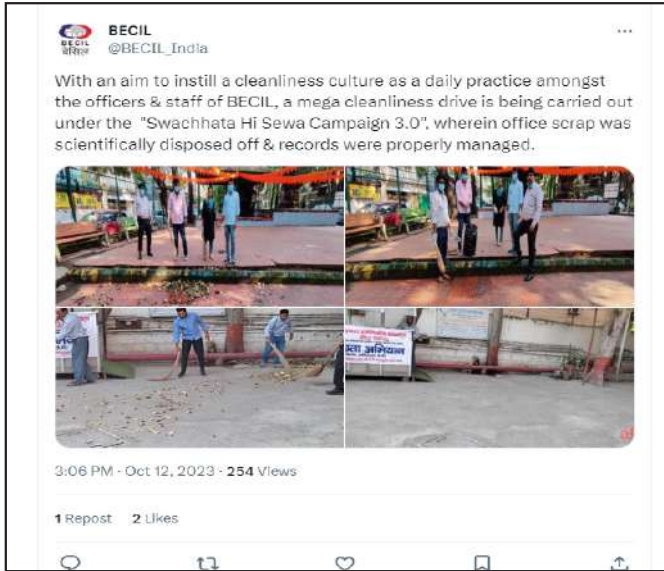
Aakashvani Cuttack (ଆକାଶବାଣୀ କଟକ)
@AIRCuttack

Swachhata Campaign at Akashvani Soro on dated 14 October 2023 under Cuttack Cluster.

5:01 PM · Oct 14, 2023 · 43 Views

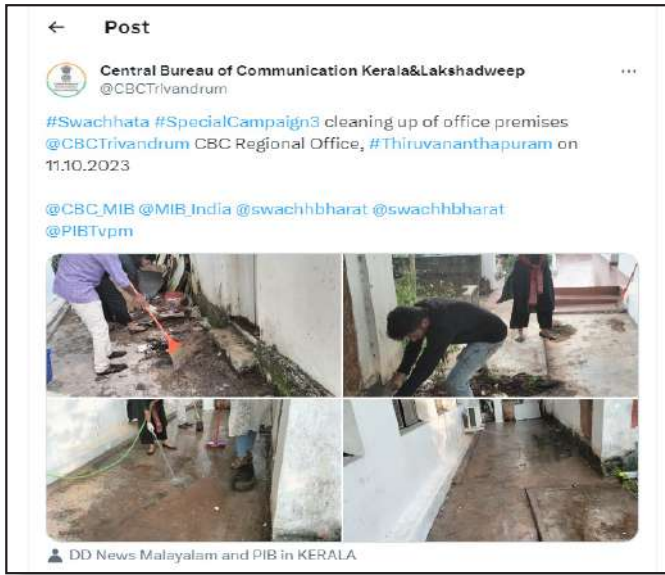
1 Like

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)



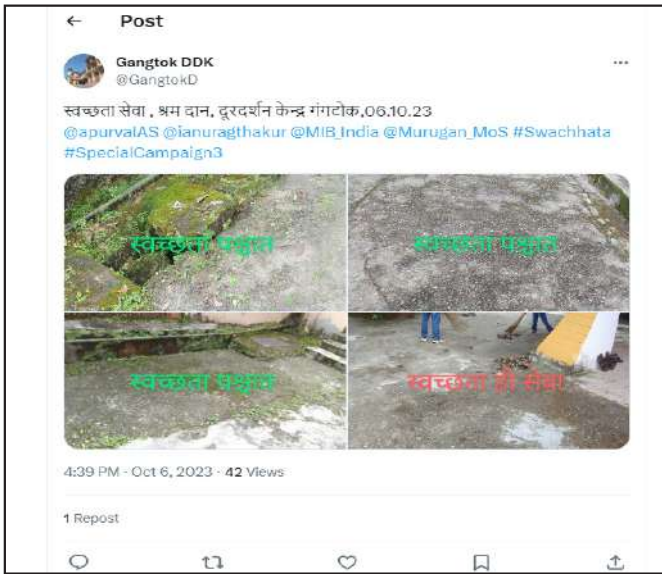
CENTRAL BUREAU OF COMMUNICATION (CBC)





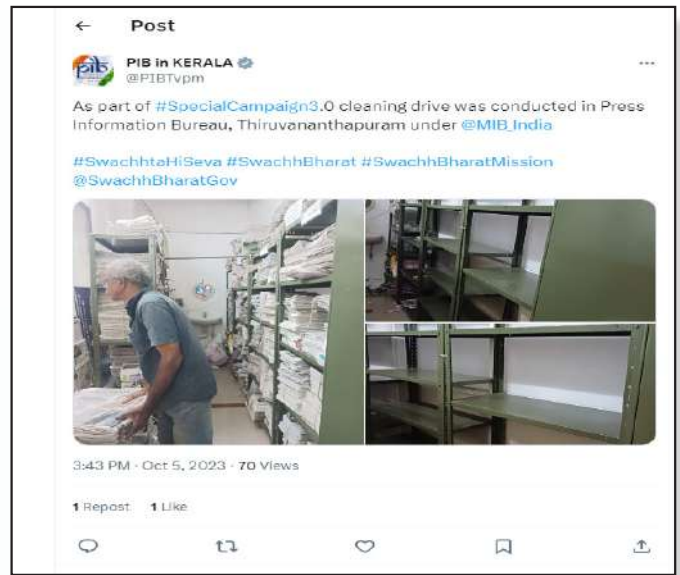
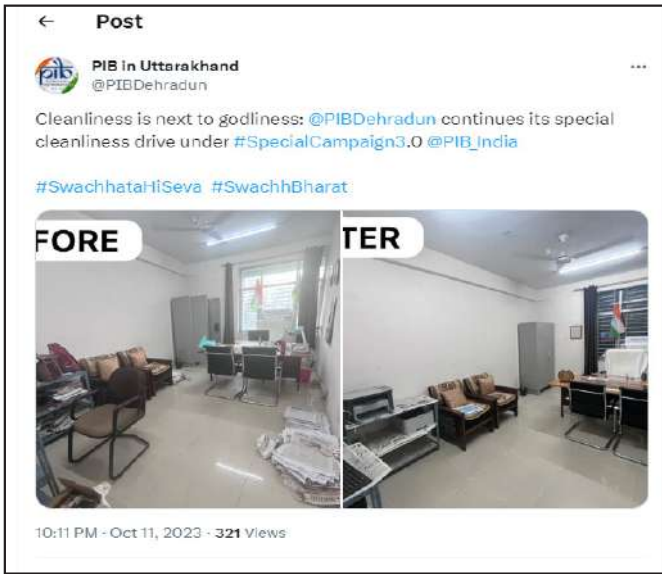
DOORDARSHAN



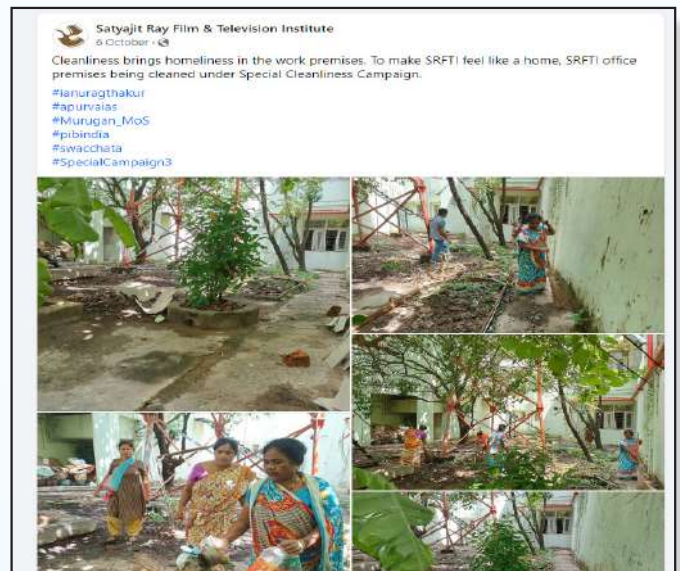
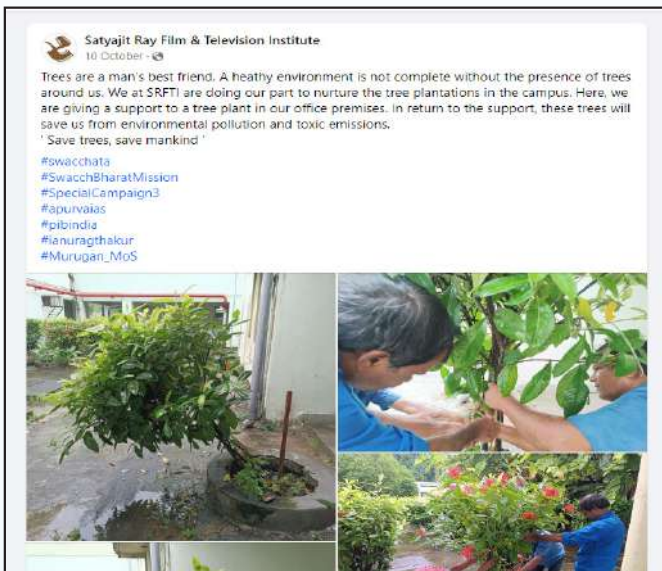


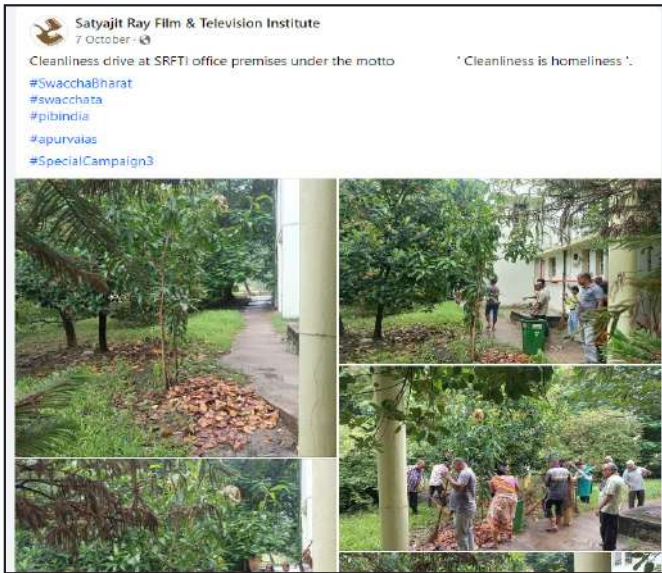
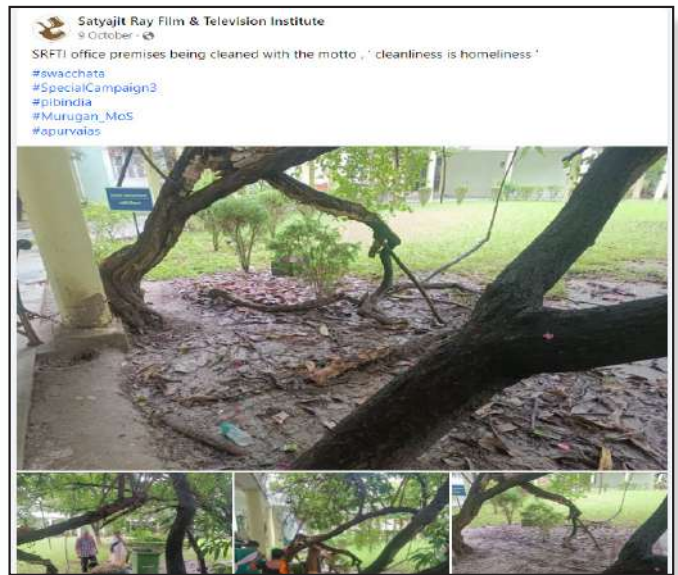
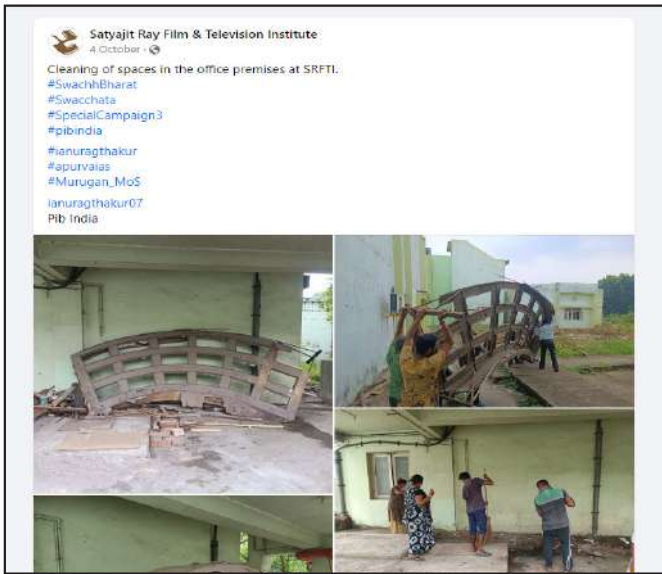
PRESS INFORMATION BUREAU (PIB)





SATYAJIT RAY FILM & TELEVISION INSTITUTE (SRFTI)





MAIN SECRETARIAT



Ministry of Information & Broadcasting

75 Azadi Ka Amrit Mahotsav **G20 INDIA 2023**

Special Campaign 3.0 is progressing smoothly in Ministry of Information & Broadcasting to meet the targets.

Posted On: 19 OCT 2023 4:50PM by PIB Delhi

The Special Campaign 3.0 is progressing smoothly in Ministry of Information & Broadcasting and its subordinate / attached offices located in various parts of the country. So far 366 outdoor campaigns have been conducted and 592 spots have been cleaned. 5095 kilograms of scrap has been disposed off. 13541 physical files have been reviewed, 941 e-files have been identified for closing, 13 pending references from MPs have been disposed off including other activities. The targets of pending Grievances and appeals for the Campaign period have already been disposed of.

The Ministry is actively using social media and others platforms for publicity of the efforts in the campaign. More than 300 Tweets have been posted re-posted till 2nd Week of the campaign through the official social media handle of the Ministry including through other mediums to promote awareness and spread the message of Swachhata.

Sample pictures of spots cleaned (Before & After) and Social media posts are below:-

Before

After

Ministry of Information & Broadcasting

75 Azadi Ka Amrit Mahotsav **G20 INDIA 2023**

Special Campaign 3.0 in full swing in Ministry of Information & Broadcasting

Over 900 spots identified across country for cleaning

644 outdoor campaigns to be conducted to create awareness on Swachhata including disposal of scraps

Posted On: 05 OCT 2023 5:30PM by PIB Delhi

Ministry of Information & Broadcasting has started the Special Campaign 3.0 on Swachhata in Main Secretariat and its Subordinate/Attached Offices, located in various parts of the country, during the preparatory phase from 15th of September, 2023 targets were finalized under various parameters as per the guidelines of DARPG to be taken up during the campaign period. Main phase of campaign started from 2nd Oct, 2023 and will continue up to 31st Oct, 2023. During the Campaign, focus is given to clean the spots and create awareness among masses about Swachhata and follow the best practices in its offices.

Some pictures of spots identified for cleaning

Secretary, Shri Apurva Chandra reviewed the progress and the mechanism to implement and monitor regularly. It has also been decided to depute a team of officers to the field during the Campaign to guide and oversee the implementation including Space Utilization vacated during the Special Campaign 2.0.

Ministry of Information & Broadcasting

75 Azadi Ka Amrit Mahotsav **G20 INDIA 2023**

Ministry of Information and Broadcasting successfully completes Special Campaign 3.0 on Swachhata and disposal of pendency.

2 Lakhs Kg of Scraps disposed of, revenue of Rs. 3.62 Crore generated

Over 1000 outdoor campaigns conducted, more than 1900 spots identified and cleaned.

Complete target of disposal of Public Grievances and Public Grievance Appeals achieved.

Posted On: 14 NOV 2023 11:47AM by PIB Delhi

Inspired by the vision and mission of Prime Minister Shri Narendra Modi to revolutionize Swachhata and minimize pendency in Government, Ministry of Information & Broadcasting along with its Field Offices participated in Special Campaign 3.0 from 2nd October to 31st October 2023 with focus on adoption of Best practices for maintaining Swachhata, disposal of pendency, better space management and creating awareness through different methods of communication.

A total of 1011 Outdoor campaigns were conducted, 1972 spots identified and cleaned, 2.01, 736 Kg of Scraps disposed off, revenue of Rs. 3.62 Crore earned and space of 29000 Sq Ft has been freed. 49504 files retrieved, out of which 24,274 files were closed and rest 25230 were also closed. Social media posts of 1337 were published nationwide during Special Campaign 3.0. The Ministry has achieved 100% scrap or disposing Public Grievances, Public Grievance Appeals, and has disposed 20 MP references, 2 1500 references and 7 Parliamentary Questions. Daily progress was monitored by a dedicated team and uploaded on the SCDSIS portal hosted by Department of Administrative Reform and Public Interactions. Statutory of Best practices were adopted by the Ministry during the Campaign. Some of the important best practices are:

1. Conversion of Store Room to Recreation Centre.
2. Clearing of Solid Waste Dump.
3. Use out of waste Initiatives.
4. Rejuvenation of Existing Space.
5. Conversion of Existing Room to Yoga Centre.

Secretary of the Ministry and Senior Officers visited different field offices to review the progress of Swachhata Campaign and Space utilization freed during the previous Campaign.

Best Practice: Conversion of Store Room to Recreation Centre

During Special Campaign 3.0, Ministry has converted one Store Room of Main Secretariat, situated at the ground floor, Shastri Bhawan into a separate Recreation Centre with gym and table tennis facility.

Best Practice: Clearing of Solid Waste Dump

Scraps Kg bins and television fridges (SDFs) & collectable for the comprehensive clearing of a 40,000 square feet water body, within the campus, contributing to the

← Post

Ministry of Information and Broadcasting @MIB_India

Secretary, I&B Ministry, Apurva Chandra reviewed the progress on Special Campaign 3.0 In the Ministry.

On the occasion, the targets finalized under various parameters as per the guidelines of @DARPG_GoI were discussed and the mechanism to implement and monitor the progress regularly was reviewed.

He instructed the team of officers to visit different field offices during the campaign to guide and oversee the implementation including space utilization vacated during Special Campaign 2.0.

#SwachhtaPledge was also administered by Shri Chandra to all the officers during the meeting.

#SpecialCampaign3 @PMOIndia @swachhbharat @SwachhBharatGov

PMO India and 9 others

