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Tel No. 011-23734157 Fax 011-23718288  
E-mail:



भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

BSNL CO/Admn-III-Pt/Misc./2021

Dtd 18 Sep., 2023

To

The All CGMs,  
BSNL.

Subject: Guidelines for Special campaign 3.0 for Swachhata -regarding.

Ref.: 1) Letter no 16-52/2023-O&M dtd 12.09.2023 from Under Secretary ( C & A), DOT  
2) DO Letter No. 1/50/3/2021-Cab.(Vol.II) dated 25.08.2023 from Cabinet Secretary, Govt. of India  
3) Letter no Q-15/08/2023-O&M-DARPG(e. No.8181) dtd 01.09.2023, of Secretary, Ministry of  
Personnel, Public Grievances & Pensions, Department of Administrative Reforms and Public  
Grievances, Govt. of India.


Please find enclosed herewith Letter no. 16-52/2023-O&M dtd 12<sup>th</sup> Sep., 2023 from Under Secretary (C & A) DOT, along with all enclosures placed under references from 01 to 03 and pertaining to the above mentioned subject.

In this regard, for implementation of the Special Campaign 3.0, minimum number of sites to be identified by each circle is enclosed herewith as Annexure 'A'. It is requested to take necessary action as per the guidelines mentioned in the above mentioned letters(enclosed herewith) placed under references and identify the minimum number of sites of your respective circle as per the annexure that will be covered under this special campaign 3.0 of Swachhata and:

- (i) send a report to this office comprising of names, locations and high resolution pre-cleaned pictures of these sites, to be covered under Special Campaign 3.0 from 02.10.2023 to 31.10.2023, and the details of files, records and other materials to be weeded out or scrapped during the special campaign 3.0.
- (ii) report may be sent to this office on the emails: [agmadmn1@bsnl.co.in](mailto:agmadmn1@bsnl.co.in) & [ss18201@gmail.com](mailto:ss18201@gmail.com) by 05:00 PM on dtd 19.09.2023 for further disposal to DoT.

This is issued with the approval of the Competent Authority.

Enclosures: As above

  
18.9.2023  
(Rajeev Sharma)  
DGM(Admin)

Copy for kind information to:

- 1) PS to CMD, BSNL.
- 2) PS to DIR(HR).

## ANNEXURE

## Allocation of Sites to be cleaned during Special Campaign 3.0 of Swachhta

Sr. No.	Name of the Circle	No. of Sites of BSNL to be cleaned	Period of conduction of the Special Campaign 3.0 of Swachhta and cleaning
1	Andaman & Nicobar	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
2	Andhra Pradesh	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
3	Assam	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
4	Bihar	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
5	Chatisgarh	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
6	Gujarat	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
7	Haryana	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
8	Himachal Pradesh	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
9	Jammu & Kashmir	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
10	Jharkhand	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
11	Karnataka	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
12	Kerala	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
13	Madhya Pradesh	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
14	Maharashtra	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
15	North East-I	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
16	North East-II	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
17	Orissa	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
18	Punjab	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
19	Rajasthan	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
20	Sikkim	5	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
21	Tamilnadu	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
22	Telangana	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
23	UP(East)	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
24	UP(West)	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
25	Uttrakhand	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
26	West Bengal	15	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
27	Kolkatta TD	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
28	Chennai TD	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
29	CN Tx-East	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
30	CN Tx-South	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
31	CN Tx-West	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
32	CN Tx-North	10	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
33	CN Tx-NER	5	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
34	ALTTC	5	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
35	ITPC	5	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
36	QA & Inspection Circle	5	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023
37	NCNGN	5	2 <sup>nd</sup> October to 31 <sup>st</sup> October, 2023

27/12  
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313/c  
**Time Bound**

No.16-52/2023-O&M  
Government of India  
Ministry of Communications  
Department of Telecommunications

Room No. 514, Sanchar Bhavan  
20, Ashoka Road, New Delhi-110001  
Dated the 12<sup>th</sup> September, 2023

To,

1. CMD BSNL
2. CMD MTNL
3. CMD TCIL
4. CMD ITI Ltd.
5. CMD BBNL

**Subject: Special Campaign 3.0 from 2<sup>nd</sup> October to 31<sup>st</sup> October, 2023.**

Sir,

I am directed to say that Special Campaign 3.0 is being organized on pan India basis by Central Ministries/Departments as per the instruction by Cabinet Secretariat vide his D.O. letter No. 1/50/3/2021-Cab. (Vol.II) dated 25.08.2023 (copy enclosed). Secretary, DARPG has issued guidelines on 01.09.2023 (copy enclosed). The Special Campaign is to run from 02.10.2023 to 31.10.2023. The Special Campaign is preceded by preparatory phase from 14.09.2023 to 30.09.2023.

2. The Special Campaign will involve inter-alia identification of sites for cleanliness drive, Record Management and scrap disposal including those of CPSEs. It is requested to identify as many campaign sites as possible for cleanliness campaign and share their location details with the Department. These campaign sites may be Corporate Office, Regional Offices, Manufacturing Units, Circle Offices, Telecom District Offices, Sub-Divisional Offices, Telecom Exchanges etc. as the case may be.

3. High resolution photos of the sites during the preparatory phase as well as during the campaign phase may be taken and shared with the Department for uploading into the portal maintained by DARPG for this purpose.

4. In addition, for identified campaign sites, scrap and other redundant items may be identified and action may be taken for their disposal during the campaign.

5. In view of the above, it is requested that a Nodal Officer may be appointed at the Corporate Office and Nodal Officers for the campaign sites. The Nodal Officers at the campaign sites are to share photos of the campaign sites with the Nodal officer at Corporate Office who in turn are to share the same with the Department. It is requested to share such photos (initially identified sites prior to their cleaning) through email to [prince.tomar@nic.in](mailto:prince.tomar@nic.in) / [anoop.kr@nic.in](mailto:anoop.kr@nic.in) .

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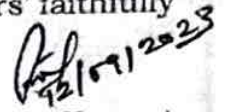
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5. It is requested that in the first phase, the requisite information w.r.t. to campaign sites and files identified during the preparatory phase may be sent to O&M Section, DoT HQ by A.N. of **29.09.2023** / latest by F.N. of **30.09.2023** for collation and subsequent uploading into SCDPM Portal through the above stated emails.

Encl.: As above.

Yours' faithfully

 21/09/2023

(Anoop Kumar)

Under Secretary (C&A)

Tele: 23036213

Copy to: DG(T)/CGCA



राजीव गौबा  
Rajiv Gauba



सत्यमेव जयते



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Annexure  
मंत्रिमंडल सचिव  
भारत सरकार  
CABINET SECRETARY  
GOVERNMENT OF INDIA

D.O. No. 1/50/3/2021-Cab. (Vol.II)

August 25, 2023

Dear Secretary,

As you are aware, a Special Campaign was organized from 2<sup>nd</sup> October to 31<sup>st</sup> October in the years 2021 & 2022 in all Ministries/ Departments and their attached/ subordinate offices for disposal of Pending Matters. Successful implementation of the Special Campaign was possible as a result of vigorous efforts by all Ministries/ Departments.

2 It was decided last year that the exercise of reducing pendency should be undertaken on continuous basis and the Ministries may set apart some time on a fixed day every week for this purpose. Accordingly, DARPG had issued detailed instructions on 3<sup>rd</sup> January, 2023.

3. In continuation of previous years' efforts, Special Campaign will be undertaken this year from 2<sup>nd</sup> October, 2023 to 31<sup>st</sup> October, 2023. During the campaign, special attention may be given to field/ outstation offices responsible for service delivery or having public interface, in addition to the Ministries/ Departments and their attached / subordinate offices. DARPG would continue to be the nodal Department for monitoring and implementation of the campaign and would issue detailed guidelines for the ensuing Campaign separately.

4. Like last two years, your personal involvement and leadership would be critical for success of the Campaign. Appropriate instructions may be issued to all the Offices/ Organizations under your Ministry/ Department to implement the Special Campaign in 2023 in a befitting manner.

with regards

Yours sincerely,

(Rajiv Gauba)

To

All Secretaries to the Government of India

31/0/23

F.No. No. Q-15/08/2023-O&M-DARPG(e.No.8181)  
Government of India  
Ministry of Personnel, Public Grievances & Pensions  
Department of Administrative Reforms and Public Grievances

Sardar Patel Bhawan, New Delhi

Dated: 1<sup>st</sup> September, 2023

**Office Memorandum**

**Subject: - Special Campaign 3.0 for institutionalizing Swachhata and minimizing pendency in Government offices - 2<sup>nd</sup> October, 2023 to 31<sup>st</sup> October, 2023-regarding.**

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The Government will organize Special Campaign 3.0 for improving Swachhata and disposal of pending references from 2nd October - 31st October, 2023, on the lines of the Special Campaigns held in 2021 and 2022 on the same theme. The Special Campaign in 2022 was conducted in over one lakh government offices in entire length and breadth of the country. These offices have collectively cleared about 89.8 lakh square feet of space and put them into productive usages. A revenue of Rs. 370.83 crores earned from scrap disposal, 64.92 lakh files were reviewed, 4.56 lakh Public Grievances Redressed, 8998 MP's references replied.

2. The success of Special Campaign 2.0 has encouraged the government to plan a bigger campaign this year. All offices of Ministries/Departments of Government of India shall participate in the campaign. In this regard, Cabinet Secretary has vide D.O. letter No. 1/50/3/2021-Cab.(Vol.II) dated 25<sup>th</sup> August, 2023 addressed all Secretaries to the Government of India (Annexure). The Department of Administrative Reforms and Public Grievances (DARPG) will be the nodal Department for coordinating and steering the campaign across the country. The following guidelines have been formulated by DARPG for smooth conduct of Special Campaign 3.0.

**Guidelines for Special Campaign 3.0**

3. The Special Campaign will be organized in two phases – Preparatory Phase from 15<sup>th</sup> September, 2023 to 30<sup>th</sup> September, 2023 and implementation phase from 2<sup>nd</sup> October, 2023 to 31<sup>st</sup> October, 2023.

4. The Special Campaign 2023 envisages saturation of Swachhata in all offices of all Ministries/Departments. The Special Campaign aims at improving overall cleanliness of Government offices and enhancing public experience of common public with Government



709/c

offices. Therefore, special attention shall be given to field / outstation offices responsible for service delivery or having public interface, in addition to the Ministries/Departments and their attached / subordinate offices. The broad guidelines for both the phases are as follows: -

### **Preparatory Phase of the Special Campaign 15-30 September 2023**

5. The Special Campaign will be preceded by preparatory Phase from 15<sup>th</sup> September, 2023 to 30<sup>th</sup> September, 2023. During this phase, Ministries/ Departments are supposed to do the following activities:

- (i) mobilize the offices/ officers and ground functionaries for the Campaign
- (ii) appoint nodal officers in each of their campaign offices
- (iii) arrange training for the nodal officers about their role in the Campaign
- (iv) identify pending references
- (v) identify campaign sites for cleanliness
- (vi) assess the volume of redundant materials to be disposed and finalise the procedures for their disposal.

### **Parameters for the Special campaign**

6. Campaign will focus on liquidating pendency in the MP's References, References from the State Governments, Inter-Ministerial References, Parliamentary Assurances, PMO references, Public grievances and PG Appeals.

7. Besides the above parameters, Ministries shall also review the existing rules and procedures during the Special Campaign aiming at reducing compliance burden and promoting ease of living to the citizens. The campaign may also be utilized for adherence of record management systems as contained in Central Secretariat Manual of Office Procedure, GFR and Public Record Act 1993.

8. Overall cleanliness of government offices with special focus on space management and enhancing work place experience of field offices shall be undertaken. Accordingly, the information on the following parameters may be collected during the preparatory phase. The information collected so will become target for liquidation/implementation during the campaign phase:

- Identification of Cleanliness Campaign sites
- Planning for Space management and beautification of offices
- Identifying Scrap and redundant items and their disposal procedure as per GFR

308/C

- Identifying number of pending References from MP's
- Identifying Pending references from the State Governments
- Identifying Pending Inter-Ministerial References (Cabinet Note)
- Identifying Parliamentary Assurances pending for more than 3 months
- Identifying Pending PMO references
- Number of Rules/Processes identified for simplification
- Identifying Pending Public grievances and Appeals (CPGRAMS as well as grievances received from other sources)
- Record Management- Review of files/ recording and weeding of files / closing of e-files

**Appointing Nodal Officers and roles and responsibility of nodal officers**

9. Each Ministry/Department shall designate a Nodal officer for the Special Campaign (not below the rank of Joint secretary). The Nodal officers will coordinate the campaign in their Ministry/Department and also Attached/Subordinate/field/outstation Offices, Autonomous Bodies and PSUs under their Ministry. He/ She will collect information on daily basis and arrange to feed the information into the central monitoring portal designed by DARPG.

10. The nodal officers will formulate a comprehensive planning for cleanliness, space management and beautification of their offices. He/ she will ensure documentation of all activities in pre and post campaign scenario. They will ensure high resolution pictures and videos of the Campaign sites before start of Campaign and after completion of activities for documentation purposes. Therefore, a suitable planning for pre and post scenario filming and pictures shall be done in consultation with their internal media unit. Efforts shall be made to capture feedback of beneficiary / common public on these efforts in pictures and videos.

11. While campaign shall be conducted on all identified locations, however, some sites having maximum possible impact shall be identified for focused attention which may be showcased later as top highlights of the campaign. Nodal officers will also draw the communication and outreach plan of the campaign in consultation with DARPG.

12. Accordingly, the Ministries are requested to identify the field units/ outstation offices where Swachhata campaign would be conducted and share the list of those offices with the DARPG in advance. If needed DARPG would also organise third party visits to those offices during the campaign from 2<sup>nd</sup>- 31<sup>st</sup> October, 2023.





207/2

13. The nodal officers of the Ministry/ Department will collate the information from the field nodal officers and feed them into the central monitoring portal maintained by DARPG.

**Monitoring through a dedicated Portal**

14. As mentioned above, the progress of the campaign will be monitored through the SCDPM portal at <https://scdpm.nic.in>. The portal can be accessed through login credentials of nodal officers. DARPG will organise a training session for all nodal officers on the portal in the first week of September 2023.

**Main phase of the Special Campaign 2<sup>nd</sup> -31<sup>st</sup> October 2023**

15. Main phase will be action phase when all out efforts shall be made to achieve the targets identified in preparatory phase and information shall be provided on the monitoring portal on daily basis. The Special Campaign should also be used to improve records management, categorisation, recording, review and weeding out of physical records, as per extant guidelines contained in the CSMOP, Appendix IX of GFR and Public Record Act, 1993. The best practices evolved during the campaign shall be documented on the portal for further reference.

**Monitoring of Progress**

16. Nodal Officers will review the progress in their office and all offices under their Ministry/ Departments on a daily basis. Secretary of the Department will also regularly review the progress. Officers will be nominated by Ministry/ Department to assess the impact of cleanliness drives, who will make site visits and submit a Report to the Nodal Officer of the Ministry/ Department.

17. Reviews will be conducted by Secretary, DARPG, with the Nodal Officers on a weekly basis during the entire campaign period. A weekly consolidated report will be prepared by DARPG on the progress of the Campaign for submission to the Cabinet Secretariat and PMO.

18. The following designated officers from DARPG will be available for providing any clarification with respect to the special Campaign:

- (i) Joint Secretary, DARPG (Smt. Jaya Dubey, Tel: 011-23360208, e-mail: [jaya.dubey@nic.in](mailto:jaya.dubey@nic.in))
- (ii) Shri Manu Garg, Senior Technical Director, NIC (Mobile: 9868500465, e-mail: [manugarg@nic.in](mailto:manugarg@nic.in)) on technical issues.



206/C

**Communication and Outreach plan:**

19. DARPG will create Hashtag #Special Campaign 3.0. Ministries shall issue tweets/retweets using this hashtag from various social media handles of their Ministry from 15<sup>th</sup> September onwards. The campaign shall be presented through social media, featured articles in newspapers, small features/ documentaries on Doordarshan etc. A film on Special Campaign would also be prepared post campaign for which site visits of Doordarshan crew will be finalised in preparatory phase itself. I&B Ministry will be involved for larger publicity and media plan of the campaign.

**Evaluation Phase: 15<sup>th</sup> November – 30<sup>th</sup> November 2023**

20. A 3<sup>rd</sup> party assessment of the Campaign will be undertaken from 15<sup>th</sup> -30<sup>th</sup> November 2023. The team will assess qualitative impact of the campaign and measures adopted to sustain the achievements of the Campaign.



(V. Srinivas)

Secretary to the Government of India

To

All Secretaries to the Govt. of India.