

Department of Higher Education, Ministry of Education gears up for Special Campaign 4.0

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The Department of Higher Education (DoHE), Ministry of Education, is set to actively participate in Special Campaign 4.0, organized by the Government of India from 2nd October to 31st October 2024. Special Campaign 4.0 aims to promote Swachhata (cleanliness) across all offices, including autonomous organizations, by enhancing the cleanliness of government offices improving the overall workplace environment and reducing pendency matters in offices and Central funded Higher Education Institutions (HEIs).

Secretary, Department of Higher Education, Shri K. Sanjay Murthy has called on all stakeholders to take proactive steps during this period to ensure the success of Special Campaign 4.0 and surpass the achievements of previous campaigns and contribute to a cleaner, more organized, and responsive government.

During Special Campaign 3.0, the Department of Higher Education undertook significant efforts to address pending references and successfully covered around 1,150 campaign sites across the country. Notable achievements during the campaign were as follows:

- **Public Grievance:** The Department resolved 70% of public grievances, with 2017 out of 2889 cases being disposed of.
- **Public Grievance Appeals:** The Department resolved 70% of public grievances in the appeal process, disposing of 591 out of 839 cases.
- **Record Management:** 89% of physical files were reviewed (8071 files out of 9103) and approximately 62% (5707 files) were weed out.
- **Space Optimization:** Reported Space Optimization by HEIs, AICTE and UGC is approximately 3.15 lakh sq. ft., contributing to efficient space management.
- **Revenue Generation:** Reported revenue generation of approximately Rs. 1.70 crore from HEIs, AICTE, and UGC.
- **Vehicle Auction:** Auctioned 17 condemned vehicles at Shastri Bhawan, generating a sale value of Rs. 7.44 lakh.
- **Organic Waste Conversion:** Converted green waste from canteens into compost for garden use and initiated the installation of a waste paper recycling plant.
- **E-Waste Disposal:** 205 refurbished computer systems were donated to 40 MCD schools, with plans to auction approximately 900 obsolete IT equipment items on the GeM portal, estimated to yield around Rs. 6 lakhs.
- **Disposed of 200 tonnes of debris and junk across 24 truckloads.**
- **Going Digital:** Installed Digital Screens for event announcements and message publicity, contributing to a reduction in the use of flexible plastic material for banners and standees.

Special Campaign 4.0 will proceed in two phases: a Preparatory Phase from 16th September to 30th September 2024, followed by the Implementation Phase from 2nd October to 31st October 2024. During the Preparatory Phase, the Department of Higher Education, Centrally Funded HEIs, UGC, AICTE and attached offices under DoHE have been requested to set specific targets, identify pending references, and outline key

areas for cleanliness and space management. Special attention will be given to record management, disposal of outdated materials, e-waste and the beautification of offices. This phase will also involve training sessions on effective record management and best practices for handling VIP references and grievances.

The Implementation Phase will focus on clearing pending matters, including MPs' references, PMO and inter-ministerial communications, public grievances, and Parliamentary assurances. Participating offices will be required to report daily progress. The campaign also aims to promote sustainability and foster greater public engagement through social media, using the hashtag #SpecialCampaign4.0.

The Department of Higher Education is committed to making Special Campaign 4.0 more successful by setting higher goals and expanding its efforts in cleanliness, record management, and reducing pending matters. This year's campaign is aimed at surpassing the milestones of Special Campaign 3.0 by improving the efficiency of offices, enhancing digitalization efforts, and accelerating the disposal of e-waste and outdated records.

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