

F. No. Dir(Hqrs)/Ch(DT)/07(112)/2023
Government of India
Ministry of Finance
Department of Revenue
[Central Board of Direct Taxes]

Room No. 226, North Block
New Delhi, the 09.2023

OFFICE MEMORANDUM

Sub: Special Campaign 3.0 for institutionalizing Swachhata and minimizing pendency in Government offices - 2nd Oct. 2023 to 31st Oct. 2023- reg.

Kindly refer to the OM of Department of Administrative Reforms & Public Grievances, Ministry of Personal Public Grievances and Pensions dated 01.09.2023 regarding the above mentioned subject(copy enclosed).

2. Special Campaign 3.0 for improving Swachhata and disposal of pending references from 2nd October, 2023 to 31st October 2023 is being launched by Govt. of India on the lines of the Special Campaigns held in 2021 and 2022 on the same theme. Special attention shall be given to field/outstation offices responsible for service delivery or having public interface. The Special Campaign will be organized in two phases –
- i) Preparatory Phase from 15th September, 2023 to 30th September, 2023 and
 - ii) Implementation phase from 2nd October, 2023 to 31st October, 2023.

Campaign for Pr. CCA Regions

3. During the Campaign, the following areas require special attention:
- i. Improve overall cleanliness of Government offices & enhance public experience of common public with Government offices
 - ii. Make comprehensive plans for cleanliness, space management, beautification of offices;
 - iii. Liquidate pendency in the Public Grievances and PG Appeals.
 - iv. Redressal of grievances on CPGRAMS and e-Nivaran.
 - v. Record Management including digitization and/or identifying and shifting the record to offsite storage
- 3.1 The CsIT(Admin & TPS) of the respective Pr.CCIT(CCA)regions are requested to
- i) Collate reports from the respective regions on items mentioned in **Annexure-1** during preparatory phase.
 - ii) Capture High resolution pictures of the Cleanliness Campaign Sites BOTH- before start of Campaign in preparatory phase and after the Campaign in the implementation phase.
 - iii) Collect these pre-campaign photographs in preparatory phase as per the prescribed specification with details given in Annexure-1.
- It is requested that the reports and photographs of the preparatory phase of the Special Campaign be forwarded by the CsIT(Admin & TPS) to mail ids commcoord-cbdt@nic.in and acitosdhq-cbdt@gov.in by 21stSept. 2023.

- 3.2 CsIT(Admin & TPS) should identify **at least 2 high visibility sites in the Income Tax office for Swachhata campaign in their respective Pr.CCIT region within two days**

of issue of this OM. It may be noted that such high visibility sites may be visited by the Doordarshan team for videography purpose during the preparatory and the campaign phase.

Campaign for CBDT and Directorates

4. In addition to what is mentioned in Para 3 above, the Campaign shall also focus on liquidating pendency in the MP's References, References from the State Government, Inter-Ministerial References (Cabinet Note), Parliamentary Assurances, PMO references, Public Grievances and PG Appeals.

4.1 All divisions of CBDT should review the existing rules and procedures aimed at reducing compliance burden and promoting ease of living to the citizens. The JSs/CsIT of all divisions of CBDT should identify such rules in the preparatory phase which may be simplified during the campaign phase and send a report in the prescribed format of **Annexure-3** to mail ids commcoord-cbdt@nic.in and acitosdhq-cbdt@gov.in by 21st Sept. 2023.


5. Upkeep of Records:

The campaign should be utilized for adherence of record management systems as per extant regulations. Accordingly, it is requested that the information on the parameters specified in **Annexure-2** be collected during the preparatory phase by the respective divisions/directorates. The Pr. DGITs/DGITs/CITs/JSs of the concerned divisions/directorates should follow the instructions given in Para 3 for their offices. It is requested that the reports and photographs of the preparatory phase of the Special Campaign be forwarded by the directorates/divisions of CBDT to mail ids commcoord-cbdt@nic.in and acitosdhq-cbdt@gov.in by 21st Sept. 2023.

6. Pr.CIT(M&TP), CBDT is requested to use DARPG created Hashtag #Special Campaign 3.0 to tweet/retweet during campaign phase to highlight the outcome of Special Campaign 3.0 in Income Tax Department.

7. ADG(PR, P&P) is requested to coordinate with CIT(C&S) for social media outreach during the campaign and development of small features/documentaries on campaign for Doordarshan as envisaged by DARPG.

8. This issues with the prior approval of Chairman, CBDT.


(Vikas Jakhar)
DCIT (OSD) HQ, CBDT
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To:

All Pr.CCsIT

All Pr.DGsIT/DGsIT

All JSs &CsIT in CBDT