

F. No. Dir(Hqrs)/Ch(DT)/07(112)/2022
Government of India
Ministry of Finance
Department of Revenue
Central Board of Direct Taxes

Room No. 226, North Block
New Delhi, 29.08.2024

To,
All Pr. Chief Commissioners of Income Tax
All Pr. Director Generals of Income Tax
All Joint Secretaries/Commissioners of Income Tax, CBDT

Sub: Special Campaign 4.0 for Swachhata in government offices and disposal of pending matters from 2nd October, 2024 to 31st October, 2024- reg

Sir/Madam,

Kindly reference is invited to the above subject.

2. In this regard, please find enclosed OM dated 22.08.2024 received from the Department of Administrative Reforms & Public Grievances, Ministry of Personal Public Grievances and Pensions regarding the upcoming Special Campaign 4.0 for improving Swachhata and disposal of pending references from 2nd October, 2024 to 31st October 2024. This campaign is being launched by Govt. of India on the lines of the Special Campaigns held in 2021, 2022 and 2023 on the same theme. During this campaign, special attention shall be given to field/outstation offices responsible for service delivery or having public interface.

3. As per the above referred OM, the Special Campaign 4.0 will be organized in two phases, which are as follows:

- i. **Preparatory Phase:** 15th September, 2024 to 30th September, 2024
- ii. **Implementation Phase:** 2nd October, 2024 to 31st October, 2024

Subsequently, there will be an Evaluation Phase from 15th November, 2024 to 30th November, 2024

4. NODAL OFFICERS FOR THE SPECIAL CAMPAIGN 4.0

4.1 For the purpose of implementation of Special Campaign 4.0 in the Pr. CCIT (CCA) Regions, CIT (Admin & TPS) of the region shall be the Nodal Officer.

5. ACTIONS TO BE TAKEN DURING PREPARATORY PHASE [15.09.2024 to 30.09.2024]

5.1 During the **preparatory phase** of the Campaign, the following areas require special attention:

- i. Arranging training for Nodal Officers (if required) and mobilizing officers/ ground functionaries for the campaign.
- ii. Identification of Campaign Sites for cleanliness.

- iii. Planning for Space management and beautification of offices.
- iv. Identifying Scrap and redundant items and their disposal procedure as per GFR.
- v. Identifying pending public grievances and appeals (CPGRAMS as well as grievances received from other sources such as E-Nivaran and Paper Grievances).
- vi. Record Management including digitization and/or identifying and shifting the record to offsite storage, closing of e-files, etc.
- vii. Apart from the above, identifying pending references from MPs, references from the State Governments, Inter-Ministerial references (Cabinet Notes), Parliamentary Assurances pending for more than 3 months, PMO references, rules/processes identified for simplification, etc.

5.2 For the preparatory phase, the Nodal Officers are requested to collate the report on the above parameters from their respective regions and forward the same, along with high resolution pictures & videos of the proposed campaign sites identified for cleanliness, record management, beautification, etc. to CIT(C&S), CBDT [commcoord-cbdt@nic.in] and DCIT(OSD)(HQ), CBDT [acitosdhq-cbdt@gov.in] by **23.09.2024** may be sent in the format prescribed in **Annexure 1** by Pr. CCsIT(CCA) and **Annexures 3 & 5** by Divisions of CBDT/Directorates. The information so collected will become the target for the implementation phase of the campaign. There should be suitable planning for pre and post scenario photography and videography.

6. ACTIONS TO BE TAKEN DURING IMPLEMENTATION PHASE [02.10.2024 to 31.10.2024]

6.1 During the **implementation phase** of the campaign, all efforts shall be made to achieve the targets identified during the preparatory phase. Efforts should also be made to obtain the **feedback of these efforts from beneficiaries/common public** in pictures and videos. **The best practices during the campaign may also be identified and reported upon.**

6.2 For this phase, the Nodal Officers are requested to collate reports from their respective regions and forward the same to the Board on a daily basis starting **02.10.2024** may be sent in the format prescribed in **Annexure 2** by Pr. CCsIT(CCA) and **Annexures 4 & 6** by Divisions of CBDT/Directorates.

6.3 A self-assessment form as annexed to the OM dated 22.08.2024 received from the Department of Administrative Reforms & Public Grievances, Ministry of Personal Public Grievances and Pensions, may also be filled up and sent to CIT(C&S), CBDT [commcoord-cbdt@nic.in] and DCIT(OSD)(HQ), CBDT [acitosdhq-cbdt@gov.in] by **03.11.2024** after completion of the campaign.

7. IDENTIFICATION OF HIGH VISIBILITY SITES


7.1 The Nodal Officers are also requested to identify **at least 2 high visibility sites in the Income Tax office for Swachhata campaign by 23.09.2024**. It may be noted that such high visibility sites may be visited by 3rd parties as well as the Doordarshan team for videography purpose during the preparatory and the campaign phase.

8. MEDIA AND COMMUNICATION

With regard to highlighting the outcomes of Special Campaign 4.0 by the Income Tax Department, **Pr. CIT(M&TP), CBDT** is requested to use DARPG created hashtag **#Special Campaign 4.0** to tweet/retweet during campaign phase to highlight the outcome of Special Campaign 4.0 in Income Tax Department. Further, ADG (PR, P&P) is requested to coordinate with CIT(C&S), CBDT for social media outreach during the campaign and development of small features/documentaries on campaign for Doordarshan as envisaged by DARPG.

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

Enclosed: Annexures 1 to 6


(Harish Kumar Tanwar)
DCIT (OSD) HQ, CBDT

Copy to:

1. Pr. CIT (Media & Technical Policy), CBDT
2. ADG (PR, P&P), Directorate of Administration & TPS