

**Government of India
Ministry of Finance
Department of Revenue
Central Board of Direct Taxes**

New Delhi, 16th October, 2024

Press release

CBDT participates in special Campaign 4.0

The Central Board of Direct Taxes (CBDT), in collaboration with the field units of the Income Tax Department, is actively implementing Special Campaign 4.0. This initiative aims at maintaining clean workplaces and surroundings, disposing of scrap, freeing up office spaces, reducing the backlog of public grievances, etc.

The Special Campaign 4.0 began with a preparatory phase from September 15 to September 30, 2024, during which targets for the campaign's implementation were established. The implementation phase started on October 2, 2024, and will run until October 31, 2024. Throughout this phase, the CBDT is closely tracking daily progress to meet the campaign's goals. As part of the monitoring efforts, the Nodal Officer from CBDT has been in regular contact with Nodal Officers from various regions across India.

The first 15 days of the Special Campaign 4.0 has seen enthusiastic participation from the officers and officials of the Department. During this period, various activities undertaken in offices spread across India have resulted in the following :

- Cleanliness campaigns carried out at about 700 sites.
- Weeding out of about 1,00,000 redundant files.
- Disposal of scrap material resulting in earning revenue of more than Rs. 9,80,000/-
- Freeing up space of about 1,00,000 sq. ft.
- Resolution of more than 16,000 public grievances during this period.

Further, Progress of the campaign is being monitored on a daily basis and data is uploaded on the SCPDM portal hosted by DARPG.



Inspection of the records rooms in the Income Tax Department by the Nodal Officer, CBDT

CBDT is also using social media to conduct outreach with public and highlight its efforts under the Swachhata campaigns. More than 300 Tweets have been posted/reposted on X (Formerly known as Twitter) by the official social media handles of the Income Tax Department, regional handles of Principal Chief Commissioner regions and the National Academy of Direct Taxes (NADT), to promote awareness for Swachhata campaigns. The campaign has also been amplified on other social media platforms of the Department.

Some of the best practices regarding the same-

A. Waste to Wealth Initiative –

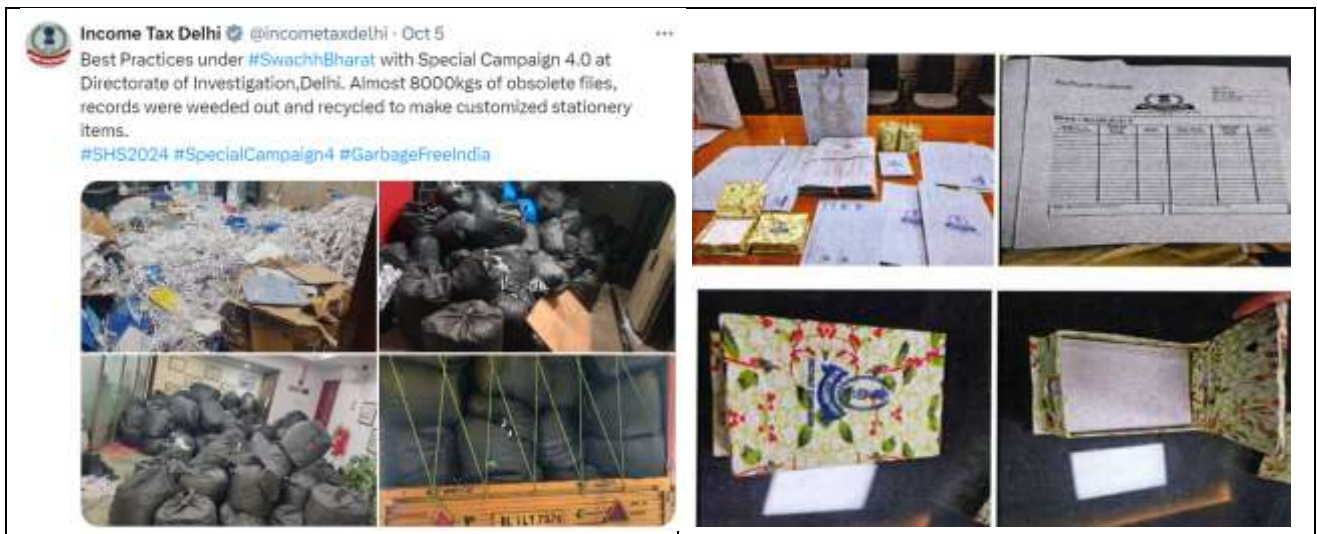
Art work created by recycling of scrap metals and it depicts an aquarium. This art piece is installed for public display at Aayakar Bhawan Dakshin, Kolkata



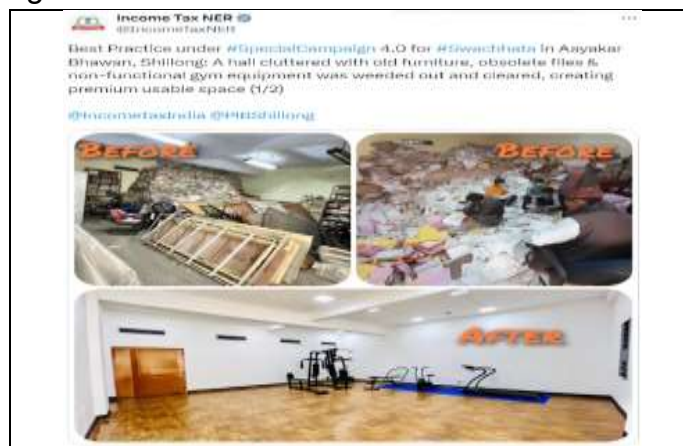
B. Indoor plantation carried out by National Faceless Assessment Center (NaFAC) to manage limited availability of open spaces for plantation.



C. Shredding of over 8000 kg of records and files by Director General of Income Tax (Inv.), Delhi and conversion of the same to recycled products



D. Conversion of a hall full of obsolete files into an office gymnasium by Pr. CCIT, North East Region



A review of the progress of Special Campaign 4.0 was also carried out by Sh. V. Srinivas, Secretary, DARPG on 11.10.2024 in the office of Director General of Income Tax (Investigation), Delhi, wherein he appreciated some initiatives such as reduced use of paper by strict implementation of double side printing; use of refilled cartridges; recycling of shredded records and files into stationery; reuse of digital devices by reformatting, etc. and also suggested dissemination of these best practices across all offices of the Income Tax Department.



The CBDT and its field offices actively participated in the “Swachhta Hi Seva” (SHS) campaign in 2024. Key initiatives included the Swachhata Pledge, a nationwide tree plantation drive, medical camps for Safai Mitras, and cultural activities like nukkad natak to promote cleanliness.



Ek Ped Maa ke Naam plantation drive led by Sh. Agrawal, Chairman CBDT

Clean-up of public places

- a. On Gandhi Jayanti, the Lok Nayak Setu underpass, once neglected and filled with debris, was transformed through the efforts of the Pr. CCIT Delhi’s office under the leadership of Sh. Ravi Agrawal, Chairman, CBDT. Now clean and accessible, it provides a safe passage for pedestrians, especially children on their way to school.

Income Tax Delhi @incometaxdelhi

As a part of #SwachhtaHiSeva2024 Swachh Bharat Divas was organized by Income Tax Department in Delhi today. Chairman CBDT Sh Ravi Agrawal inspected cleanliness drive undertaken by PCCIT Delhi office in and around the Underpass of Lok Setu bridge near ITO.(1/2) #SpecialCampaign4

Income Tax India @IncomeTaxIndia · Oct 3

As part of the #SpecialCampaign4.0 the Lok Nayak Setu underpass in New Delhi has been transformed from a neglected, debris-filled area into a clean, safe path for pedestrians, especially schoolchildren.

This #Swachhata Abhiyan, led by the office of Pr. CCIT Delhi under the [Show more](#)

b. Cleanliness Campaign in Mumbai led by Sh. Prabodh Seth, Member (Admin.), CBDT



CBDT has entered the 3rd week of special campaign 4.0 and is aiming to excel in various areas while innovating and adopting best practices. The momentum of initial phase will continue to be amplified further.

(V. Rajitha)

Commissioner of Income Tax
(Media & Technical Policy) &
Official Spokesperson, CBDT