

**PRESS INFORMATION BUREAU (DEFENCE WING)  
GOVERNMENT OF INDIA**

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**New Delhi, Asvina 25, 1945  
Tuesday, October 17, 2023**

**Swachhta Campaign 3.0 of Department of Defence Production**

**Transforming Workspaces for a Cleaner Tomorrow**

Cleanliness has always been an essential aspect of daily lives, and it extends to the workplaces as well. The Swachhta Campaign 3.0 serves as a significant endeavour to enhance cleanliness all over the country, and all DPSUs and organization of Department of Defence Production(DDP) are participating with full enthusiasm and saturation approach.





The main campaign started from 2nd October, 2023 and will last upto 31st October, 2023. During the campaign, special focus is being given to achieve space enhancement of workplace in offices and create awareness among the masses on Swachhata.

At the end of 2<sup>nd</sup> week of the campaign, Department of Defence Production has achieved following milestones:

- Reviewed 18000 files/records and segregated files for weeding out
- 7 Lakh Sq feet space is freed by disposing scrap/unused items
- 1300 MT of Scrap/unused items disposed
- 19 Cr Revenue earned by Scrap disposal
- 63 Public grievances disposed
- Sessions to improve cyber hygiene organized with participation of DDP offices and DPSUs.

The daily progress is being monitored at Joint Secretary level and a dedicated team of officials is deputed for actively organizing various activities during the campaign and motivating people to participate. Public awareness about the campaign is being made using social media, banners, posters, painting competitions, etc. More than 330 tweets have been posted on X(Formerly known as Twitter) by the DPSUs & DDP tagging to #SpecialCampaign 3.0.

All DPSUs/Attached Offices and their employees are enthusiastically participating in the campaign, and it is in full swing in DDP.

**ABB/GC**

