

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

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Press Release

Special Campaign 3.0 is in full swing to achieve the targets in CBDT

CBDT is conducting the Special Campaign 3.0 on Swachhata in the offices of Income tax Department located in various parts of the country. It started with a preparatory phase from 15th September, 2023 to identify targets to be achieved during the campaign period. The main campaign started from 2nd October, 2023 and will last up to 31st October, 2023. During the campaign, special focus is being given to enhance 'the public experience of the common public with Government offices'.

Under Swachhata Hi Seva Campaign concluded on 2nd October 2023, Chairman, CBDT administered Swachhata pledge to officers/officials of the Income Tax Department to create a clean and garbage free India and Swachhata campaigns were conducted at more than 175 sites across India with community participation. Officers and officials of the CBDT enthusiastically participated in celebrating the campaign as a cleanliness festival. Swachhata Rally, Swachhata Rangoli, Swachhata Plantation and Swachhata Cyclothon were conducted in various offices of the CBDT. The momentum of the Swachhata Hi Seva campaign will be enhanced in the Special Campaign during this month too.



Before



After



Before



After

As envisaged by Department of Administrative Reforms and Public Grievances (DARPG), CBDT is aiming to achieve saturation of Swachhata in all offices. Since the beginning of the preparatory phase of the Special campaign, CBDT has identified around 505 sites across the country for conducting the cleanliness campaign. Further, the targets for weeding out of files, disposal of scrap, resolution of grievances and liquidation of pending references have also been identified. Progress of the campaign is being monitored on a daily basis and data is being uploaded on the SCPDM portal hosted by DARPG.

CBDT is using social media along with the conventional media to conduct outreach with public and highlight its efforts under the Swachhata campaigns. More than 700 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.

The Special Campaign 3.0 is in full swing in CBDT and the Department is aiming to better its performance this year with respect to its achievement in earlier two Special Campaigns.

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