



From Waste to Wealth

Transforming Governance, One Clean Space at a Time

December 24, 2024

“Commendable! By focusing on efficient management and proactive action, this effort (Special Campaign 4.0) has attained great results. It shows how collective efforts can lead to sustainable results, promoting both cleanliness and economic prudence.”

- PM Narendra Modi

Cleanliness and effective waste management are the cornerstones of good governance. These practices not only ensure a healthier living environment but also symbolize administrative efficiency and citizen-centric governance. A suggestion that the cleanliness of a city and effectiveness of its waste management system can be used as a useful proxy indicator of good governance was mentioned at the **2001 UN-HABITAT Global Conference**. In India, cleanliness campaigns have evolved from mere sanitation drives to transformative initiatives, demonstrating how cleanliness and governance intersect to uplift communities and optimize public resources.



A vivid example of this is seen in the **Nubra Valley of Ladakh**. Once cluttered with waste, a government-led initiative under **Special Campaign 4.0** mobilized resources to clean up **12 tons** of garbage and repurpose the area for a concrete road. This effort not only enhanced accessibility for residents but also underscored the transformative power of cleanliness in driving sustainable development.

The **Special Campaign 4.0**, part of an ongoing series since **2021**, epitomizes the government's commitment to institutionalizing cleanliness. Between December 2023 and July 2024, the campaign achieved remarkable outcomes. These achievements showcase the alignment of cleanliness with economic prudence and efficient resource management.

At **Kandla Port in Gujarat**, heaps of old cooling tower scrap were auctioned and cleared, freeing up significant space. This initiative, part of the Special Campaign 4.0, enabled smoother port operations and increased efficiency in handling cargo. The project exemplifies how cleanliness initiatives directly impact economic activities, reinforcing the government's commitment to pragmatic solutions.


DEPARTMENT OF ADMINISTRATIVE REFORMS & PUBLIC GRIEVANCES

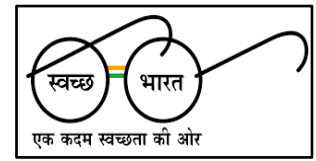
Special Campaign 4.0: India's largest campaign for Institutionalizing Swachhata and Reducing Pendency in Government

Key Milestones Achieved

S No.	Parameter	Outcomes
1.	Swachhata Campaign sites (In lakhs)	5.97
2.	Revenue earned (Rs. In Crore)	650.10
3.	Total revenue earned since 2021 (Rs. in Crore)	2,364
4.	Space freed (lakh sq.ft)	190
5.	Records management files reviewed (Physical files + e-Files) (In lakhs)	45.10
6.	Record management (Physical files weeded out + e-Files closed) (In lakhs)	25.19
7.	Public grievances + Appeals redressed (In lakhs)	5.55

Several flagship programs by the government of India have propelled India toward achieving comprehensive cleanliness goals:

1. **Swachh Bharat Abhiyan (SBA)**: Launched in **2014**, the SBA has transformed urban and rural landscapes through sanitation infrastructure and public awareness campaigns. As on December 24, 2024, **4,75,210** villages have solid and **5,14,102** villages have liquid waste management systems.
2. **Waste to Wealth**: Under this initiative, discarded materials are repurposed into art and utility items. For instance, sculptures of deer crafted from scrap in **Ranchi** exemplify how waste can generate value while promoting sustainability. As on December 24, 2024, over **3 lakh** citizens have been sensitized in waste management and **800+** technologies are evaluated for converting waste into wealth, with 80 already being implemented on ground.



Additionally, focused campaigns like the **Cyber Swachhata Kendra** and eco-friendly practices in workplaces further highlight the integration of cleanliness into governance strategies. The Cyber Swachhata Kendra is a part of the Government of India's **Digital India** initiative under the Ministry of Electronics and Information Technology to create a **secure cyber space** by detecting botnet infections in India and to notify, enable cleaning and securing systems of end users so as to prevent further infections.



Cleanliness and waste disposal are more than hygienic imperatives; **they are governance tools that reflect a nation's priorities**. India's structured campaigns, such as the Swachh Bharat Abhiyan and Special Campaign 4.0, demonstrate how cleanliness fosters societal well-being, economic growth, and administrative efficiency. By embracing these practices, the government not only improves infrastructure but also cultivates a culture of sustainability and accountability—a true testament to good governance in action.

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