

# Ministry of WCD Gears Up for Special Campaign 5.0

Secretary, MWCD, Shri Anil Malik, urges all offices under the Ministry to participate in the campaign with enthusiasm and proactiveness

During Special Campaign 4.0, the Ministry achieved significant milestones; including completion of 33842 cleanliness drives across the country, resulting in 4,17,645 sq. ft. of freed office space

Best practices adopted under Special Campaign 4.0 resulted in sustainable and environmental friendly practices

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The Ministry of Women and Child Development (MWCD), Government of India, is preparing for the forthcoming Special Campaign 5.0, building on the significant achievements of the Special Campaign 4.0. The Ministry is committed to continuing its efforts to enhance efficiency, resolve pending references, and promote cleanliness across its various schemes and initiatives.

## **I. Achievements made by Ministry of Women and Child Development during Special Campaign 4.0 & its continuation (for the period from October, 2024 to August, 2025):**

During the Implementation Phase of Special Campaign 4.0 (2<sup>nd</sup> October-31<sup>st</sup> October, 2024) & its continuation (01<sup>st</sup> November, 2024- 31<sup>st</sup> August, 2025), the Ministry took concerted efforts for disposal of identified pending references. Under this campaign, the Ministry achieved significant milestones, including the completion of **33842 cleanliness drives** across the country, which includes Anganwadi Centres, Child Care Institutions, One Stop Centres, Sakhi Niwas (Working Women Hostels) and Shakti Sadan (Swadhar Grehs), resulting in **4,17,645 sq. ft.** of freed office space. Additionally, a revenue of **₹ 5,86,583/-** was generated through the disposal of scrap materials and e-waste.

In terms of Record Management, the Ministry reviewed **3464 physical files**, weeded out **3418 as per the provision of Record Management**, and reviewed **5485 e-files (100%)**, of which **2771 were closed**.

The Ministry also made best efforts to meet the targets, disposing of **25 out of 47 MP references**, **14 out of 20 Parliament Assurances** and **7 out of 13 State Government references**. Further, the

Ministry effectively resolved **7046 public grievances** and **1099 grievance appeals** during the campaign period.

The following best practices had been adopted under Special Campaign 4.0:

- One Stop Centre and Women HelpLine functionaries in Meghalaya committed to adopt sustainable and environmental friendly practices such as use of energy efficiency light bulbs, reusing the waste papers amongst others.
- One Stop Centre and Women HelpLine functionaries had taken a pledge to realize not only garbage-free surroundings but also clean the society from menace to make women feel safer.
- One Stop Centre, South Garo Hills, Meghalaya organized a Sapling Plantation Drive at the construction site of the OSC office.
- To foster awareness about cleanliness, menstrual hygiene, and personal empowerment, Awareness Program was organised by One Stop Centre at Government Girls Inter College, Pilibhit, Uttar Pradesh
- “*Making the Best out of Waste*” activity was conducted with the children at Child Care Institution, Palaash, Anantnag, thereby encouraging creativity amongst the children to make useful items from recycled materials. Through this activity, they not only learned valuable lessons about recycling and reusing waste materials but also developed their artistic skills and imagination, all while contributing to the cleanliness and beautification of CCI.



Minister of WCD & Secretary(WCD) undertaking cleanliness activities in SPNIWCD, an autonomous organisation of MWCD, during Special Campaign 4.0



Sh. Gyanesh Bharti, Additional Secretary, MWCD inspecting the record room of the Ministry during Special Campaign 4.0.



Union Minister, WCD inaugurating the plantation activities undertaken during Special Campaign 4.0





National Commission for Women, an autonomous body of Ministry of Women and Child Development, organized “Waste to Wonder” competition under Special Campaign 4.0 wherein the participants made artifacts from waste material



Under Special Campaign 4.0, Shakti Sadan in Bengaluru launched a dedicated cleanliness drive, prioritizing hygiene and revitalizing the surroundings



In Chhattisgarh's Children's Home, Special Campaign 4.0 brought a complete cleanup focused on personal hygiene and mosquito control.

## II. Preparatory Phase of Special Campaign 5.0:

During the Preparatory Phase of **Special Campaign 5.0** (15–30 September 2025), Secretary, MWCD, Shri Anil Malik, has urged all offices under the Ministry to participate in the campaign with enthusiasm and proactiveness. Ministry of WCD is actively gearing up to finalize the targets for this phase and will align its activities with the key parameters and goals of the Campaign, ensuring measurable outcomes and a lasting impact.

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