

Department of Sports to participate in Special Campaign 5.0 to enhance cleanliness and resolve pending matters

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The Department of Sports, Ministry of Youth Affairs and Sport, Government of India, continues to set a benchmark in fostering responsible governance and streamlining administrative processes. Following the notable achievements of Special Campaign 4.0, the Department has embarked upon the groundwork for the preparatory phase of Special Campaign 5.0, with a focused commitment to ensuring responsible management and scientific disposal of electronic waste, in strict conformity with the provisions of the E-Waste Management Rules, 2022.

The Department of Sports commenced Special Campaign 4.0 with the spirited launch of the Fit India Swachhata Freedom Run 5.0 on October 2, 2024, at Major Dhyan Chand Stadium, intertwining the themes of fitness and cleanliness in a powerful symbol of national pride. The Department, in collaboration with organizations under it - including the Sports Authority of India (SAI), Lakshmi Bai National Institute of Physical Education (LNIPE), National Sports University (NSU), National Anti-Doping Agency (NADA), and the National Dope Testing Laboratory (NDTL) diligently cleared 15 pending Member of Parliament references, resolved 30 Public Grievances, and fulfilled two Parliamentary Assurances with senior officials actively overseeing the progress at each step.

On the ground, cleanliness drives were carried out across 44 identified sites spanning field offices and headquarters of the organizations under this Department. This concerted effort resulted in the reclamation of 12,000 square feet of space, with many newly available areas repurposed into valuable utility spaces. In addition, scrap disposal during the campaign generated Rs. 1,76,000 in revenue, underscoring a commitment to sustainability and resourcefulness in the pursuit of cleanliness. 24 Tweets were also shared by this Department and Organizations under it across various social media platforms, leveraging hashtags #SpecialCampaign4.0 and #SwachhBharat to amplify the campaign's reach and visibility.

The Department of Sports stands well-prepared to execute Special Campaign 5.0 with utmost effectiveness, aiming to establish higher standards in workplace cleanliness and to achieve the objectives outlined by DARPG.

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