

Ministries/Departments of Government of India Actively Undertaking Preparatory Phase Activities for Special Campaign 5.0

4th Meeting of Nodal Officers held to Review the Progress of Preparatory Phase

Over 957 Tweets and 72 PIB Releases amplify
Special Campaign 5.0 across electronic, print and
social media

Ministries/Departments to Take Campaign to The Last Mile under Saturation Approach

Posted On: 26 SEP 2025 3:46PM by PIB Delhi

The Special Campaign 5.0 launched by the Government, with Department of Administrative Reforms & Public Grievances as the nodal department, has gained significant momentum in its preparatory phase. The Special Campaign 5.0 will enter the implementation phase from 2nd October to 31st October 2025, preceded by Preparatory Phase from 15th September 2025 to 30th September, 2025.

During this phase, Ministries/Departments, nominated nodal officers in each of their campaign offices in attached / subordinate offices/ PSUs / autonomous organizations and trained them on their roles in the campaign. It involved various activities such as mobilizing field functionaries, identifying pending references, finalizing the list of offices for Swachhata Campaign, assessing the volume of electronic/ automobile/ office scrap to be disposed and finalizing the procedures for their disposal. They also undertook plans for enhancement of office spaces, digitization practices, procedures for scrap disposal, sanitation protocols, inclusivity measures and record management practices for weeding of records and preservation of historical records.

The progress of Special Campaign 5.0 is monitored through a dedicated web-portal (<https://scdpm.nic.in/specialcampaign5/>). All Ministries/Departments are to upload targets for the Preparatory phase of the Campaign on the Special Campaign 5.0 web portal. The preparatory phase began on 15th September 2025 and as on 25th September 2024, 33 Ministries/Departments have identified 2,13,052 cleanliness campaign sites; 6,46,576 physical and 91,974 e-files for review; 5,30,828 pending public grievances and appeals for disposal.

The fourth Meeting with Nodal Officers of Special Campaign 5.0 for Swachhata and Disposal of Pending Matters was held under the Chairmanship of the Secretary DARPG, Shri V. Srinivas to review the preparatory

phase activities. The meeting was attended by over 200+ senior officers from 84 Ministries/Departments. Several Ministries/Departments also shared their initial progress and plans. Ministries like **Ministry of Mines, Ministry of Road Transport and Highway, Ministry of Steel and Ministry of Home Affairs** showcased key achievements from Special Campaign 4.0 and laid out plans for Special Campaign 5.0.

Large scale awareness generation and campaign advocacy is resorted through electronic, print and social media and till date, 957* tweets under the #SpecialCampaign5 and 72* PIB statements have been issued indicating widespread participation in Special campaign 5.0. A collation of best practices under the Special Campaign 5.0 would be brought out by the Department of Administrative Reforms and Public Grievances as part of Good Governance Week 2025 activities.



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