

# Department of Youth Affairs gears up for Special Campaign 5.0 with focus on Swachhata, Record Management and E-Waste Disposal

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The Department of Youth Affairs, Ministry of Youth Affairs and Sports, Government of India, continues to exemplify responsible governance and streamlined administrative functioning. Building upon the accomplishments of Special Campaign 4.0, the Department has initiated preparations for Special Campaign 5.0, with emphasis on cleanliness, record management, and sustainable practices including responsible disposal of electronic waste in line with the E-Waste Management Rules, 2022.

During Special Campaign 4.0 (2nd – 31st October, 2024), the Department and its organisations — National Service Scheme, Nehru Yuva Kendra Sangathan and Rajiv Gandhi National Institute of Youth Development — reduced pendency of Member of Parliament References, Parliamentary Assurances, Public Grievances and PG Appeals, undertook systematic record and scrap disposal, and carried out extensive cleanliness drives. A nationwide beach cleaning programme was also conducted, led by the Union Minister of Youth Affairs and Sports, Dr Mansukh Mandaviya at Porbandar Beach, Gujarat, with participation of senior officials and 6.22 lakh MY Bharat volunteers at 700 beaches and coastal areas. Under the “Swachhata Hi Sewa” campaign, over 1.29 lakh activities were organised across the country, collecting 15.82 lakh kgs of plastic waste, supported by 15,400+ sub-events on the MY Bharat portal along with Behavioural Change Communication activities.

For Special Campaign 5.0 (2nd–31st October, 2025), the Department of Youth Affairs and its organisations will take up activities in line with the

instructions issued by the Department of Administrative Reforms and Public Grievances, focusing on disposal of pending matters from the Prime Minister's Office, MPs, State Governments, systematic review and record management, public grievances, Parliamentary assurances, scrap disposal, and Swachhata activities in offices and field units.

Youth volunteers of NSS and MY Bharat organizations will be mobilized nationwide to spread awareness and participate in cleanliness drives and campaigns reinforcing the spirit of Swachh Bharat mission.

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