

Ministry of MSME commences the “Special Campaign 5.0” to meet the goals of institutionalizing Swachhata and minimizing pendency across its offices

The focus of the 2025 campaign to be on disposal of e-waste generated in government offices

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The Ministry of Micro, Small & Medium Enterprises (MSME), Government of India, commences the “Special Campaign 5.0”, to meet the goals of institutionalizing Swachhata and minimizing pendency across its offices nationwide from 2nd October to 31st October 2025. The focus of the 2025 campaign is on field/outstation offices responsible for service delivery or having public interface; and disposal of e-waste generated in government offices in compliance of E-waste Management Rules 2022 issued by Ministry of Environment.

The “Special Campaign 5.0” comprises of two phases. During the Preparatory Phase carried out from 16th September 2025 to 30th September 2025, the Ministry set specific targets, including the identification of cleanliness campaign sites & e-waste, planning for space management and office beautification, recognizing scrap and redundant items, and identifying pending references and State-level matters for resolution.

In the Implementation Phase from 2nd October 2025, to 31st October 2025, the Ministry will focus on the execution of the planned activities, ensuring comprehensive coverage of cleanliness efforts and enhancing operational efficiency. The Ministry of MSME has issued necessary directives to all its divisions, statutory bodies, autonomous organizations, and field offices nationwide, to ensure a coordinated effort towards achieving cleanliness of work environment and streamlining service delivery.

As a part of the Campaign, Ministry of MSME has undertaken several key steps to make “Special Campaign 5.0” a success which inter alia, includes the following:

- 1. Appointment of Nodal Officers:** Nodal Officers have been appointed in offices to coordinate and monitor the Campaign’s activities, ensuring smooth and effective implementation.
- 2. Successful Identification of Key Tasks:** Various preparatory tasks, such as, identifying cleanliness campaign sites & e-waste, removing redundant materials, and addressing pending references, were executed, contributing to the Campaign's objectives.
- 3. Awareness Initiatives:** Banners and standees promoting the Campaign have been displayed in Kartavya Bhawan-03 and also the field offices of MSME, to raise awareness among employees and stakeholders. Further, virtual meetings have been organised by the Ministry with its organisations/field offices, wherein the participants were briefed about the parameters & focus areas of the campaign and encouraged to take active part in the same.



Hybrid meeting held with officer of M/o MSME and its organisations for prepration of Special campaign 5.0



Standees for Special Campaign 5.0 installed in M/o MSME, Kartavya Bhawan-3, New Delhi

4. **Active Utilization of Social Media Platforms:** Information about the campaign is being disseminated through social media platforms, for widespread awareness and participation.

The Ministry of MSME, in association with its organisations & field bodies, emphasizes its steadfast resolve to accomplish the objectives outlined under “Special Campaign 5.0,” ensuring the initiative emerges as a remarkable success while reiterating the Ministry’s devotion to institutionalizing Swachhata and minimizing pendency across its operations.

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