

Ministry of Minority Affairs launches Special Campaign 5.0 following the successful completion of 'Swachhata Hi Seva 2025' campaign

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Ministry of Minority Affairs marked the launch of Special Campaign 5.0 alongside the successful conclusion of Swachhata Hi Seva 2025 (SHS 2025), a nationwide cleanliness drive held from 17th September to 2nd October. Dr Chandra Shekhar Kumar, Secretary, the Ministry of Minority Affairs, inaugurated the campaign in the presence of officials and other employees of the Ministry. The campaign focuses on promoting cleanliness, reducing pendency, institutionalizing Swachhata, strengthening internal monitoring, training officers in records management and digitising records across the Ministry.



The campaign started with a Preparatory Phase from 16th to 30th September, 2025, alongside the 'Swachhata Hi Seva 2025' campaign. During this phase, Ministry identified pending reference, space management, record management, and campaign sites for cleanliness. Started on 2nd October, 2025, the Implementation Phase of the campaign will continue till 31st October, 2025.

As part of the launch of the campaign, a tree plantation drive was conducted near the Ministry premises, promoting sustainability and environmental responsibility alongside cleanliness initiatives.



Ministry has identified and designated a Nodal Officer for the Special Campaign. The Nodal Officer will oversee the campaign in the Ministry, collect information daily, and feed the information into the Central monitoring portal (SCDPM 5.0 Portal) designed by DARPG. This year's focus area is the disposal of e-waste generated in Government Offices in compliance with E-waste Management Rules 2022, issued by the Ministry of Environment, Forest and Climate Change.

Secretary, Dr. Chandra Shekhar Kumar, highlighted the objectives and significance of the campaign and shared suggestions for its effective implementation. He emphasised that pendency could be addressed through two main strategies: converting physical files into e-files or dropping files that would not be required, ensuring efficiency, streamlined processes, and accountability. He also encouraged all officers to actively participate in monitoring, record management, and digitisation efforts to institutionalise Swachhata in government offices.

Swachhata Hi Seva 2025 Highlights

Union Minister of Minority Affairs, Shri Kiren Rijiju, inaugurated the 'Swachhata Hi Seva 2025' campaign on 17th September, 2025, by conducting a cleanliness drive at Gurudwara Bangla Sahib Park and administering the Swachhata Pledge to all officers and officials of the Ministry, emphasising that Swachhata should be practised as a continuous commitment beyond the fortnight.

The campaign witnessed active participation from officers and officials of the Ministry, making it a joint effort to promote awareness of cleanliness, hygiene, and the dignity of labour. Various activities were held during SHS 2025 for the officials and staff of the Ministry, including:

1. Cleanliness drive in Ministry premises.
2. Distribution of Safai kits to Safai mitras.
3. Safai Mitra Suraksha Shivir.
4. Health-check-up camp
5. Yoga Session
6. Nutrition and diet session
7. Inspections of cleanliness and upkeep by senior officers.
8. Felicitation of Safai Mitras and a closing ceremony to honour their contribution.

Through these initiatives, Ministry of Minority Affairs reaffirms its commitment to the vision of Swachh Bharat, continuing to foster a culture of cleanliness, hygiene, and civic responsibility in line with the Government of India's nationwide campaign.

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