

Targets for Swachhata campaigns and pendency parameters entered by Ministries/Departments on the Special campaign 5.0 portal

Large scale awareness generation and campaign advocacy resorted through electronic, print and social media with 5954 tweets, 133 PIB statements, #SpecialCampaign5 gaining traction on social media

6th Meeting of Nodal Officers held to review the targets entered by Ministries/ Departments on the Special Campaign 5.0 portal and formulate roadmap for achieving the targets

Ministries/Departments to take campaign to the last mile under saturation approach

Posted On: 10 OCT 2025 8:24PM 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. The preparatory phase (15th-30th September, 2025) for the Special Campaign 5.0 completed on 30th September, 2025 and Implementation Phase started from 2nd October 2025 and will conclude on 31st October 2025.

Under the Special Campaign 5.0, the National Archives of India has curated an Exhibition “Sushasan aur Abhilekh” displaying the records of historical value accessed during the Special Campaigns 1.0-4.0. The Exhibition is on display from 10 - 12 October 2025 at Dr. Ambedkar International Centre, 15 Janpath, New Delhi. A workshop on CPGRAMS was convened by the Department of Agriculture and Farmer’s Welfare at Krishi Bhavan, New Delhi on 9 October 2025.

The sixth Meeting with Nodal Officers of Special Campaign 5.0 for Swachhata and Disposal of Pending Matters was held under the Chairmanship of Shri V. Srinivas, Secretary DARPG on 10th October, 2025 to review the achievements being entered by Ministries/ Departments on the Special Campaign 5.0 portal and formulate roadmap for achieving the targets. The meeting was attended by 250+ senior officers from 84 Ministries/Departments and their attached and subordinate offices. All Ministries/Departments are fully geared up for the Implementation Phase of Special Campaign 5.0, which has commenced from October 2,

2025, and will continue till October 31,2025.

The Special Campaign 5.0 has gained significant traction in social media with over 5954 tweets and infographics by Ministries/Departments on #SpecialCampaign5 and issue of 133 PIB statements as on 10th October, 2025, 10:00 Hrs.

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