

Implementation phase (2-31 October, 2025) of Special Campaign 5.0

Best Practices Observed During 9-days of the Implementation Phase of Special Campaign 5.0

Large scale awareness generation and campaign advocacy resorted through electronic, print and social media with 5,954 tweets, 133 PIB statements, #SpecialCampaign5 gaining traction on social media

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

Posted On: 10 OCT 2025 8:25PM by PIB Delhi

The **Special Campaign 5.0**, launched by the Government of India with the **Department of Administrative Reforms and Public Grievances (DARPG)** as the nodal department, has gathered significant momentum. Following the successful completion of the *Preparatory Phase* (15th–30th September 2025), the *Implementation Phase* commenced on **2nd October 2025** and will continue till **31st October 2025**.

During the first week of implementation, Ministries and Departments across the Government have exhibited exceptional enthusiasm, introducing **Innovative, Citizen-Centric, and Sustainable Initiatives** to advance the objectives of *Swachhata* and the *Disposal of Pending Matters*.

Waste to Art / Waste to Wealth

Transforming waste into useful creations is one of the most innovative themes under *Special Campaign 5.0*,

1. The Ministry of Coal showcased creativity through its mascot “ANGARA”, sculpted entirely from recycled materials, symbolizing sustainability and resource efficiency.
2. The Ministry of Mines contributed by converting discarded materials into utility items and decorative pieces reflecting India’s “Kabaad se Jugaad” spirit
3. The Ministry of Steel promoted *Recycling for Art & Sustainability* by turning office scrap into creative installations.
4. The Ministry of Railways organized a *Waste to Art Exhibition* displaying sculptures made from scrap across its divisions.

E-Waste Management

E-waste management is a major focus under *Special Campaign 5.0*, encouraging responsible disposal and

recycling of electronic materials.

1. The Ministry of Mines launched a nationwide E-Waste Recycling Initiative establishing 20 e-waste collection stalls across key government and public sector locations to promote safe recycling practices.
2. The Ministry of Coal undertook *E-Waste Cleanliness Drives* installed E-Waste Kiosk to raise awareness about proper disposal.
3. The Ministry of Railways conducted *E-Waste Awareness Campaigns* to educate staff on sustainable electronic waste management.

Cleanliness Practices

Cleanliness remains central to *Special Campaign 5.0*, with coordinated efforts across ministries to enhance hygiene and efficiency in workplaces.

1. The Ministry of Railways introduced Drone-Powered Cleaning of the Amrit Bharat Express, using drone technology for efficient, contactless exterior cleaning of trains — a landmark in innovation-driven Swachhata.
2. The Ministry of Heavy Industries carried out cleanliness activities at BHEL Hyderabad and HMT Machine Tools Limited, promoting industrial hygiene and organization.
3. The Ministry of Home Affairs maintained clean and sustainable workplaces through regular drives at police complexes and administrative offices.

Inclusivity

Inclusivity and women's empowerment emerge as a defining focus of *Special Campaign 5.0*, showcasing women-led models in public service.

1. The Ministry of Coal took notable steps through the establishment of "Pink Dispensary" at Patansaongi, Nagpur, operated entirely by women employees. It also launched Coal India's first All-Women Operated Central Store Unit at Korba, Chhattisgarh, managed by women officers using a modern digital inventory system.
2. The Ministry of Information & Broadcasting further advanced inclusivity by organizing Health Camps for Safai Mitras ensuring welfare, safety, and recognition for sanitation workers.

The campaign has also witnessed significant public outreach with over 5,954 tweets, 133 PIB statement, and extensive visibility across electronic and social media platforms under the hashtag #SpecialCampaign5.

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