

MDoNER drives Special Campaign 5.0 with strong commitment to cleanliness and efficiency

Union Minister Shri Jyotiraditya Scindia reviews MDoNER's progress under Special Campaign 5.0, suggests sustainable workplace initiatives

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As per the guidelines issued by the Department of Administrative Reforms and Public Grievances (DARPG), the Ministry of Development of North Eastern Region (MDoNER) and its autonomous organizations actively participated in the Special Campaign 5.0 from 2nd to 31st October 2025. The campaign focused on institutionalizing cleanliness, promoting sustainability, and ensuring efficient disposal of pending matters across the Ministry and its affiliated bodies.



The campaign emphasized four core areas — disposal of e-waste, record management, space optimization, and accelerated grievance redressal — aligning with the Government of India's vision of Swachhata, Digital Transformation, and Good Governance.



During the course of the campaign, Union Minister for Development of North Eastern Region, Shri Jyotiraditya M. Scindia, visited the MDoNER office to personally review the ongoing activities under Special Campaign 5.0. The Union Minister interacted with the Secretary, and other senior officials of the Ministry, appreciating the collective efforts made to maintain cleanliness and orderliness in the premises.

Shri Scindia commended the Ministry's proactive steps towards sustainable workplace practices and emphasized the importance of the "Reduce, Reuse, Recycle" mantra as a guiding principle for the Ministry and its organizations. He urged officials to maintain the momentum beyond the campaign period, highlighting that cleanliness and efficiency are integral to good governance. The Minister also reviewed the digital and space optimization initiatives undertaken by various divisions, acknowledging the commitment of staff members who contributed to the campaign's success.



Highlights from MDoNER and its Organizations

During the campaign, MDoNER conducted 36 cleanliness drives across its offices and field units. A total of 315 files were weeded out and 217 files reviewed, resulting in greater administrative efficiency and space utilization. The Ministry achieved 100% disposal of 46 public grievances, addressed all references received from Members of Parliament and State Governments, and freed approximately 3,664 sq. ft. of office space. In addition, the Ministry generated ₹7.82 lakh in revenue through responsible disposal of scrap and recyclable materials.

Across all participating organizations under the Ministry—NEDFi, NEHHDC, NECBDC, NERCORM, and NERAMAC—a series of impactful initiatives were carried out to promote cleanliness, sustainability, and record management.

The North Eastern Development Finance Corporation (NEDFi) organized cleanliness and plantation drives across Assam, Tripura, Mizoram, and Meghalaya. These efforts resulted in the collection of 115 kg of waste, donation of 20 dustbins, and distribution of 40 saplings to promote greener office environments.

The North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) undertook renovation and beautification drives at its headquarters in Guwahati, improved museum displays, and organized a student art competition on “Waste to Wealth” to promote creative awareness among youth.

The North East Cane and Bamboo Development Council (NECBDC) organised Large-scale cleanliness and awareness drives at Nongspung Garo LP School (Meghalaya), Burnihat Market (Assam), and the NECBDC office campus, engaging both staff and villagers.

The North Eastern Regional Community Resource Management Project (NERCORM) emphasized e-waste removal and digital transformation, digitizing 75–100 project files and organizing cleanliness drives at Shillong Peak, Rhododendron Trek, and the NERCORMS Office Campus.

Meanwhile, North Eastern Region Agricultural Marketing Corporation (NERAMAC) carried out extensive e-waste segregation, file organization, and community cleaning drives at its Guwahati headquarters and nearby Pragiyotish Aadharsha Bidyalaya. The corporation also implemented organic composting of canteen waste and encouraged reuse of single-sided printed papers, reinforcing eco-friendly office practices.



Best Practice Highlight

A notable field-level achievement under Special Campaign 5.0 was the cleanliness drive conducted at Byrnihat (Assam)—an industrial town on the Assam-Meghalaya border known for high pollution levels due to concentrated industrial activity. The initiative, led by NECBDC in collaboration with local residents, significantly improved local hygiene conditions and inspired similar drives in nearby regions, exemplifying the Ministry's commitment to community-driven environmental action.

Through the combined efforts of its staff, attached offices, and autonomous organizations, the Ministry of Development of North Eastern Region successfully translated the objectives of Special Campaign 5.0 into measurable action. The Ministry's initiatives not only enhanced workplace efficiency and public service delivery but also strengthened the culture of cleanliness and sustainability across the North Eastern Region.

The campaign has reaffirmed MDoNER's dedication to building a clean, green, and citizen-centric administrative ecosystem—reflecting the true spirit of "Swachh Bharat" and "Sampoorna Vikas" through collaborative and sustainable governance.



Samrat/ Allen

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