

Best Practices During Special Campaign 5.0

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The Ministry of Information & Broadcasting and its media units has undertaken many activities for Swachhata including some best practices during the Special Campaign 5.0. Some of the best practices are given below.

1. Satyajit Ray Film & Television Institute, Kolkata

Students of SRFTI recreated a Japanese house with Bougainville tree in the background.

The Bougainville flowers are very delicate and can't withstand the high temperature light on the shooting floor. Hence, tree was artificially created from old newspapers and discarded card boards. The shape of the tree was created as per the requirement of the background on the set. Process of the creation of the tree has been depicted in the pictures from 1 to 5.





2. Akashvani Ahmedabad

Under the Special Campaign 5.0, All India Radio, Ahmedabad, undertook the renovation of the boundary wall of its office premises. The officers and staff actively participated in the initiative, contributing to the beautification of the premises. The boundary wall was artistically painted with motifs depicting radio, discs, music, and other symbols representing the media and entertainment sector. The outcome of the initiative has been exemplary, as illustrated below.





AFTER





3. IIMC Kottayam

IIMC Kottayam is developing a pond in the remote area of the water starved campus. Institute cleared the area with the support of staff and students followed by the construction of a pond. The work is going on and is expected to be completed by the next month.



Dharmendra Tewari/Navin Sreejith

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