



Department of Financial Services successfully concludes the Special Campaign 5.0

The Campaign demonstrated commitment to cleanliness and efficiency across the country

DFS achieves 100% disposal of public grievances and appeals

Cleanliness Drive frees up 2 lakh square feet of space

PSBs & other Financial Institutions of DFS make Rs. 3.20 cr. through scrap disposal

Posted On: 04 NOV 2025 5:35PM by PIB Delhi

Department of Financial Services (DFS) & its organisations successfully completed the one month long Special Campaign 5.0. The campaign focused on various activities to minimize pendency and to institutionalise Swachhata. DFS observed the Special Campaign 5.0 from 2nd October – 31st October, 2025 with special impetus on better space management, customer centric initiatives and making the environment clean and green. Further it laid emphasis on management and disposal of scrap. All the organisations of DFS, Public Sector Banks, Public Sector Insurance Companies and other Public Sector Financial Institutions like NABARD, SIDBI, EXIM Bank, NHB, IIFCL etc. actively participated in the Special Campaign 5.0.

The DFS achieved 100% disposal of all identified public grievances, public appeals and MP References. 2.15 lakh square feet of space have been freed and revenue of Rs. 3.20 cr. has been earned through scrap disposal. The Cleanliness Campaign was conducted in more than 41,000 sites across the country.

12 Public Sector Banks and 28 Regional Rural Banks organised Pension Grievances Weeks. The camps educated the pensioners regarding submission of online life certificate and door step banking facilities apart from grievances registration and redressal.

Furthermore, various videos and static contents were posted on Social media platforms by PSBs and RRBs to spread awareness towards Cyber Security. Safety tips and practices were shared through these educational posts to combat cyber frauds. Adding to it, a book on cyber-security was published by State Bank of India.

Highlights & achievements of the Department and its organisations:

1. Cleanliness Campaigns/Sites/Offices Cleaned: 41,041
2. Space Freed: 2,15,965 sq. ft.
3. Revenue Earned from Scrap Disposal: Rs. 3,20,58,911
4. Disposal of Public Grievances: 6,207
5. Disposal of Public Grievances Appeals: 2,139

The organisations of the DFS, being in the financial services sector, were conveyed to undertake activities like Financial Literacy campaigns, Registration/Updation of Nomination in bank accounts, Activating Dormant Accounts, Renewal of Locker Agreements, Disposal of Pending Claims.

All the activities undertaken by organisations were regularly posted on various social media platforms. More than 500 posts were made during the campaign. As part of the initiative, customers of the organisations, staff members, senior management & head of organisations held discussions about the good work done during the campaign on various social media platforms.

Social Media Post on X by Hon'ble Minister of State for Finance Shri Pankaj Chaudhary on conclusion of Special Campaign 5.0



Tweets and Social Media Posts by DFS and Organisation under DFS:

Secretary, Department of Financial Services visited various sections of Department of Financial Services (DFS) today to review cleanliness and preparations of other activities under #SpecialCampaign5.0

The visit reflects DFS's continued commitment to swachhata and readiness for upcoming initiatives. #SwachhataCampaign5.0



Ministry of Finance and 3 others

Shri Chandradeep Kumar Jha, Deputy Director General (DFS), Nodal Officer for Special Campaign 5.0, along with other officers took a round of Record Room of Department of Financial Services. He reviewed the records and sensitized the concerned sections for digitalization of physical files. #SpecialCampaign5.0



Ministry of Finance and DARPG

State Bank of India
Special Campaign 5.0

If you get a call demanding urgent payment for electricity, gas or any other utility — it's a scam.

Don't panic. Don't transfer money. Just hang up and protect yourself from getting scammed.

To report a cybercrime, call 1930 @DFS_India



State Bank of India
@TheOfficialSBI

DFS has launched Special Campaign 5.0, commencing from 02.10.2025, for institutionalizing Swachhata and minimising pendency in Government offices.

As part of this initiative, SBI has started sensitising its staff members across India to participate wholeheartedly in the campaign and to empower communities in fostering a collective commitment towards a cleaner environment.

The campaign will focus on the disposal of e-waste, such as unserviceable or discarded computers/laptops, printers, e-display boards, etc., apart from overall cleanliness, with special emphasis on space management and enhancing workplace experience.

@DFS_India

#SBI #TheBankerToEveryIndian #DFS #SpecialCampaign5.0





**REVAMPING OF ATTUR BRANCH,
DINDIGUL REGION, MADURAI CIRCLE
UNDER THE BANNER OF SPECIAL CAMPAIGN 5.0.**




BEFORE

AFTER



Indian Bank @MyIndianBank · 20h

Our Sambalpur team rolled up their sleeves for a Swachhata drive, ensuring the area around our branches stayed spotless. Waste was carefully collected, sorted, and managed. Part of #SpecialCampaign5.0, this initiative showcases our dedication to a cleaner, healthier city.

[Show more](#)



NABARD Online @NABARDOnline

As part of the Swachhata Hi Seva Campaign 2025 under the Government of India's Special Campaign 5.0, BIRD, Lucknow campus, undertook a series of cleanliness drives to reinforce the message of hygiene, cleanliness, and collective responsibility.

The transformations showcase the impact of dedicated action and community participation in creating clean and green spaces.

@MoHUA_India @MoJSDDWS @SwachhBharatGov
@SwachhBharat @birdlucknow_ind

#SHS2025 #Swachhotsav #SwachhataHiSeva2025 #NABARD
#FosteringRuralProsperity #ApexDevelopmentBank

BIRD Lucknow



Before

BIRD Lucknow



After





**Union Bank of India presents
Special Campaign 5.0
Cleanliness & Efficiency Drive**

2nd October – 31st October, 2025

Working together for a cleaner, smarter,
and more sustainable workplace.

Key focus areas:

- ▶ E-Waste Management
- ▶ Office Beautification
- ▶ Space Optimization
- ▶ Cyber Fraud Awareness

Let's make every workspace efficient and inspiring!





Life Certificate made easy.

Pensioners can now submit their certificate digitally anytime, from anywhere with Digital Face Authentication through Jeevan Pramaan.

To know more, Visit: sbi.bank.in/web/personal-b...

@DOPPW_India

SBI | **DIGITAL LIFE CERTIFICATE**
at Your Fingertips

Submit your Life Certificate anytime, anywhere with simple Digital Face Authentication on Jeevan Pramaan. Your face is all it takes to keep your pension going.

New India Assurance celebrates Special Campaign 5.0 for institutionalizing Swachhata and reducing pendency in offices from 2nd October- 31st October, 2025

@DFS_India @DARPG_GoI

#NIACL #SHS2025 #SpecialCampaign5.0 #SwachhataHiSeva2025 #SwabhavSwachhata #SanskaraSwachhata

SPECIAL CAMPAIGN 5.0

Initiatives include: E-Waste Management, Waste to Wealth, Citizen-Centric Practices, Environment-Friendly Initiatives, Scrap Disposal, and Optimized Office Spaces.

Towards a Green & Sustainable Future for India

THE NEW INDIA ASSURANCE CO. LTD. (A Government of India Undertaking) | Head Office: 91, M. G. Road, Fort, Mumbai - 400001

In line with the directions of DFS, PNB is observing Special Campaign 5.0 from 02.10.2025 to 31.10.2025.

@DFS_India @DARPG_GoI

#PNB #Banking #SpecialCampaign5 #CleanAndGreen #DFS #sustainability #BankingWithPurpose

Special Campaign 5.0

For Nomination & Locker Agreements Renewal
2nd to 31st October, 2025

Avoid Future Hassles, Don't Leave it Pending

Register for Nomination in:
a) Deposit accounts (through online or any branch)
b) Lockers (through Base branch)

Renew locker agreements (through Online or Base Branch)

Step 1 Login or Visit Branch
Step 2 Fill Form
Step 3 Submit & Confirm
Complete Registration NOW!

Toll Free: 1800 1800 | 1800 2021

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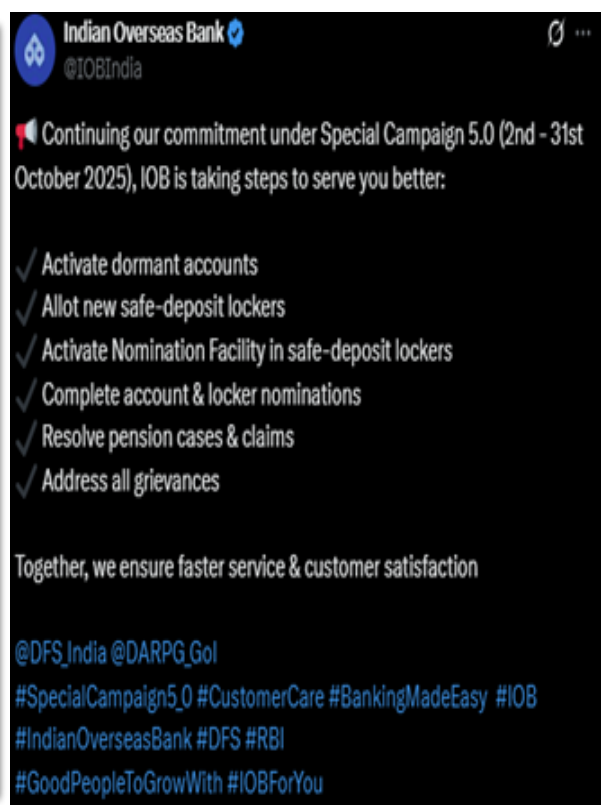
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Toll Free: 1800 1800 | 1800 2021



Link of social media posts on Cyber Security & Fraud:

Link	Organisation
	State Bank of India
https://www.instagram.com/reel/DQYTrSbCUDH/?igsh=MXNnam95b2U2ZjF5dA==	State Bank of India
https://x.com/UnionBankTweets/status/1978408006032453889	Union Bank of India
https://x.com/mahabank/status/1980250144151867435	Bank of Maharashtra
https://x.com/BankofIndia_IN/status/1974008963625587113	Bank of India
https://x.com/pnbindia/status/1980943638860554607	Punjab National Bank

https://x.com/UCOBankOfficial/status/1981011950990774634?t=wAcquG40KtyMVI6cUlgAnQ&s=08	UCO Bank
https://x.com/UCOBankOfficial/status/1983841434446020910?t=AizB4hr_jK2pSLG4iRGleQ&s=08	

Link of Testimonial Videos about Special Campaign 5.0 on Social Media:

Link	Organisation
https://x.com/TheOfficialSBI/status/1983813862018408676?t=THa7fFY721bglip1YTB6sw&s=08	State Bank of India
https://x.com/TheOfficialSBI/status/1983466338103308434?t=IgwTzWleHn8xsvcJBduAbQ&s=08	State Bank of India
https://x.com/TheOfficialSBI/status/1982037334544765246?t=FVHSTNVHSBf70PMiDi5WCA&s=08	State Bank of India
https://x.com/TheOfficialSBI/status/1981996775826391478?t=ZQ5jqcTWIwGhsQJE77HY6w&s=08	State Bank of India
https://x.com/LICIndiaForever/status/1983469759145586966?t=tnAagbvPGPq54dEMKkocVg&s=08	LIC of India
https://x.com/BankofIndia_IN/status/1981729894666256520?t=6w-xQ_m4oIQ4eK12BAPBwQ&s=08	Bank of India
https://x.com/pnbindia/status/1981942798958866876?t=h_CG3NQ7TiB9RZcBUCECJQ&s=08	Punjab National Bank
https://x.com/IndiaEximBank/status/1981714846367305728?t=v1hkfPQBJ5Wbefg65BFesQ&s=08	Exim Bank

NB/PK

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