



Ministry of Information & Broadcasting Successfully Concludes Special Campaign 5.0 for Cleanliness Drive and Disposal of Pending Matters

Minister of State for Information & Broadcasting, Shri Dr. L. Murugan, Inspects and Reviews the Activities Undertaken by Ministry Under Special Campaign 5.0

Over 2.6 Lakh Kg Scrap Disposed and 77,000 Sq. Ft. Office Space Freed under Special Campaign 5.0 by Ministry of I&B

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Inspired by the vision of Swachha Bharat Mission of Hon'ble Prime Minister of India, the Ministry of Information & Broadcasting has successfully carried out the Special Campaign 5.0 for Swachhata and Disposal of Pending Matters, conducted from October 2 to October 31, 2025 with the primary objective of institutionalizing Swachhta and beautification of office premises and increasing efficiency in decision making.

The highlights of the achievements of the Special Campaign 5.0 are as follows:

- **No. of outdoors campaigns conducted and spots cleaned are 1272 and 2073 respectively.**
- **Quantity of scrap disposed is 2,62,391 kg including 40,381 kg of e-waste resulting in generation of ₹ 1.37 Cr revenue and 77, 348 sq. ft of space freed. A total of 174 vehicles were also condemned.**
- **Under Record Management, 35,281 physical files were reviewed out of which 11,389 files were weeded out. Similarly, 1,486 e-files, were reviewed, out of which 289 were closed.**
- **Total of 489 Public Grievances, 121 PG Appeals, 19 MP References, 2 State Govt. Reference and 2 PMO Reference were disposed of during the campaign.**

The publicity of the campaign was done through print, electronics and social media for spreading the message of Swachhta, creating awareness and public engagement.

The progress of the Campaign was regularly reviewed by the Secretary Shri Sanjay Jaju on weekly basis. The Nodal Officer for the Ministry, Shri R.K. Jena, Sr. Economic Advisor monitored the progress on daily basis with all the Nodal officers of each Media Unit. Dr. L. Murugan, Hon'ble

Minister of State for Information & Broadcasting and Parliamentary Affairs inspected the offices of Ministry and gave the directions for further improvement.

There are number of best practices adopted by the Ministry and its field offices during the Campaign. Some of these are depicted in the pictures below:

1. Beautification of Boundary Wall of AIR Ahmedabad

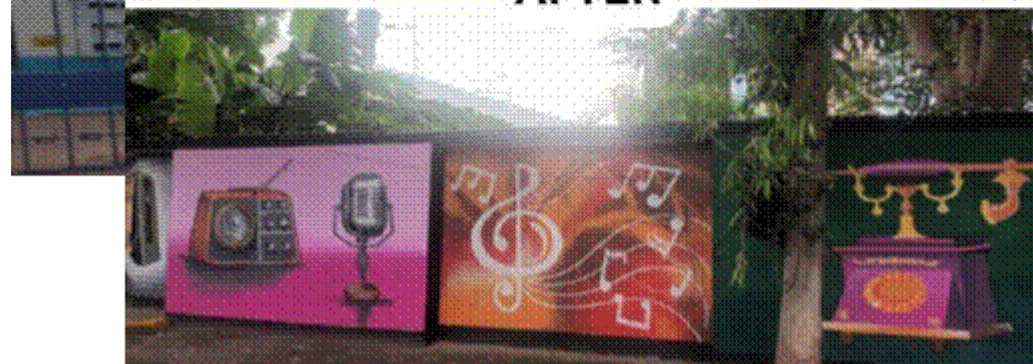
All India Radio, Ahmedabad, undertook the renovation of the boundary wall of its office premises with paintings of symbols representing the media & entertainment sector.



BEFORE



AFTER



2. Waste to Art by SRFTI, Kolkata

Students of SRFTI recreated a Japanese house with Bougainville tree from old newspapers and discarded card boards, which was then used as a prop on the set.



3. Beautification of VAT Area by SRFTI, Kolkata

SRFTI beautified the VAT area used for collecting the garbage.



4. Construction of a Pond by IIMC Kottayam

IIMC Kottayam is developing a pond in the remote area of the water starved campus.





5. Beautification of Room at Main Secretariat

The staff and officers of the Main Secretariat beautified Room 116A of the Rajbhasha Division at Shastri Bhawan.



Some Important Activities in Pictures:

1. CBC Bhubaneswar organised an awareness event at Puri Bus Stand during the campaign to raise awareness.



2. Cleaning by DDK Prayagraj



Before and After

3. Cleanliness Drive at DPD Thiruvananthapuram



Visit of Hon'ble Minister of State for I&B to offices of the Ministry

Main Secretariat, Shastri Bhawan, New Delhi:



Doordarshan

Bhawan, New Delhi



Akashwani Bhawan, New Delhi



Dharmendra Tewari/ Navin Sreejith

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