



DPIIT Achieves Major Milestones Under Special Campaign 5.0 to Promote Swachhata and Reduce Pendency

Indian Rubber Material Research Institute Transforms Waste Rubber into Durable Roads under DPIIT's "Waste to Wealth" Initiative

Posted On: 06 NOV 2025 11:57AM by PIB Delhi

The Department for Promotion of Industry and Internal Trade (DPIIT), Government of India, and its attached organizations have successfully concluded *Special Campaign 5.0*, implemented under the overall guidance of the Department of Administrative Reforms and Public Grievances (DARPG). The campaign focused on institutionalizing the principles of *Swachhata* and ensuring timely disposal of pending matters across all offices.

During this period the Indian Rubber Material Research Institute (IRMRI) an autonomous institute under DPIIT implemented a "Waste to Wealth" initiative by utilizing discarded rubber scrap to construct a road section and access road using Waste Rubber Tiles. Employing Crumb Rubber Cement Concrete (CRCC), an innovative mix of cement concrete with 10–15% waste rubber particles, the initiative enhanced road durability and sustainability while addressing tyre disposal challenges. The road's performance was scientifically monitored for strength, elasticity, and durability parameters. This eco-friendly approach demonstrates a replicable model for sustainable infrastructure and reflects the campaign's commitment to innovation and circular economy principles.

The DPIIT achieved 100 percent of its cleanliness targets, conducting drives at 500 cleanliness target units (CTUs) spread over 70 locations across the country. Every identified site was successfully covered, reflecting the Department's commitment to maintaining clean and efficient workspaces.

In addition to the cleanliness drives, DPIIT made significant progress in other key parameters of the campaign. The Department reviewed 1,572 physical files (100% of the target) and weeded out 1,119 files, leading to the release of 11,235 square feet of office space and generation of ₹17,69,569 in revenue from scrap disposal. Across the parameters of *Public Grievance Redressal*, *Appeals*, *Review of e-Files and Physical Files*, and *Cleanliness Campaigns*, DPIIT achieved nearly 100% completion, demonstrating its consistent emphasis on accountability and effective record management. Focus was also placed on improving the overall office environment to enhance staff comfort and productivity.

The campaign, held from 2nd to 31st October 2025, was preceded by a preparatory phase from 15th to 30th September 2025. Throughout this period, DPIIT's efforts helped build greater awareness about cleanliness, systematic record management, and prompt disposal of pending cases. By ensuring near-total completion of targets, DPIIT reaffirmed its commitment to fostering a culture of efficiency, responsiveness, and hygiene in government functioning.

* * *

AD/NS

(Release ID: 2186851) Visitor Counter : 395

Read this release in: Urdu , हिन्दी , Tamil , Telugu