



Union Ministry of MSME achieves major milestones in institutionalising cleanliness and minimising pendency under Special Campaign 5.0

100% accomplishment of the targets set on 7 specific parameters

More than 7,500 Swachhata pledges taken by Entrepreneurs, Officers & Organisations

Total area of 21,046 sq. ft cleaned through 1,045 cleanliness campaigns generating a revenue of Rs 22.89 lakh; special focus on e-waste

Waste to Wealth Initiatives taken at campus sites by CCRI-Kalavoor, Alappuzha

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The Ministry of Micro, Small and Medium Enterprises (MSME), along with its attached and subordinate organizations as well as field formations, actively undertook several initiatives under Special Campaign 5.0, successfully achieving its objectives. During the implementation phase, held from 2nd to 31st October 2025, the campaign focused primarily on reducing pendency and institutionalizing Swachhata (cleanliness) across Government Ministries and Departments.

This year's edition of the campaign also emphasized activities in field and outstation offices that are responsible for service delivery or have direct public interaction. In addition, special attention was given to the disposal of e-waste generated in government offices, in compliance with the E-Waste Management Rules, 2022, issued by the Ministry of Environment.

The following key achievements were accomplished during Special Campaign 5.0 by the Ministry and its organizations—namely, the Office of the Development Commissioner (MSME), National Small Industries Corporation Ltd. (NSIC), Coir Board, Khadi and Village Industries Commission (KVIC), National Institute for Micro, Small and Medium Enterprises (ni-msme), Mahatma Gandhi Institute for Rural Industrialization (MGIRI)—along with their field formations:

a) Effective Disposal of Pending items and Strengthening of File Management System:

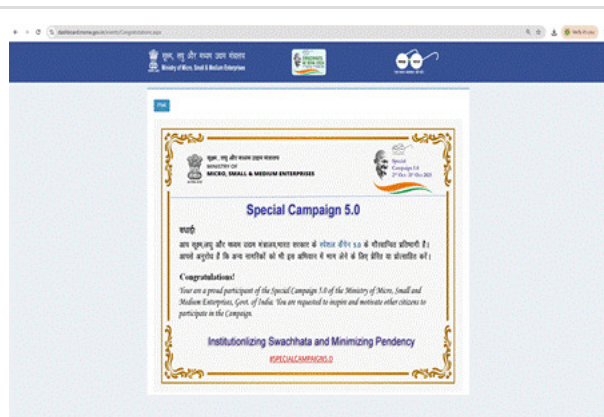
During the Campaign, the Ministry of MSME and its field formations have achieved 100% accomplishment on the targets set on 7 parameters namely, disposal of PMO references, Inter-Ministerial Cabinet references, State Government References, Public Grievances, Cleanliness Campaign Sites, review of e-files and more than 95% of the targets set for other 03 parameters namely, Public Grievances Appeals, Review of Physical Files disposal of redundant items.

A total of 23,162 physical files have been reviewed, resulting in weeding out of 4,280 files. Also, 953 e-office files have been reviewed and 623 e-files closed.

b) Swachhta Pledge:

The Swachhta Pledge was administered by the Union Minister of MSME, Shri Jitan Ram Manjhi on 8th October, 2025 for all employees of the M/o Ministry, its organizations and field formations, in a hybrid mode.

Ministry of MSME also created a link for Swachhata e-pledge on its website to enable not only the officials in field formations spread across the country, but also extension of the initiative to the MSME ecosystem at large with inclusion of registered MSMEs, Industry & MSME Associations and citizens at large. More than 7,500 Swachhata pledges have been taken by Entrepreneurs, Officers/Staff members, Organisations etc. under 'Special Campaign 5.0' on this feature.



c) Nationwide Cleanliness Drive:

1,045 cleanliness campaigns were conducted across various office sites and neighbourhood areas, with cleaning of a total area of 21,046 sq. ft, generating a revenue of Rs 22.89 lakh through the disposal of obsolete items. During the campaign, the staff and local people were also sensitized on the importance of maintaining cleanliness and hygiene in and around factory premises, including periodic cleaning of workplaces, tools, and equipment.



Cleanliness drive conducted at Central Coir Research Institute, Kalavoor, Alappuzha



Cleanliness drive conducted by the staff of MGIRI, Wardha near girls hostel, South Campus, MGIRI, Wardha

Cleanliness drive at the open amphitheater gallery of ni-msme at Hyderabad, ensuring it is ready for upcoming programs and events



d) e-Waste Management:

Under this year's edition of the campaign, special focus has been placed on e-Waste Management to ensure safe and scientific disposal of electronic waste such as computers, printers, and peripherals from all offices and field units under the Ministry only through authorized recyclers, strictly in line with the E-Waste (Management) Rules, 2022.



e-Waste disposed at CCRI, Kalavoor

e) Women's Health and Hygiene:

The Ministry of MSME along with its organisations has taken significant steps to promote women's health and hygiene by installation of sanitary pads vending machines at the office premises. This initiative aims to provide a safe, hygienic, and environmentally responsible method for disposing of menstrual waste. The installation of these machines promotes public health and reduces environmental impact.



Sanitary napkins vending machines at newly inaugurated Kartavya Bhavan 3, New Delhi by Ministry of MSME



Sanitary Napkin Vending Machine installed at Mahila Aashram Buniyadi School, Wardha Maharashtra by MGIRI

f) Environmental Initiatives and Plantation Drives

- At ni-msme, Hyderabad Industry officers from the Bihar Government, attending a week-long training participated in a plantation drive under Special Campaign 5.0.



- The Central Institute of Coir Technology, Bengaluru, has banned the use of plastic carry bags and introduced eco-friendly carry bags in its showrooms as part of its commitment to promoting sustainability and environmental responsibility.



- The Ministry of MSME has undertaken an initiative to beautify the office premises on the 2nd floor of Kartavya Bhawan-3, New Delhi by placing Potted plants in the corridors and workhall to enhance the overall aesthetic appeal and create a more pleasant working environment..



g) Waste to Wealth Initiatives

Compost pits, using fallen leaves, Coir Pith and other waste material were created at campus sites by CCRI- Kalavoor, Alappuzha. A great source of carbon and contain several nutrients that can be returned to the soil through compost. Composting dry leaves & Coir pith not only benefits our compost, but it also helps the environment.



Composting dry leaves at CCRI, Kalavoor

h) Review and Monitoring Mechanisms

An Inspection Committee was constituted for monitoring & inspecting the performance of the various Divisions of the Ministry and also its attached/subordinate offices, under 'Special Campaign 5.0'. The Committee regularly inspected the Sections of the Ministry & sensitized them about the need for Swachhata and minimization of pendency in office. The Committee held regular field visits and review-cum-guidance meetings with all Nodal Officers of the Ministry and its organizations.

i) Citizen Centric Initiatives: Jan Bhagidari (Public Participation)

To ensure public participation in cleanliness initiatives, awareness camps and Swachhata rallies were organized in schools and villages by the field offices of the Ministry in different parts of the Country.

- MGIRI organized a Swachhata awareness street play in collaboration with Lokmaha Vidhyalay, Wardha, at Arvi Naka.



- Another programme was conducted at Buniyadi Mahila Ashram Primary School, Wardha, Maharashtra. Also, Swachhata Pledge were given to the 180 students in the presence of Principal and class teachers.



- Awareness Campaign and Pledge taking Ceremony were also organised by MSME DFO-Visakhapatnam at M/s Jami Hydraulics Pvt. Ltd. Autonagar, Visakhapatnam



3. “Special Campaign 5.0” stands as a testament to the unwavering commitment of the Ministry of MSME towards fostering a cleaner, more efficient, and sustainable working environment. The Ministry remains dedicated to consolidating these achievements and institutionalizing best practices to ensure that the MSME sector continues to play a pivotal role in driving inclusive economic growth, productivity, and sustainable development across the nation.



‘Special Campaign 5.0’ poster

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