



Department of Posts Takes Special Campaign 6 to the Last Mile with Focus on Swachhata, Efficiency and Customer-Centric Services

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The Department of Posts has launched the implementation phase of Special Campaign 6, which will be undertaken from 2nd October to 31st October 2026 across its extensive nationwide network. The campaign is aimed at further institutionalising Swachhata, efficient record management, reduction of pendency and environmentally responsible waste management, with a special emphasis on the scientific management of e-waste and sustainable utilisation of departmental resources.

During Special Campaign 5, the Department covered 1.30 lakh campaign sites, disposed of 1,00,000 public grievances, reviewed and weeded out 17,352 files and e-files, freed 23,287 sq. ft. of office space and generated ₹1.02 crore through disposal of scrap and waste material.

Building on these outcomes, Special Campaign 6 seeks to further institutionalise these practices and integrate them into routine functioning across the Department.

Key Focus Areas of Special Campaign 6

Under Special Campaign 6, the Department of Posts has set the following targets:

- Liquidation of pendency in public grievances and appeals – target for Special Campaign 6 is resolution of 1,50,000 grievances and 1500 appeals.
- Cleanliness campaigns at 1,35,000 sites across the country.

These targets are intended to provide a focused and measurable framework for improving efficiency, cleanliness and responsiveness throughout the Department.

Swachhata: Taking the Last-Mile Approach

The Department of Posts is adopting a last-mile approach to Swachhata, extending its efforts beyond the physical cleanliness of Post Office premises to include clean processes, greater efficiency, accountability and a cultural reorientation among personnel.

The campaign covers all categories of Post Offices, including rural Branch Post Offices (BOs), with the objective of embedding cleanliness and efficient work practices into day-to-day functioning. The initiative seeks to strengthen citizen-centricity, responsive service delivery and the overall customer experience.

Improving the Customer Experience

As part of its efforts to modernise the postal network, the Department is also focusing on the renovation and modernisation of Post Office buildings in accordance with the design manual developed in collaboration with the School of Planning and Architecture, New Delhi.

The objective is to go beyond aesthetic improvements and create Post Offices that are functional, accessible, customer-friendly and future-ready.

The Department is also opening N-Gen Post Offices, featuring clean and modern interiors and exteriors, with the objective of creating contemporary postal spaces that are more welcoming and relevant to the needs of younger customers.

Further, SPA Post Offices are being renovated and modernised to upgrade existing facilities and promote uniform branding across the postal network. These initiatives are aimed at improving functionality, accessibility and the overall experience of customers visiting Post Offices.

Jan Sampark – Dak Chaupal

Under Special Campaign 6, the Department of Posts is organising Dak Chaupal to strengthen citizen engagement and bring Government services closer to the people. The initiative focuses on Digital India, financial inclusion and Antyodaya, with emphasis on last-mile delivery. Citizens are being sensitised about financial services, insurance, DBT, Payments Bank, e-commerce and export services, along with various Government welfare schemes and their benefits.

Stamping a cleaner tomorrow, one letter at a time!



India Post introduced a **Special Cancellation** on Swachhata Campaign 2026 on September 17th. Spreading a vital message with every dispatched piece of mail, this special cancellation reminds us to strive for "Freedom from waste with everyone's participation".

Towards Sustainable and Institutionalised Swachhata

Special Campaign 6 reaffirms the Department of Posts commitment to institutionalising Swachhata, efficiency, sustainability and citizen-centric service delivery. The campaign seeks to sustain these practices across its nationwide network and strengthen the quality of services for citizens.

AMK/AR

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