



Ministry of Information & Broadcasting Launches Special Campaign 6.0 Nationwide to Enhance Cleanliness and Reduce Pendency

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The Ministry of Information & Broadcasting has launched Special Campaign 6.0 from 2nd October 2026, with 610 of its offices across the country participating in the campaign. The campaign aims to enhance cleanliness in government offices and reduce pendency. Emphasis is also being laid on the effective collection, segregation and disposal of e-waste.

During the Preparatory Phase, all Media Units, along with their field formations, including the Main Secretariat, were directed to finalise targets, identify pending references and plan for space management.

Union Minister for Information & Broadcasting, Railways and Electronics & IT, Shri Ashwini Vaishnaw, interacted with senior officers of the Ministry and Media Units during the Preparatory Phase. He urged all concerned to cover every office, down to the lowest unit of the Ministry, and instructed that the campaign should continue beyond 31st October 2026 and become a year-round drive. Public dealing offices are to be given high priority, and good work needs to be publicised through various social media platforms.

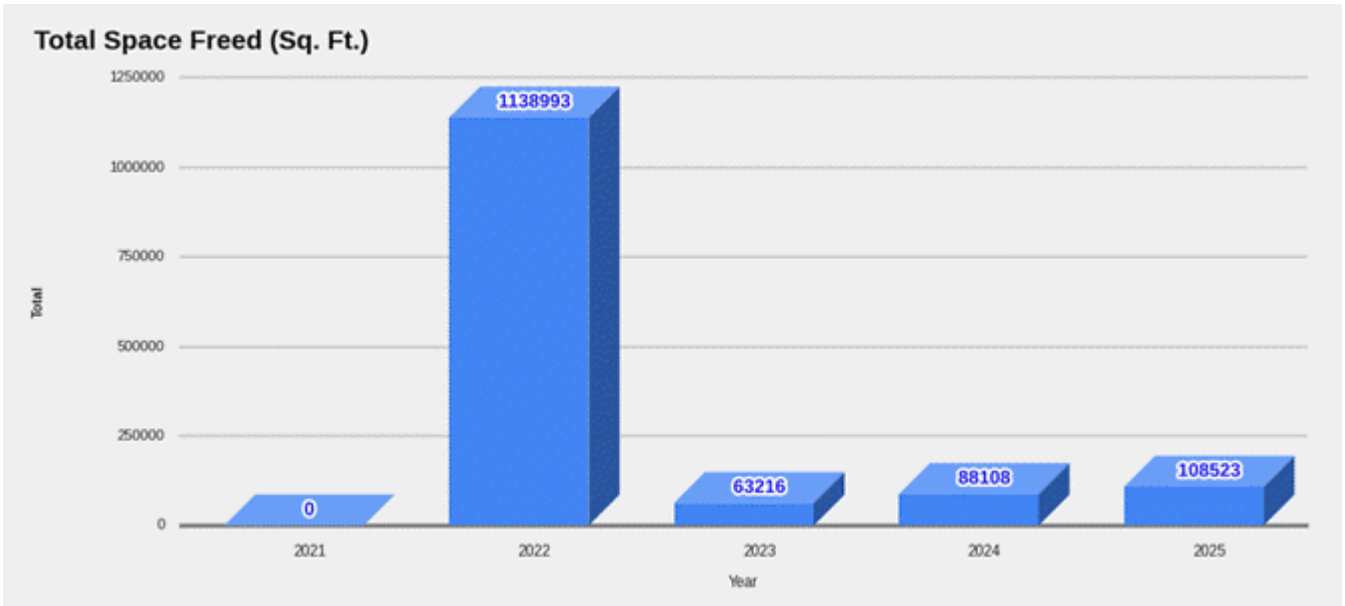
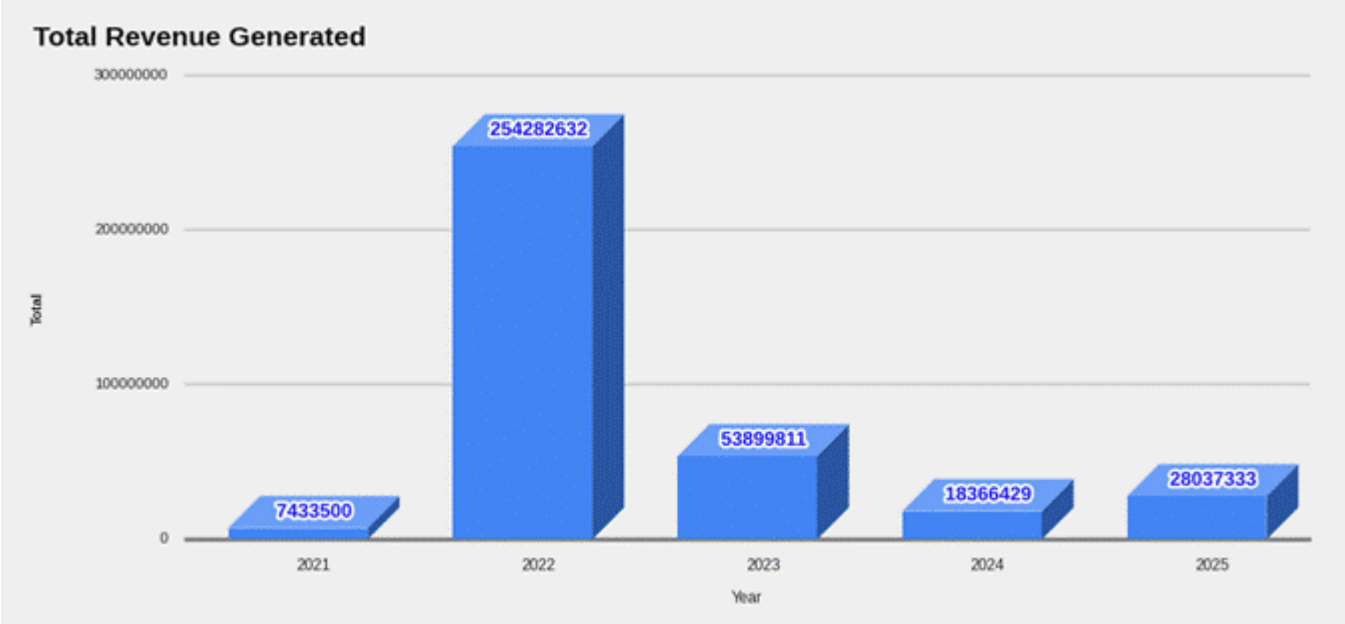
Secretary (I&B), Shri Chanchal Kumar, reviewed the preparations for and implementation of the campaign with all Heads of Media Units and their Nodal Officers. He issued directions for taking appropriate and timely action to achieve the targets set for this year's campaign.

The Ministry has performed well in previous Special Campaigns, demonstrating a consistent commitment to institutionalising Swachhata and ensuring the timely disposal of pending matters. The efforts made during earlier campaigns have not only contributed to improving the cleanliness of offices but have also resulted in significant outcomes in revenue generation, space management and the disposal of physical files.

Since the inception of the Special Campaign in 2021, the Ministry has generated a total revenue of ₹36.20 crore. During this period, approximately 13.89 lakh kilograms of scrap was disposed of, 13.98 lakh square feet of space was freed, and 2.71 lakh physical files were weeded out. A total of 6,642 outdoor campaigns were conducted, and 15,496 spots were cleaned. The cumulative achievements, along with their year-wise details, are presented below.

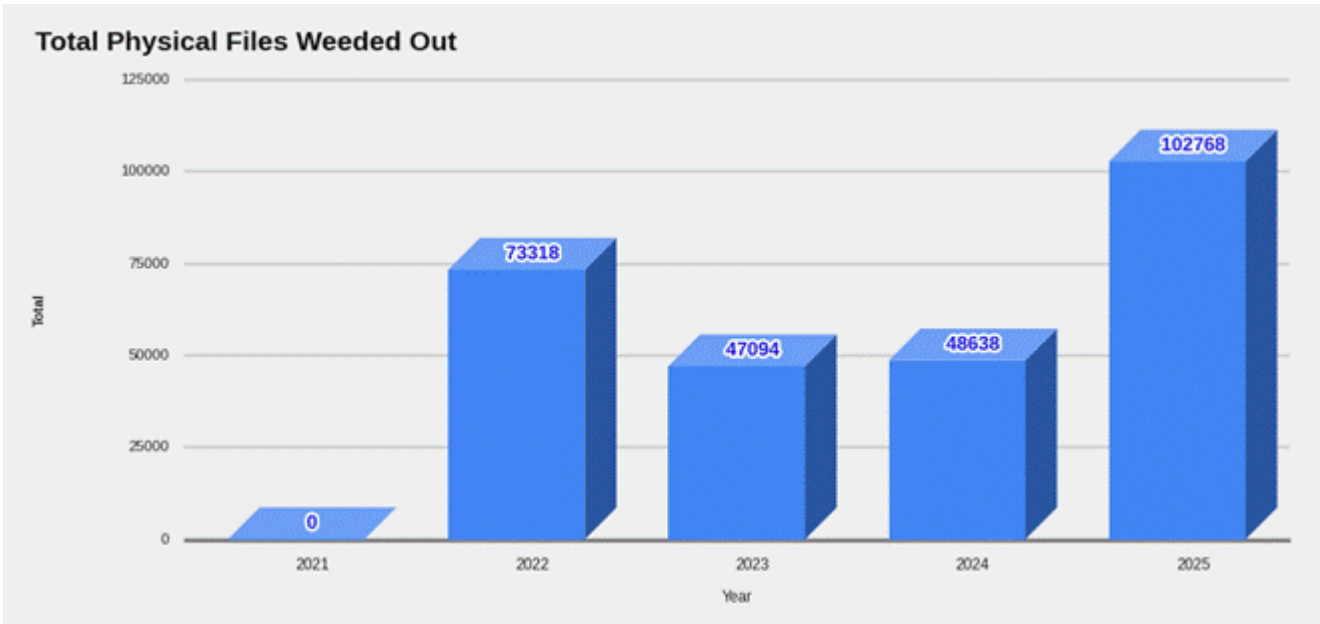
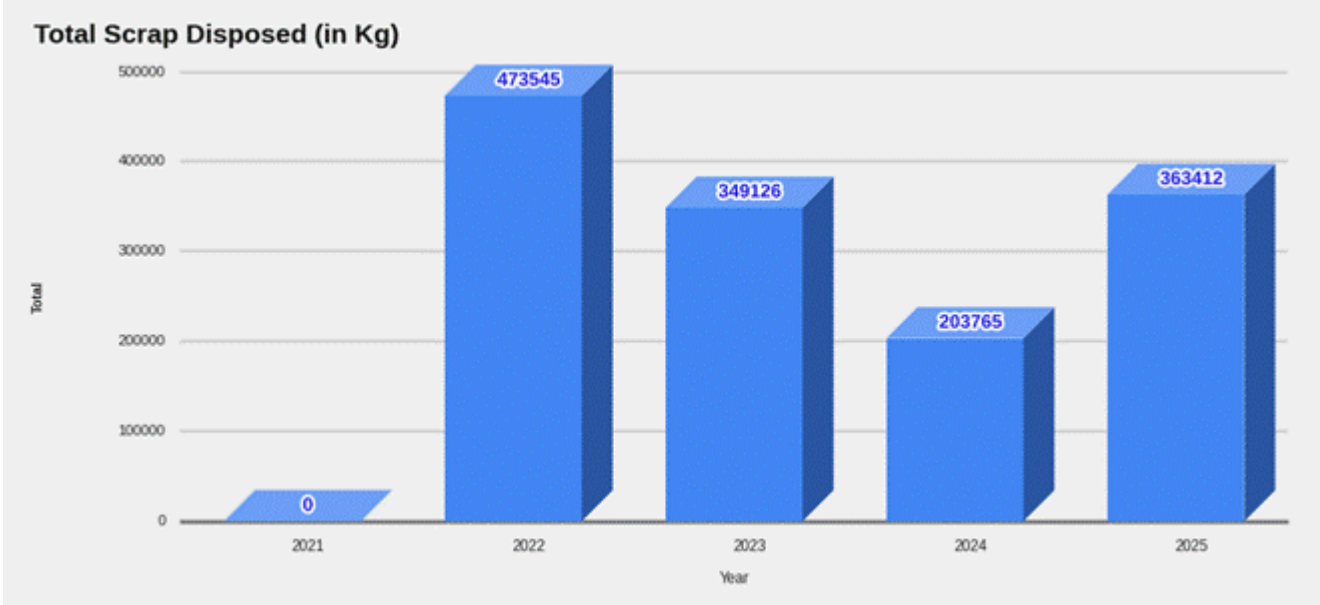
Year-Wise Total Revenue Generated & Space Freed Under Special Campaign

Year	Total Revenue Generated (in ₹)	Total Space Freed (in sq. ft.)
2021	7433500	-
2022	254282632	1138993
2023	53899811	63216
2024	18366429	88108
2025	28037333	108523



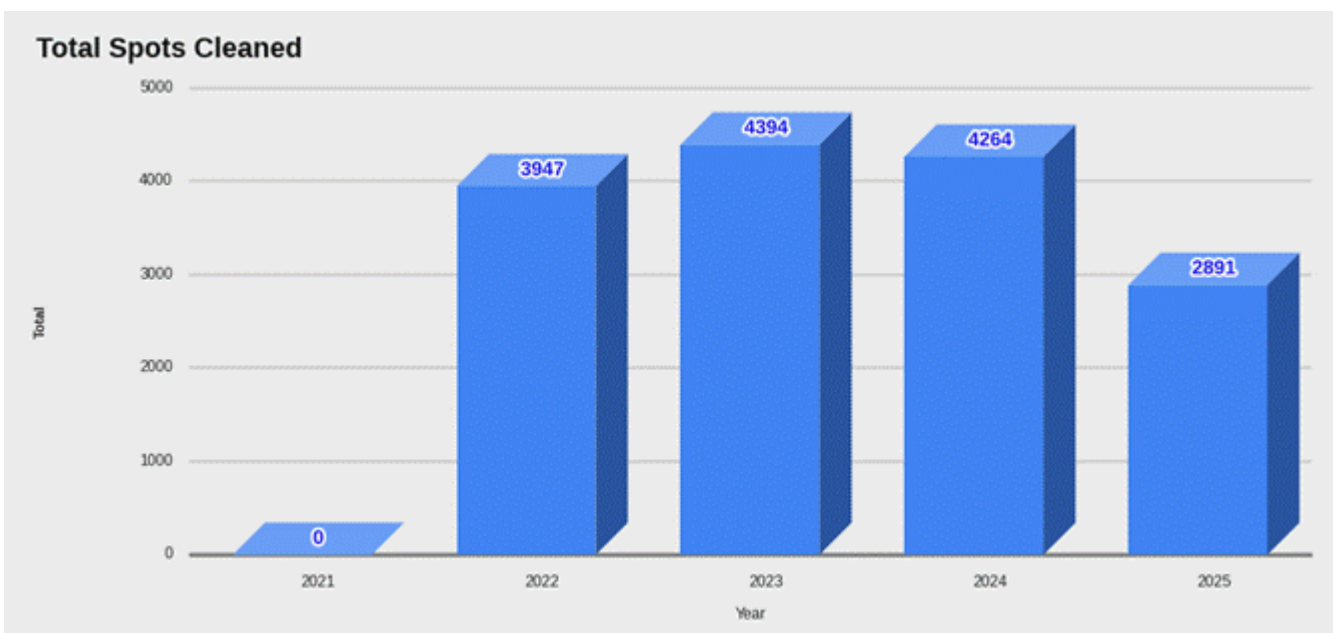
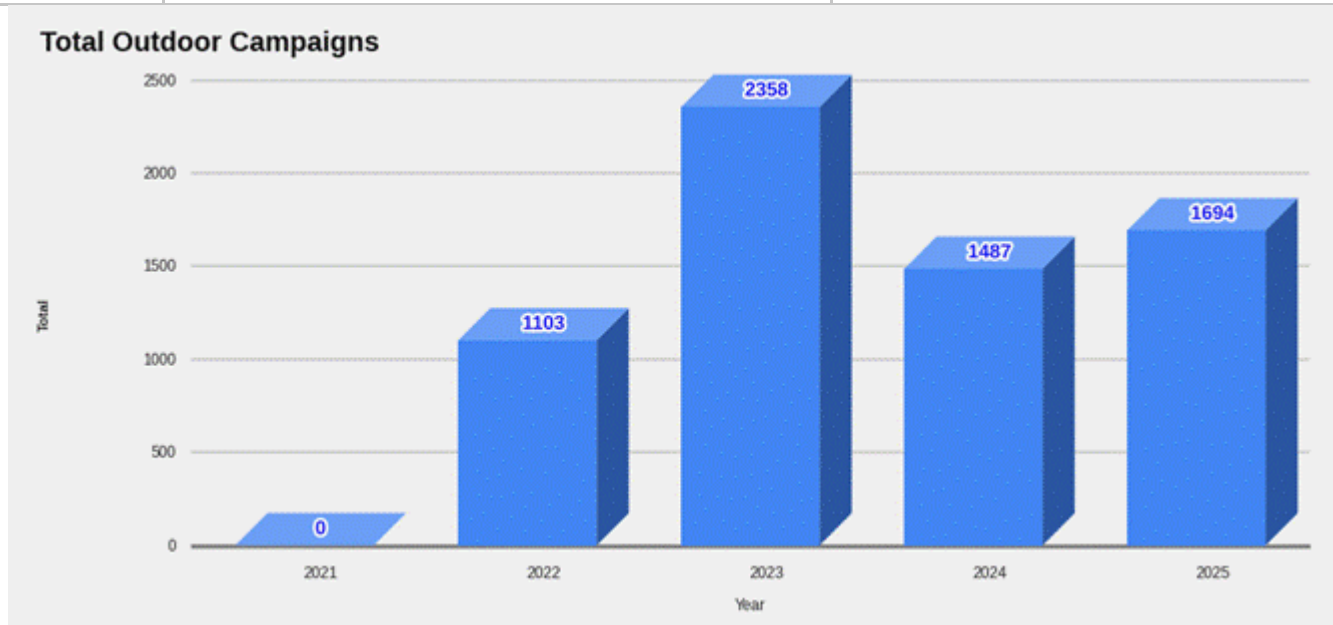
Year-Wise Total Scrap Disposed & Physical Files Weeded Out Under Special Campaign

Year	Total Scrap Disposed (in kg)	Total Physical Files Weeded Out
2021	-	-
2022	473545	73318
2023	349126	47094
2024	203765	48638
2025	363412	102768



Year-Wise Total Outdoor Campaigns & Spots Cleaned Under Special Campaign		
Year	Total Outdoor Campaigns	Total Spots Cleaned
2021	-	-

2022	1103	3947
2023	2358	4394
2024	1487	4264
2025	1694	2891



Mahesh Kumar/ Vivek Vishwash

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