MeitY to organise Unity Run and conclude Special Campaign 6.0 on October 31

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The Ministry of Electronics and Information Technology (MeitY) will organise a Unity Run at Electronics Niketan, New Delhi, on October 31, 2026, to commemorate the birth anniversary of Sardar Vallabhbhai Patel and mark the conclusion of Special Campaign 6.0. The programme will promote cleanliness, efficient management of government resources and the adoption of Swachhata as a year-round practice.

Special Campaign 6.0, being conducted from October 2 to 31, 2026, focuses on the disposal of pending references, scientific management of electronic waste, disposal of scrap, review of physical and electronic records, cleanliness and space management, and simplification of rules and administrative processes.

MeitY Headquarters and its associated organisations, including field and outstation offices, are participating in the campaign. The campaign's implementation emphasizes cleanliness in public-facing offices, scientific disposal of scrap and e-waste, sensitisation of officials, and institutionalisation of Swachhata practices beyond the campaign period.

The programme on October 31 will include the administration of the Swachhata pledge, a Unity Run and recognition of organisations that have demonstrated commendable performance during the previous campaign. Safai Mitras will also be felicitated in recognition of their contribution to maintaining cleanliness. Officials and staff of MeitY organisations in Delhi are expected to participate in the Unity Run.

The programme will also highlight the importance of sustained cleanliness initiatives and responsible management of government premises.

The Unity Run forms part of the seventh edition of the Fit India Freedom Run 2026, being observed across the country from October 2 to 31. With the message “Fitness Ke Dose, Aadha Ghanta Roz”, the initiative encourages citizens to undertake at least 30 minutes of physical activity every day. The nationwide initiative began with a Plog Run on Gandhi Jayanti and will conclude with the Unity Run on October 31, commemorating the birth anniversary of Sardar Vallabhbhai Patel.

Through these initiatives, MeitY aims to reinforce the importance of cleanliness, fitness, administrative efficiency and collective responsibility among government officials and staff.

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