Ministry of Information & Broadcasting Successfully Concludes Special Campaign 6.0 with Over 1.63 Lakh Kg Scrap Disposed of and 40,278 Sq. Ft. Office Space Freed

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The Ministry of Information & Broadcasting has successfully concluded Special Campaign 6.0, undertaken from October 2 to October 31, 2026, with a focus on improving cleanliness, streamlining record management and reducing pendency across its offices and Media Units.

During the campaign, the Ministry disposed of 1,63,213 kg of scrap, freeing up 40,278 square feet of office space. A total of 35 vehicles were also condemned. The campaign witnessed 1,348 outdoor cleanliness campaigns, during which 1,519 spots were cleaned.



Significant progress was also achieved in record management and disposal of pending matters. A total of 39,545 physical files were reviewed, of which 8,823 were weeded out. Similarly, 12,609 e-files were reviewed, with 11,199 files closed during the campaign.

Union Minister for Information & Broadcasting, Railways and Electronics & Information Technology, Shri Ashwini Vaishnaw, interacted with senior officers of the Ministry and its Media Units during the preparatory phase of the campaign. He emphasised the need to ensure coverage of every office, including the lowest field-level units, and directed that the cleanliness drive should continue beyond October 31, 2026, as a year-round initiative. He also stressed that public dealing offices should be accorded high priority.

Secretary, Ministry of Information & Broadcasting, Shri Chanchal Kumar, continuously reviewed the progress of the campaign and emphasised that Media Units should inculcate cleanliness as a regular practice and carry the spirit of Swachhta Hi Seva beyond the campaign period, making it a year-round commitment and an integral part of their institutional culture.

Akashvani stations across the country undertook activities including disposal of old files and papers at Kolkata, restoration of a neglected banyan tree area at Cuttack and waste-to-wealth initiatives at Himmatnagar, Gujarat, where an old discarded dish was repurposed into a seating space for security personnel. Akashvani Jodhpur also undertook waste disposal activities, while a children's park cleaning drive was organised at NABM, Bhubaneswar.



Waste to Wealth: Converted old junk dish to security guard sitting hub at Akashvani Himmatnagar, Gujarat

Several other Media Units undertook innovative cleanliness and beautification initiatives during the campaign. IIMC, Kottayam, carried out campus beautification through wall paintings, while Doordarshan Kendra Srinagar organised a joint cleanliness drive with the Forest Department and CRPF at Shankaracharya Hill. Cleanliness drives were also conducted at Doordarshan Kendra Dehradun, PIB and CBC offices in Ahmedabad, and the Directorate of Publications Division in New Delhi.



Beautification through Campus Wall Painting by IIMC, Kottayam

Publicity and outreach activities were undertaken through print, electronic and social media to spread awareness about cleanliness and encourage public participation.

The successful conclusion of Special Campaign 6.0 reflects the Ministry's continued commitment to institutional cleanliness, efficient records management, timely disposal of pending matters and improved public service delivery.

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Mahesh Kumar/ Vivek Vishwash

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