

Learn Smart, Learn Fast

Article



**PRISMATIC
INSTITUTE**

SumatiIAS: Empowering aspirants to achieve their dream of becoming an IAS officer with comprehensive and quality guidance.

Special Campaign 5.0

Special Campaign 5.0 is a nationwide initiative launched by the Government of India to institutionalize cleanliness (Swachhata) and minimize pendency across all government offices during October 2025.

Objectives and Phases

Special Campaign 5.0 is conducted in two clearly defined phases:

Timeline and Phases

- **Preparatory Phase:** 15th September 2025 to 30th September 2025
 - Departments identify pending files, public grievances, cleanliness sites, and set targets for the subsequent campaign activities during this phase.
- **Implementation Phase:** 2nd October 2025 to 31st October 2025
 - This month-long phase is dedicated to the actual execution of the campaign, including file and grievance disposal, cleanliness drives, e-waste handling, and process reforms in all government offices and associated bodies.
- **Evaluation Phase (Starts November 17, 2025):** A final phase to evaluate the results and successes of the campaign.

This schedule ensures strategic planning followed by focused execution for the campaign's objectives in October 2025

The main objectives of Special Campaign 5.0 are:

- Institutionalizing Swachhata (cleanliness) across all government offices, field/outstation units, and public service delivery points.
- Systematic and accelerated disposal of pending matters, such as backlog files, public grievances, parliamentary assurances, and references from MPs, State governments, and inter-ministerial communications.
- Comprehensive e-waste management, focusing on the identification and scientific disposal of obsolete electronics (computers, printers, etc.) in accordance with the E-waste Management Rules 2022.

- Record management and modernization, which includes weeding out old or redundant files, digitizing records, and optimizing office space.
- Streamlining and easing rules, regulations, and processes to reduce compliance burdens and strengthen citizen-centric governance.
- Promoting operational efficiency and enhancing the ease of living for citizens interacting with government offices by improving office environments, clearing clutter, and strengthening service delivery.

These objectives aim to create a responsive, efficient, and sustainable governance ecosystem throughout government institutions during the October 2025 campaign window.

Key Activities of Special Campaign 5.0:

Focus Areas:

- Saturation of Swachhata in offices and public interface locations.
- Disposal of e-waste such as discarded computers, laptops, printers, LEDs, and electronic display boards as per E-waste Management Rules 2022.
- Liquidation of pendency in MP references, PMO references, inter-ministerial references, parliamentary assurances, public grievances, and appeals.
- Institutionalizing daily Swachhata practices within offices.
- Minimizing pendency by clearing backlog files (physical and e-files), public grievances, parliamentary assurances, and government references.
- Special thrust on e-waste disposal—addressing outdated computers, printers, and other electronic waste as per E-waste Management Rules 2022.
- Streamlining office operations to enhance citizen-centric governance and record management.

Targets (Implementation Phase):

- Review of 15,405 physical files and 8,119 e-files.
- Conduct 563 cleanliness drives.
- Address and resolve significant references and grievances (including 135 MP references, 41 PMO references, 22 public grievance appeals, 32 parliamentary assurances).
- Modify or amend ease of rules to improve efficiency.

Documentation and Best Practices:

- Documentation of cleanliness, space freed and its utilization, and revenue earned from scrap disposal.
- Capture of before-and-after pictures and videos, beneficiary feedback.
- Sharing best practices on areas such as e-waste management, digitization, efficient space management, environmental practices, and citizen-centric initiatives.

Coordination:

- Each Ministry/Department appoints nodal officers to oversee campaign activities and ensure alignment.
- Regular meetings, hybrid mode consultations, and communication plans are implemented to achieve coordinated efforts.
- Awareness campaigns through standees, social media, and outreach programs are conducted across offices including field and outstation locations.

The campaign aims at a cleaner, more efficient, and responsive government office environment with sustainable practices and improved public service delivery.

Preparatory Phase of the Special Campaign 15-30th September 2025

The Special Campaign will be preceded by Preparatory Phase from 15th September, 2025 to 30th September, 2025. During this phase, Ministries/Departments are supposed to do the following activities:

- Nominate nodal officers in each of their campaign offices in attached / subordinate offices/ PSUs / autonomous organizations (by 25th August ,2025).
- Arrange training for the nodal officers about their role in the campaign
- Mobilize the offices/officers and ground functionaries for the Campaign
- Identify pending references
- Identify campaign sites for cleanliness
- Assess the volume of redundant materials to be disposed and finalise the procedures for their disposal
- Space management planning
- Scrap disposal

- Record Management Identification of e-waste and ensure disposal as per guidelines of MoECF.

Key Parameters of Special Campaign 5.0

- Physical and electronic files review (e.g., 15,405 physical files and 8,119 e-files in the Department of Water Resources)
- Cleanliness drives at identified sites nationwide, including government offices and missions abroad
- Disposal and management of e-waste in compliance with e-waste management rules, targeting obsolete equipment like computers and printers
- Review and disposal of public grievances, MPs' references, state government communications, inter-ministerial consultations, and parliamentary assurances
- Institutionalizing practices around digitization, efficient space management, office environment enhancement, environment-friendly practices, waste to wealth initiatives, citizen-centric initiatives, and innovative practices
- Emphasis on timely waste disposal, sanitation protocols, and creating clutter-free, aesthetically pleasant office environments
- Easing and modification of government rules to improve efficiency

Categories for Best Practices Inclusion

- E-waste management
- Digitization and intra-ministerial portals
- Space management
- Enhancement of office premises
- Environmentally friendly practices
- Waste to wealth conversion
- Citizen-centric initiatives
- Innovative practices

The campaign encourages offices to document best practices, submit self-assessment forms, and upload photographic evidence of initiatives on designated portals by the deadline (November 10, 2025). Various ministries and departments have set specific targets for the campaign, covering extensive cleanliness sites, file reviews, and grievance redressal cases.

This campaign is part of a broader effort led by the Department of Administrative Reforms and Public Grievances with participation across government sectors to bring systematic,

sustainable cleanliness and efficiency reforms in government workplaces in honor of Gandhian values.

Main (implementation) phase of Special Campaign 5.0

Special Campaign 5.0 is a government initiative aimed at institutionalizing Swachhata (cleanliness) and minimizing the pendency of cases in government offices. The main (implementation) phase of Special Campaign 5.0 is being conducted from October 2 to October 31, 2025, following a preparatory phase from September 15 to 30, 2025.

Overview of Special Campaign 5.0 Main Phase

- The campaign focuses on achieving saturation of cleanliness and disposal of pending references in all government offices including Ministries, Departments, PSUs, autonomous organizations, and field/outstation offices with public interfaces.
- This year, a key focus area is the disposal of e-waste such as unserviceable computers, laptops, printers, LEDs, e-display boards, etc., as per the E-waste Management Rules 2022.
- Ministries, departments, and organizations are engaged in activities like cleanliness drives, record digitization, file review and disposal, space management, and pendency clearance of MP references, PMO references, public grievances, parliamentary assurances, and inter-ministerial references.

Key Targets and Activities

- The Ministry of Mines, Department of Water Resources, and other government bodies have set targets including thousands of physical and electronic files to be reviewed, numerous cleanliness sites, and disposal of scrap and e-waste.
- Public participation is encouraged through e-waste collection booths and home pick-up facilities.
- Training programs and inspections have been conducted to ensure effective implementation.
- Examples include the Ministry of Mines reviewing over 18,000 physical files and 12,000 e-files, and identifying 292 cleanliness sites.
- The Department of Water Resources targets reviewing over 15,000 physical files and 8,000 e-files along with conducting 563 cleanliness drives.

Impact and Past Achievements

- Since inception in 2021, Special Campaigns have covered nearly 12 lakh sites, earned over ₹3,200 crore from scrap disposal, and weeded out/closed over 137 lakh files.
- The 2025 edition aims to cover more field and service-delivery offices, enforcing a “saturation approach” where all subordinate, autonomous, and public sector offices must participate, ensuring no central government office is left behind.

Nodal Officers and their roles and responsibilities

Nomination of Nodal Officers

- Each Ministry/Department is required to appoint a Nodal Officer not below the rank of Joint Secretary for this campaign.
- The Nodal Officers also include coordinators in regional offices or attached/subordinate offices.
- CPWD/NBCC nominates Nodal Officers to coordinate cleanliness activities in buildings they maintain.
- The nominated officers are trained on their roles and responsibilities to ensure smooth campaign implementation.

Roles and Responsibilities of Nodal Officers

- Coordinate the campaign in their Ministry/Department and associated offices, PSUs, autonomous bodies, and field units.
- Collect and collate daily information on cleanliness activities, pendency reduction, space management, and beautification efforts.
- Feed data into the central monitoring portal (SCDPM 5.0 portal) maintained by the Department of Administrative Reforms and Public Grievances (DARPG).
- Formulate comprehensive plans for cleanliness, space management, and office beautification.
- Document campaign activities with high-resolution photos and videos before and after implementation in coordination with media units.
- Capture beneficiary or public feedback during the campaign.
- Report and document space freed and utilization details, and revenue earned from scrap disposal.
- Identify sites with maximum impact for focused attention and campaign highlights.
- Draw communication and outreach strategies in consultation with DARPG.

- Coordinate disposal procedures for e-waste and scrap per environmental norms.
- Ensure adherence to record management including review, weeding, closing of files, and preservation of historical documents.
- Liaise with CPWD/NBCC for building cleanliness action plans and facade maintenance.

This setup aims at institutionalizing cleanliness and improving government office work environments comprehensively through well-planned, documented, and monitored activities with designated responsible officers at all levels.

Role of CPWD/ NBCC

- The role of CPWD (Central Public Works Department) and NBCC (National Buildings Construction Corporation) in Special Campaign 5.0 primarily involves undertaking outdoor cleanliness drives for all buildings where they are responsible for upkeep.
- They are tasked with drawing up action plans for cleanliness, facelift of common areas, and the outer façade of buildings in consultation with the nodal Ministries occupying those buildings.
- Nodal officers from CPWD and NBCC coordinate with Ministries and Departments to ensure effective implementation of cleanliness, space management, waste disposal including scientific management of e-waste, and enhancing the office environment within their jurisdiction.
- CPWD and NBCC play an integral part in outdoor and common area cleanliness drives, contributing to the overall objective of improving the cleanliness and hygiene of government office spaces at pan India level.

Departmental Examples and Efforts

Special Campaign 5.0 is an all-of-government initiative, but certain ministries and departments are playing lead roles in driving its implementation:

- **Department of Administrative Reforms & Public Grievances (DARPG):** Functions as the national nodal department overseeing planning, monitoring, and coordination of the campaign across central ministries, departments, and their subordinate offices.
- **Ministry of Personnel, Public Grievances & Pensions:** Provides top administrative leadership and policy direction for the saturation of Swachhata and reduction of pendency.

- **Ministry of Environment, Forest and Climate Change (MoEFCC):** Leads the e-waste management component, issuing technical guidelines and compliance rules for proper handling and disposal of electronic waste generated by government offices.
- **Department of Health & Family Welfare:** Actively implements campaign activities across its national and field units, focusing on cleanliness, file review, and grievance disposal.
- **Ministry of Micro, Small & Medium Enterprises (MSME):** Promotes Swachhata, administrative efficiency, and e-waste management across all MSME-related offices, PSUs, and field units.
- **Ministry of Water Resources, River Development & Ganga Rejuvenation:** Conducts targeted drives for cleanliness and record management in its offices and allied organizations.
- **Ministry of Textiles, Ministry of Defence, Ministry of Culture, Department of Agriculture & Farmers Welfare:** These ministries, among others, have launched strong internal initiatives to meet the campaign's targets within their sectoral domains.

Every central ministry, department, PSU, autonomous institution, and major field/outstation office has been instructed to appoint nodal officers and implement Special Campaign 5.0 in a "saturation" mode, ensuring whole-of-government participation without exceptions.

Monitoring through a dedicated Portal

Monitoring of the campaign is done through a dedicated online portal called the SCDPM Portal, accessible at <https://scdpm.nic.in/specialcampaign5/>, managed by the Department of Administrative Reforms & Public Grievances (DARPG).

The portal allows nodal officers from various ministries and departments to login and upload daily progress related to cleanliness drives, file weeding, space management, digitization, disposal of e-waste, and best practices.

Key points about the monitoring portal and the campaign are:

- The portal is intended for daily progress updates and self-assessment form submissions by November 10, 2025, to review outcomes.
- Nodal officers will track activities in their respective offices and attached units, ensuring effective implementation.
- The campaign emphasizes scientific disposal of e-waste, space utilization, record management, and citizen-centric initiatives.



-
- DARPG coordinates and monitors progress, with regular reviews by Secretaries and the Cabinet Secretariat.
 - The portal also serves as a repository of best practices shared by participating units.
-