



**TEA BOARD**  
14, Biplabi Trailokya Maharaj Sarani  
Kolkata-700001

Ref. No.25(25)/Sectt/2020/ **4769**

Dated 11.09.2025

**C I R C U L A R**

Sub: Special Campaign 5.0 for institutionalizing Swachhata and minimizing pendency in Government offices- 2<sup>nd</sup> October 2025 to 31<sup>st</sup> October, 2025 and observation of campaign from 17<sup>th</sup> September, 2025, culminating on 2<sup>nd</sup> October, 2025 as Swachh Bharat Diwas

I am directed to forward herewith a copy of a D.O letter No. 2/5/2024-SBM-IV dated 04.09.2025 issued by Secretary, Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Govt. of India regarding observation of campaign from 17<sup>th</sup> September, 2025, culminating on 2<sup>nd</sup> October, 2025 as Swachh Bharat Diwas and another Office Memorandum No. Q-11011/01/2025-O&M(e-9571) dated 01.08.2025 issued by Ministry of Personnel, Public Grievances & Pensions, Department of Administrative Reforms & Public Grievances, Govt. of India regarding Special Campaign 5.0 for institutionalizing Swachhata and minimizing pendency in Government offices from 2<sup>nd</sup> October 2025 to 31<sup>st</sup> October, 2025 requesting for proper implementation of both the directives in Board's all Zonal/Regional/Sub-Regional Offices including Head Office, Kolkata and submission of a compliance report immediately after completion of such Campaign.

Encl: As stated.

(Dr. Rishikesh Rai)  
Secretary (I/C)

Distribution :-

1	All HoDs in Board's H.O., Kolkata (excepting Dy. Chairman)	With the request to please bring the contents of the Circular amongst all officials working under them.
2	Executive Director, Tea Board, Coonoor/Guwahati	
3	FA & CAO	
4	Director of Tea Development	
5	DDTD, Siliguri/SO (NWI), New Delhi/FAO, Palampur	
6	All Regional/Sub-Regional Offices of the Board	
7	PA's to Dy. Chairman, FA&CAO & Secretary	
8	IT Cell	With the request to upload in Board's website.
9	TBEA	
10	Secretariat Branch	With spare copies

Ashok K. K. Meena  
Secretary  
Government of India  
Department of Drinking Water & Sanitation  
Ministry of Jal Shakti



Srinivas Katikithala, IAS  
Secretary  
Government of India  
Ministry of Housing and Urban  
Affairs

D.O.No. 2/5/2024-SBM-IV

Date: 4<sup>th</sup> September, 2025

Dear Madam/Sir,

To strengthen voluntarism and collective action for Swachhata, a fortnight of 'Swachhata Hi Seva' (SHS) has been observed since 2017. This annual campaign has been exemplifying the 'Whole of Society' and 'Whole of Government' approach bringing together citizens, institutions, and leadership at all levels. Over the years, this campaign has grown in its scale and impact.

2. The SHS- 2025 is being jointly organized by Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti. The campaign will begin from 17<sup>th</sup> Sept, 2025, culminating on 2<sup>nd</sup> Oct, 2025, being observed as Swachh Bharat Diwas. This year's theme, 'Swachhotsav,' aligns with the festive spirit of the period.

3. The key focus areas of the SHS- 2025 campaign are:

- i. **Transformation of Cleanliness Target Units (CTUs)** wherein difficult and dirty spots will be identified, mapped and cleared in the time bound manner,
- ii. **Clean Public Spaces:** General cleanliness of establishments / institutions and high footfall spaces,
- iii. **Safai Mitra Suraksha Shivirs:** Single window camps for preventive health checkup and linking with welfare schemes,
- iv. **Clean Green Utsav:** Eco – friendly and zero waste celebration,
- v. **Advocacy:** Swachh Sujal Gaon, Waste to Art, Clean Street Food, RRR Centers etc.

4. Like previous years, when crores of people have voluntarily joined at lakhs of sites to contribute one hour of voluntary swachhata service, this year, the simultaneous nationwide shramdaan, 'Ek Din, Ek Ghanta, Ek Saath' is proposed on 25<sup>th</sup> Sept, 2025 with a call to action to citizens for joining hands for the nation's cleanliness.

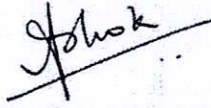
5. In view of the same, following are the key requests from the Central Ministries:

- i. Assign a nodal officer of the rank of Joint Secretary (JS) to coordinate efforts of the Ministry/Department. The contact details of the nodal officer should be communicated by 10<sup>th</sup> Sept. 2025 to Mr. V.S. Rana, Director, SBM-Urban (ranavs.rana66@nic.in) & Mr. Sanjay Kumar Sinha, Director, SBM – Grameen (sanjay.sinha67@nic.in),
- ii. Mobilize all PSUs/ subordinate offices/ field units / institutions under the Ministry during the fortnight for the activities at Point (3) above,
- iii. Promote partnerships with private sector organizations, NGOs, CSOs, CSR funds, philanthropies and other related stakeholders etc.,
- iv. Plan an effective advocacy strategy,

- v. Daily reporting of activities during SHS-2025 are to be uploaded on daily basis on the specially curated IT Portal for SHS-2025 (<https://swachhatahiseva.gov.in/>). Details and login credentials will be shared subsequently, followed by IT trainings for local bodies, PSUs and Central Ministries and other stakeholders.

6. In the States/UTs/constituencies where the areas are affected by flooding/natural calamities may take up SHS activities based on ground conditions, care may be taken to club swachhata, sanitation and hygiene with flood relief and rehabilitation measures.

We look forward to your personal leadership and support in making this campaign a resounding success.



(Ashok K. K. Meena)  
Secretary, DDWS



(Srinivas Katikithala)  
Secretary, MoHUA

To,  
All Secretaries of Central Govt Ministries

**No. Q-11011/01/2025-O&M (e-9571)**  
Government of India  
Ministry of Personnel, Public Grievances & Pensions  
Department of Administrative Reforms & Public Grievances  
\*\*\*

Sardar Patel Bhawan, New Delhi

Dated, the 1<sup>st</sup> August, 2025

**OFFICE MEMORANDUM**

**Subject Special Campaign 5.0 for institutionalizing Swachhata and minimizing pendency in Government offices – 2<sup>nd</sup> October 2025 to 31<sup>st</sup> October, 2025- regarding.**

The Government will organize Special Campaign 5.0 for improving Swachhata and disposal of pending references from 2<sup>nd</sup> October – 31<sup>st</sup> October, 2025, on the lines of the Special Campaigns held in 2021, 2022, 2023 and 2024 on the same theme. Since the inception of the campaign in 2021, and as of June, 2025, the cumulate outcomes of the campaigns include ₹3220.04 crore revenue earned from scrap disposal, 11.97 lakh sites covered under cleanliness drives across the country and in overseas Indian Missions, and 137.12 lakh files were weeded out/closed.

2. The success of Special Campaigns over the years has resulted in institutionalisation of the campaign and the Government plans to conduct a bigger campaign this year. The Special Campaign will cover all Offices of the Ministries / Departments of Government of India, their attached / subordinate offices / PSUs / autonomous organizations. In this regard, Cabinet Secretary has vide D.O. No.502/2/2/2024-CA.V/CA.III dated the 30<sup>th</sup> July, 2025 addressed all Secretaries to the Government of India (**Annexure**). Department of Administrative Reforms & Public Grievances (DARPG) will be the nodal Department for coordinating and steering the campaign across the country. The following Guidelines have been formulated by DARPG for smooth conduct of Special Campaign 5.0.

**Guidelines for Special Campaign 5.0**

3. The Special Campaign 5.0 will be organised in two phases – Preparatory Phase from 15<sup>th</sup> September, 2025 to 30<sup>th</sup> September, 2025 and Implementation Phase from 2<sup>nd</sup> October, 2025 to 31<sup>st</sup> October, 2025.



4. The Special Campaign 2025 aims at saturation of Swachhata in all offices of all Ministries/ Departments including their attached / subordinate offices / PSUs / autonomous organizations by improving overall cleanliness of Government offices and enhancing experience of common public with Government offices. The focus of the campaign this year shall be field/outstation offices responsible for service delivery or having public interface, in addition to the Ministries/Departments and their attached/subordinate offices/PSUs/autonomous organizations. The focus area of Special Campaign 5.0 is disposal of e-waste generated in Government Offices in compliance of E-waste Management Rules 2022 issued by Ministry of Environment, Forest and Climate Change (copy attached). The broad guidelines for both the phases are as follows:-

#### **Preparatory Phase of the Special Campaign 15-30<sup>th</sup> September 2025**

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

- (i) Nominate nodal officers in each of their campaign offices in attached / subordinate offices/ PSUs / autonomous organizations (by 25<sup>th</sup> August, 2025).
- (ii) Arrange training for the nodal officers about their role in the campaign
- (iii) Mobilize the offices/officers and ground functionaries for the Campaign
- (iv) Identify pending references
- (v) Identify campaign sites for cleanliness
- (vi) Assess the volume of redundant materials to be disposed and finalise the procedures for their disposal
- (vii) Space management planning
- (viii) Scrap disposal
- (ix) Record Management
- (x) Identification of e-waste and ensure disposal as per guidelines of MoECF.

#### **Parameters for the Special Campaign**

6. This year, the campaign will focus on the disposal of e-waste such as unserviceable or discarded computers, laptops, printers, LEDs, e-display boards etc., as well as on liquidating pendency in the MP's References, References from the State Governments, Inter-Ministerial References, Parliamentary Assurances, PMO references, Public Grievances and PG Appeals etc.

*JK*

7. The campaign may also be utilized for adherence of record management systems as contained in Central Secretariat Manual of Office Procedure (CSMOP), GFR and Public Record Act, 1993.

8. Overall cleanliness of government offices with special focus on space management and enhancing work place experience of field offices shall be undertaken. Accordingly, the information on the following parameters may be collected during the preparatory phase. The information collected so will become target for liquidation/implementation during the campaign phase:

- Identification of Cleanliness Campaign sites
- Planning for Space management and beautification of offices
- Identifying the e-waste items and ensure their disposal as per the procedure laid down by the Ministry of Environment Forests and Climate Change.
- Identifying Scrap and redundant items and their disposal procedure as per GFR
- Identifying pending references from MP's
- Identifying pending references from the State Governments
- Identifying pending Inter-Ministerial references (Cabinet Notes)
- Identifying Parliamentary Assurances pending for more than 3 months
- Identifying pending PMO references
- Identifying pending Public Grievances and Appeals (CPGRAMS as well as grievances received from other sources)
- Number of Rules/Processes identified for simplification
- Record Management – Review of files/ recording and weeding of files / closing of e-files

#### **Nomination of Nodal Officers and their roles and responsibilities**

9. Each Ministry/Department shall designate a Nodal Officer for the Special Campaign (not below the rank of Joint Secretary). The Nodal Officers will coordinate the campaign in their Ministry/Department and also Attached/Subordinate/Field/Outstation Offices, Autonomous Bodies and PSUs under their Ministries. He/ She will collect information on daily basis and arrange to feed the information into the Central monitoring portal (SCDPM 5.0 Portal) designed by DARPG.

JDS

10. The Nodal officers will formulate a comprehensive planning for cleanliness, space management and beautification of their offices. He/she will ensure documentation of all activities in pre and post campaign scenario. They will ensure high-resolution pictures and videos of the Campaign sites before start of Campaign and after completion of activities for documentation purposes. Therefore, a suitable planning for pre and post scenario filming and pictures shall be done in consultation with their internal media unit. Efforts shall be made to capture feedback of beneficiary / common public on these efforts in pictures and videos. Documentation of (i) Space freed and its utilisation and (ii) Revenue earned from scrap (along-with break-up of each office including subordinate offices) will be made by the Nodal Officers.

11. While campaign shall be conducted on all identified locations, however, some sites having maximum possible impact shall be identified for focused attention, which may be showcased later as top highlights of the campaign. Nodal Officers will also draw the communication and outreach plan of the campaign in consultation with DARPG.

12. Accordingly, the Ministries/Departments are requested to identify the Attached/Subordinate/Field/Outstation Offices, Autonomous Bodies and PSUs where Swachhata Campaign would be conducted and share the list of those offices with the DARPG in advance. If needed, DARPG would also organise third party visits to those offices during the campaign from 2<sup>nd</sup> -31<sup>st</sup> October, 2025.

13. The nodal officers of the Ministry / Department will collate the information from the field nodal officers and feed them into the central monitoring portal maintained by DARPG.

#### **Role of CPWD/ NBCC**

14. CPWD/ NBCC will undertake outdoor cleanliness drives under the Special Campaign for all buildings where they are responsible for upkeep.

15. CPWD/ NBCC will draw action plan for cleanliness and facelift of common areas, outer façade etc. in consultation with the nodal Ministries for that building.

16. Nodal Officers will be nominated by CPWD/ NBCC to coordinate with the Nodal Coordinating Ministries of Bhawans/ Buildings and their complete details will be sent to Ministries/ Departments occupying these Bhawans/ Buildings as well as DARPG by 10<sup>th</sup> September, 2025.

### **Monitoring through a dedicated Portal**

17. As mentioned above, the progress of the campaign will be monitored through the SCDPM portal at <https://scdpm.nic.in/specialcampaign5/>. (link to be created) The portal can be accessed through login credentials of nodal officers. DARPG will organise a training session for all nodal officers on the portal in the first week of September, 2025. All Ministries/Departments will add "Best Practices adopted by them" on the SCDPM portal under categories given in Annexure – 1.

### **Main phase of the Special Campaign 2<sup>nd</sup> – 31<sup>st</sup> October 2025**

18. Main phase will be action phase, during which all out efforts shall be made to achieve the targets identified in preparatory phase and information shall be provided on the monitoring portal on daily basis. The Special Campaign should also be used to improve records management, categorisation, recording, review and weeding out of physical records, as per extant guidelines contained in the CSMOP, Appendix IX of GFR and Public Records Act, 1993 and guidelines issued by DARPG vide OM Q-15011/1/2025-Q&M-DARPG dated the 01<sup>st</sup> August, 2025 (copy enclosed). The best practices evolved during the campaign shall be documented on the portal for further reference.

### **Monitoring of Progress**

19. Nodal Officers will review the progress in their office and all offices under their Ministry/Departments on a daily basis. Secretary of the Department will also regularly review the progress. Officers will be nominated by Ministry / Department to assess the impact of cleanliness drives, who will make site visits and submit a Report to the Nodal Officer of the Ministry / Department. There will be a "Self- Assessment Form" on the portal (**Appendix-1**). The form may be filled by the Ministries / Departments after completion of the Campaign (latest by 10<sup>th</sup> November, 2025), to facilitate review of the campaign outcomes by appropriate higher authorities.

20. Reviews will be conducted by Secretary, DARPG with the Nodal Officers on a weekly basis during the entire campaign period. A weekly consolidated report will be prepared by DARPG on the progress of the Campaign for submission to the Cabinet Secretariat and PMO.

JQs

21. The following designated officers from DARPG will be available for providing any clarification with respect to the Special Campaign:

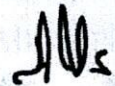
- (i) Smt. Sarita Chauhan, Joint Secretary, DARPG, Tel: 011-2336 0331, e-mail: jsecy-darpg@gov.in.
- (ii) Shri Ajit Kumar Sah, Director, DARPG (Mob.9911930267, e-mail: ak.sah@nic.in)
- (iii) Shri Sanjeev Saxena, Senior Technical Director, NIC (Mobile: 9891064940, e-mail: sanjeevs@nic.in) on technical issues.
- (iv) Shri Satish Kumar, Under Secretary, DARPG (Mob.9968669292, e-mail: s.kumar69@nic.in)

**Communication and Outreach plan:**

22. DARPG will create Hashtag # Special Campaign 5.0. Ministries shall issue tweets/retweets using this Hashtag from various social media handles of their Ministry from 15<sup>th</sup> September, 2025 onwards. The campaign shall be presented through social media, featured articles in newspapers, small features / documentaries on Doordarshan etc. A film on Special Campaign would also be prepared post campaign for which site visits of Doordarshan crew will be finalised in preparatory phase itself. Ministry of Information & Broadcasting will be involved for larger publicity and media plan of the campaign.

**Evaluation Phase: 17<sup>th</sup> November – 30<sup>th</sup> November 2025**

23. A 3<sup>rd</sup> party assessment of the Campaign will be undertaken from 17<sup>th</sup> – 30<sup>th</sup> November 2025. The team will assess qualitative impact of the campaign and measures adopted to sustain the achievements of the Campaign.



(V. Srinivas)

Secretary to the Government of India

To

All Secretaries to the Govt. of India.

DG, CPWD

CMD NBCC

**Special Campaign 5.0  
(October 2<sup>nd</sup> -31<sup>st</sup>, 2025)  
Self-Assessment Form  
(To be submitted by 10-11-2025)**

**A. Background Information**

1.	<b>Ministry / Department(M/D) Name:</b>	
2.	<b>List of Attached/Subordinate/Outstation offices/Missions/Posts where the Campaign was conducted.</b>	a.
		b.
		c.

**B. Best Practices**

Categories under which best practices may be categorized:

- i. e-waste
- ii. Digitization/Intra-Ministerial Portal
- iii. Efficient Management of Space
- iv. Enhancement of Office Premises
- v. Environment-Friendly Practices
- vi. Waste to Wealth
- vii. Citizen Centric Initiatives
- viii. Innovative Practices
- ix. Any other \_\_\_\_\_

In the given format kindly share a brief description of Best Practices taken up during Special Campaign 5.0. Kindly upload the photographs of these Best Practices in the "Best Practices" tab on the SCDPM portal (<https://scdpm.nic.in/specialcampaign5/>) as well.

S No.	Best Practice	Brief Description of Best Practices (maximum 100 words)	Location	Category
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

### C. Space Freed

In the given format kindly, mention top 5 sites where space has been freed and its utilization now.

S No.	Location	Brief Description on utilization of space freed and benefits to the Organisation (Location, type etc) (maximum 100 words)	Sq. ft of Space freed
1.			

Kindly upload the high-resolution photographs and video (Links may be given) on the SCDPM portal in the form of "Before-After" as described in the table below.

Photographs (Before the campaign)	Photographs (After Conduct of campaign & Space Utilization)

NIC will download all pictures and videos Ministry-wise in a separate hard-disk for further reporting.

### D. Scrap Disposal and Revenue Earned

In the given format kindly categorize the type of scrap disposed during the Special Campaign:

S No.	Office Scrap category	Unit	Revenue Earned
1.	e-Waste		
2.	Furniture		
3.	Stationary		
4.	Office vehicle		
5.	Plastic		
6.	Any other		

S No.	Non-Office Scrap (Please provide details)	Unit	Revenue Earned
1.			
2.			
3.			
4.			
5.			
6.			

## E. Cleanliness Campaign

1. List the total number of office sites where the Campaign was conducted \_\_\_\_\_  
(Please ensure that the number of sites matches the data given on the portal)
2. List the number of outstation offices where the cleanliness campaign was taken up \_\_\_\_\_
3. List the sites where mechanized cleaning practices have been adopted, if any \_\_\_\_\_
4. Any other initiatives \_\_\_\_\_