

PRESS RELEASE

North Eastern Council Observes 'Swachhata Hi Seva 2026' at NEC Auditorium, Shillong

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SHILLONG, September 29, 2026: As part of the nationwide campaign, the North Eastern Council (NEC) Secretariat observed 'Swachhata Hi Seva 2026' today at the NEC Auditorium under the overarching theme "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat / Participation in Cleanliness, Clean India, Developed India."



The program featured key interactive sessions focused on youth engagement, sustainable water management, and responsible environmental behavior:

- Rainwater Harvesting & Water Management: Sri R.K. Polendro, Executive Engineer (Civil), Transport & Communication, NEC, delivered an insightful address on the critical importance, potential, and prevailing challenges of rainwater harvesting and effective water resource management.



- Public Hygiene & Plastic Waste Reduction: Sri Richard Jongte, Deputy Adviser (IPR), NEC, led an advocacy session discouraging littering in public spaces and urging the disuse of single-use plastics, emphasizing community-driven waste management concepts such as “Kabaad Se Jugaad” and “Kabaad Se Kala.”



- Sustainable Development & Tourism: Smt. Sentitula, Director (Tourism & Industry), NEC, shared perspectives on integrating cleanliness and circular practices with sustainable tourism, local industries, and economic prosperity (Swachhata Se Samriddhi).



The day's events also included a Jan Bhagidari Advocacy Drive focused on collection campaigns for used clothes, books, toys, and household items to facilitate repair, reuse, redistribution, and recycling.

The Swachhata Hi Seva campaign at the NEC Secretariat will continue through October 2, 2026, featuring a series of community-centric activities:

- September 30, 2026: Transformation and beautification of Cleanliness Target Units (CTUs) and Garbage Vulnerable Points (GVPs), alongside extensive cleaning drives around the NEC Secretariat complex.
- October 1, 2026: A collective Shramdaan drive titled “Ek Din, Ek Ghanta, Ek Saath” at 11:00 AM, followed by the “SafaiMitra Suraksha Evam Samman Shivir” dedicated to conducting health check-ups and felicitating sanitation workers.
- October 2, 2026: The campaign will culminate on Gandhi Jayanti with the “Ek Ped Maa Ke Naam” plantation drive across multiple locations in Shillong.

The NEC Secretariat reiterates its commitment to fostering active citizen participation (Jan Bhagidari) to achieve a cleaner, greener, and developed nation.
