

EVENT REPORT

Swachhata Hi Seva Campaign - 2026

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- **Campaign Period** : 17 September 2026 to 02 October 2026
- **Theme** : “*Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat*”
- **Venue** : North Eastern Council Secretariat, Shillong and designated locations in Shillong, Meghalaya.

1. Background

The North Eastern Council (NEC) Secretariat, Shillong observed the Swachhata Hi Seva (SHS) Campaign 2026 in accordance with the directions issued by the Ministry of Development of North Eastern Region and the Ministry of Jal Shakti. The nationwide campaign was scheduled from 17 September to 02 October 2026, culminating in the observance of Swachh Bharat Diwas on 02 October 2026.

The campaign focused on strengthening public participation in cleanliness, promoting responsible waste management, improving cleanliness at identified vulnerable locations, supporting SafaiMitras and sanitation workers, and encouraging environmental initiatives such as plantation.

2. Day-wise Programme and Activities

Day 1 – 29 September 2026

A. Swachh Paathshala – Yuva for Swachhata & Swachhata Evam Jal Sanchay Samvad

Time: 11:00 A.M.

The first scheduled activity focused on creating awareness and encouraging participatory action on cleanliness and water conservation. The interactions covered:

- Swachhata and the importance of maintaining clean surroundings.
- Rainwater harvesting and the need for responsible water management.
- Awareness regarding littering in public spaces. The adverse impact of single-use plastics.
- Promotion of “Kabaad Se Jugaad” / “Kabaad Se Kala”, encouraging creative reuse of discarded materials.

- Promotion of Swachhata Se Samridhhi, linking cleanliness and responsible waste management with broader social and economic benefits.



The activity reflected the SHS 2026 focus on Swachh Paathshala – Yuva for Swachhata, Jan Bhagidari and Swachhata Se Samridhhi. The official campaign guidelines specifically identify youth engagement, awareness activities, water-management discussions and waste-to-wealth initiatives as important components of the campaign.



B. Jan Bhagidari Advocacy Drive

Time: 4:30 P.M.

The second activity of the day focused on citizen/staff participation through a collection drive for used clothes, books, toys and household items.

The initiative was designed to encourage:

- Repair and reuse of usable items;
- Redistribution of materials to those who may need them;
- Recycling of items that cannot be reused; and
- Greater awareness of circularity and responsible consumption.

The activity was aligned with the SHS 2026 objective of promoting a circular economy through reuse, recycling and waste-to-resource practices.

Day 2 – 30 September 2026

Transformation of Cleanliness Target Units (CTUs) / Garbage Vulnerable Points (GVPs)

Time: 10:00 A.M. onwards

The scheduled activity focused on identifying and addressing Cleanliness Target Units (CTUs) and Garbage Vulnerable Points (GVPs) in and around the NEC Secretariat.

The activity comprised:

- Identification of locations requiring cleanliness intervention;
- Cleaning and improvement of identified CTUs/GVPs;
- Transformation and beautification of identified locations; and
- A cleanliness drive covering the adjoining areas of the NEC Secretariat office complex.



The activity directly addressed one of the key focus areas of SHS 2026—identification and time-bound transformation of difficult or dirty spots and high-footfall public places.



The initiative was intended to improve the immediate surroundings of the NEC Secretariat while reinforcing the principle that sustained cleanliness requires identification of vulnerable points and continued community participation.

Day 3 – 01 October 2026

A. “Ek Din, Ek Ghanta, Ek Saath” – Shramdaan

Time: 11:00 A.M.

The activity was organised as part of the nationwide “Ek Din, Ek Ghanta, Ek Saath” cleanliness initiative.

The programme involved Shramdaan with emphasis on:

- Identification of a littered area i.e NEC residential quarters
- Cleaning of the identified location; and
- Beautification and improvement of the area.

The activity was in keeping with the nationwide SHS initiative scheduled for 01 October 2026, which sought to bring people together for voluntary cleanliness action.





The initiative reinforced the principle of Jan Bhagidari, encouraging collective responsibility and voluntary participation in maintaining clean public spaces.



B. SafaiMitra Suraksha Evam Samman Shivir

Time: 1:00 P.M. – 3:00 P.M.

The second programme of the day focused specifically on the health, welfare and recognition of SafaiMitras/sanitary workers as well as casual staff of NEC.

The scheduled activities included:

Health Check-up

A health check-up programme for SafaiMitras/sanitary workers of NEC was organised as part of the campaign's focus on the health and welfare of sanitation workers.



Felicitation

The programme also included the felicitation of SafaiMitras/sanitary workers and casual staff of NEC recognising their contribution towards maintaining cleanliness and sanitation.

The activity reflected the “SafaiMitra Suraksha Evam Samman” pillar of SHS 2026, under which health check-ups, welfare linkages, safety measures and recognition of SafaiMitras and sanitation workers are specifically encouraged.



Day 4 – 02 October 2026

“Ek Ped Maa Ke Naam” – Plantation Drive

The concluding scheduled activity of the NEC's SHS 2026 programme was the “Ek Ped Maa Ke Naam” Plantation Drive.

Under the activity, officers and staff were scheduled to participate in plantation at NEC Secretariat, Shillong



The plantation initiative complemented the cleanliness campaign by linking environmental responsibility with the broader vision of a clean and sustainable environment



The activity also coincided with 02 October 2026, the concluding day of the Swachhata Hi Seva campaign and the observance of Swachh Bharat Diwas. The national campaign guidelines identify plantation drives under “Jan Bhagidari for Swachhata” as one of the activities that may be undertaken during the campaign period.

3. Overall Outcomes

The day-wise programme at the NEC Secretariat addressed multiple dimensions of the Swachhata Hi Seva Campaign 2026:

- **Awareness:** Promotion of cleanliness, water conservation and responsible waste management
- **Jan Bhagidari:** Encouragement of collective and voluntary participation in cleanliness activities.
- **Cleanliness:** Identification and cleaning of CTUs/GVPs and surrounding areas.
- **Circular Economy:** Collection and promotion of reuse, redistribution and recycling of household items
- **SafaiMitra Welfare:** Health check-ups and recognition of sanitation workers.
- **Environmental Responsibility:** Plantation activities under “Ek Ped Maa Ke Naam.”

The programme therefore covered the major focus areas identified for SHS 2026, including cleanliness and clean public places, Swachh Paathshala, SafaiMitra Suraksha Evam Samman, Jan Bhagidari for Swachhata and Swachhata Se Samriddhi.

4. Conclusion

The Swachhata Hi Seva Campaign 2026 at the North Eastern Council Secretariat, Shillong was designed as a series of focused activities extending from awareness and advocacy to direct cleanliness action, community participation, SafaiMitra welfare and environmental conservation.

The day-wise programme provided opportunities for officers and staff to contribute to the objectives of the campaign through practical activities such as cleanliness drives, waste collection and recycling, Shramdaan, support and recognition of sanitation workers, and plantation.

The campaign reaffirmed the importance of collective participation in cleanliness and environmental responsibility, in keeping with the vision of “Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat.”


