

NEC Enthusiastically Observes Swachhata Hi Seva Campaign 2024

The Swachhata Hi Seva Campaign 2024 was observed at the NEC Secretariat in Shillong from September 14 to October 1, 2024. The campaign began with the administration of the Swachhata Pledge on September 17, 2024, led by Shri Som Kamei, Planning Adviser, NEC. All officers and staff of NEC participated in the pledge-taking ceremony.

To enhance awareness of cleanliness, the NEC Secretariat displayed banners featuring swachhata-related messages on September 17, 2024.

In alignment with the three pillars (i) Swachhata Ki Bhagidari, (ii) Sampoorna Swachhata through Shramdaan, including Swachhata Lakshit Ekayi and (iii) Safai Mitra Suraksha Shivirs of the Swachhata Hi Seva Campaign 2024, a series of activities were organized by the NEC Secretariat, Shillong.

(i) Swachhata Ki Bhagidari

A variety of activities promoting public participation were conducted under this theme:

- A significant Plantation Drive was held on September 18, 2024, aimed at increasing plant cover and improving air quality around the NEC Secretariat Complex in Nongrim Hills, Shillong. This event, themed “Ek Ped Maa Ke Naam,” was organized in collaboration with the Dorbar Shnong, Nongrim Hills, and saw enthusiastic participation from NEC officers, staff, and local residents.

- To inspire a collective commitment to cleanliness and environmental responsibility, a Walkathon-cum-Swachhata Rally was organized on September 20, 2024. This event engaged NEC officers, staff, and their families.

- Various competitions were held during the campaign, including a Poster-making Competition on September 23, 2024, themed “Swabhav Swachhata, Sanskar Swachhata.” Additionally, a Waste-To-Art Design Competition took place on the same day, encouraging participants to create innovative art from recycled materials, promoting the Reduce-Reuse-Recycle tenet. These competitions witnessed active participation from NEC officers and staff, with judges selecting the top three winners. Further details are provided in the annexures.

(ii) Sampoorna Swachhata through Shramdaan, including Swachhata Lakshit Ekayi

In this category, a Swachhata Lakshit Ekayi (Cleanliness Target Unit) was identified, and a major cleanliness drive was conducted on September 28, 2024. This initiative aimed to clear accumulated garbage from neglected areas, enhancing both health and aesthetics. The drive was organized in collaboration with the Dorbar Shnong, Golf Link, Shillong, and involved NEC officers, staff, and local residents. A substantial amount of plastic and organic waste was cleared with assistance from the local sanitary body.

(iii) Safai Mitra Suraksha Shivirs

To promote the health of sanitary workers at NEC and local sanitation staff, a health camp was organized on September 27, 2024, in collaboration with the Director of Health Services, Health and Family Welfare Department, Government of Meghalaya. The event was well-attended by the target groups and NEC's permanent staff.

In recognition of their invaluable contributions, sanitation workers were honored by NEC as 'Sanitary Warriors' for their dedication to maintaining a clean workspace.

A prize-distribution ceremony was held on October 1, 2024, to award the winners of various competitions during the campaign. The top three winners in each competition received certificates and cash prizes, marking the conclusion of the major activities for the campaign. Officers and staff also committed to continuing swachhata-related initiatives.

Furthermore, on October 2, 2024, a large shramdaan campaign was conducted, with officers and staff cleaning areas within and around the NEC Secretariat complex. This event, organized in collaboration with the Dorbar Shnong, Nongrim Hills, saw active participation from local residents. Activities included cleaning clogged drains, uprooting weeds, and properly segregating waste before disposal.
