

PRESS RELEASE from the Office of the Additional District Collector (Development), Rural Development Department, Gyalshing District

Swachhata Hi Seva (SHS) 2026 Campaign Launched at Lingchom Senior Secondary School

Gyalshing District, 17 September 2026: The Swachhata Hi Seva (SHS) 2026 campaign was formally launched by the Office of the Additional District Collector (Development), Rural Development Department, Gyalshing District, at Lingchom Senior Secondary School on 17 September 2026.

The launch programme was conducted in the presence of the School Principal Mrs. Sanita Tamang, teachers and students, marking the beginning of the district-level Swachh Paathshala initiative under SHS 2026.

As part of the programme, Ms. Yangchenla Bhutia, Jr-VAA-cum-State Resource Person, SBM-G, delivered an awareness presentation covering the core pillars, themes and activities of the SHS 2026 campaign. The session also placed special emphasis on the Solid Waste Management Rules, 2026 (SWM Rules, 2026) and the importance of understanding and following proper waste-management practices at the individual, household and community levels. Students were encouraged to understand that effective waste management is not limited to the work of sanitation workers or local authorities, but is a shared responsibility that begins with every individual.

The awareness programme was conducted in two sessions. The first session was organised for secondary and senior secondary students along with the teachers, allowing for a more detailed discussion on waste management, the SHS campaign and the relevance of the SWM Rules, 2026. A second, age-appropriate session was subsequently conducted for the middle school students, focusing on simple and practical actions that children can adopt in their everyday lives.

The key messages of the programme centred around four important behavioural changes:

Say No to Single-Use Plastic (SUP)

Make the Right Food Choices

Segregate Waste at Source

Say No to Burning Waste

The programme emphasised that lasting cleanliness cannot be achieved through clean-up drives alone. It requires a sustained change in everyday habits, particularly among young people who can become important ambassadors of cleanliness and responsible waste management within their families, schools and communities.

The launch at Lingchom Senior Secondary School thus marked an important beginning to the Swachhata Hi Seva 2026 campaign in Gyalshing District, with a focus on building awareness, encouraging citizen participation and nurturing responsible waste-management practices among the younger generation.