

Meghalaya State Pollution Control Board

Forests & Environment Department, Government of Meghalaya

'ARDEN' Lumpynggad, Shillong - 793014

Website : <http://megspcb.gov.in>



PUBLIC NOTICE

No. MSPCB/TB-103/2025/2025-2026/

Dated: Shillong the, 15th May 2025

Rhyme of the 7Rs: A Month-Long Waste Management Campaign to Inspire a Cleaner, Greener Meghalaya.

The Meghalaya State Pollution Control Board (MSPCB), in collaboration with 98.3 Big FM Shillong, is proud to announce "Rhyme of the 7Rs", a vibrant and action-oriented campaign dedicated to promoting sustainable waste management practices across the state. Running from 15th May to 6th June 2025, this one-month initiative aims to raise awareness, encourage behavior change, and inspire collective action through the power of art, music, fashion, innovation, and community engagement.

The campaign is anchored in the principles of the 7Rs of sustainability — Rethink, Refuse, Reduce, Reuse, Repair, Regift, and Recycle — and seeks to highlight innovative ideas, passionate individuals, and impactful institutions working toward a cleaner Meghalaya. Through a series of engaging activities, "Rhyme of the 7Rs" will showcase how waste management is not only an environmental responsibility but also an economic opportunity.

The key highlights of the "Rhyme of the 7Rs" campaign include a Canter Activity for mobile community outreach on responsible waste disposal and the 7Rs, and 98.3 KGs of E-Waste, a symbolic e-waste collection drive promoting safe disposal practices. A Public Space Makeover will transform public areas using upcycled materials and community involvement. The campaign's centerpiece, the Waste Fair, features Art from Waste (installations and school competitions), a Trashion Show with outfits made from waste, the Trash to Treasure Symposium highlighting economic opportunities in waste management, and a Live Concert celebrating sustainability through music and cultural expression.

"Rhyme of the 7Rs" is more than a campaign—it's a movement for mindful living and sustainable futures. Through collaborative action and creative expression, the Meghalaya State Pollution Control Board and 98.3 Big FM Shillong invite citizens, youth, artists, entrepreneurs, and change-makers to be part of this transformative journey.


(Dr. G. H. CHYRMANG, MFS)
MEMBER SECRETARY

Meghalaya State Pollution Control Board
Shillong

Memo: No. MSPCB/TB-103/2025/2025-2026/ 7-A

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Copy to: -

1. Directorate of Information Public Relation, Govt. of Meghalaya, Shillong for kind information, with request to publish this public notice in one each of the English, Khasi & Garo Newspaper and submit the bill for necessary payment.
2. The Assist. Programmer, Meghalaya State Pollution Control Board, you are instructed to upload the Public Notice onto the Board's website and social media pages of the Board.


MEMBER SECRETARY