

PRESS RELEASE



Awareness Programme on “Clean Sohra, Green Sohra: A Collective Responsibility for Sustainable Tourism”

Sohra, April 16, 2026: The Meghalaya State Pollution Control Board organized an awareness programme on “Clean Sohra, Green Sohra: A Collective Responsibility for Sustainable Tourism” on April 16, 2026, at the Conference Hall of the SDO Civil Sub-Division, Sohra.

The programme saw participation from the Tourism department, stakeholders including homestay and hotel representatives, along with members of the Hima Sohra.



Addressing the gathering, Shri G.H. Chyrmang, Member Secretary, MSPCB, emphasized waste recycling, use of septic tank pumps, and income generation through recycled by-products, stressing systematic waste management.



Shri Wompher Shadap, Capacity Building Specialist, Swachh Bharat Mission Urban, highlighted community-based waste management, segregation at source, and decentralized systems.



Discussions also covered “waste as a resource” and plastic waste management. Shri Alan West, MTDC informed that an agreement has been signed between the Hima Sohra and Concrea Infrastructures, a Guwahati-based infrastructure company for strengthening waste management initiatives.

The Hima Sohra Tourist Assistant Team was acknowledged for voluntary efforts such as pamphlet distribution and maintaining cleanliness at tourist spots.

An interactive session was also held, where participants actively engaged with experts, shared concerns, and discussed practical challenges and solutions related to waste management in Sohra.



The programme emphasized teamwork between government, Dorbar, and the public, and highlighted concerns over mass tourism, calling for responsible and sustainable tourism practices.