

BHARATPUR IEC REPORT



APRIL 2025

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IEC Monthly Event Report – April 2025

Lion Services Limited

Introduction

Lion Services Ltd. (LSL), the leading entity of the Global Excellence Group, stands at the forefront of delivering environmental hygiene services and comprehensive facility management solutions nationwide. With an illustrious heritage spanning over 50 years in the cleaning sector, we specialize in catering to both municipal bodies and commercial clientele, prioritizing customer satisfaction through our client-centric approach. Leveraging state-of-the-art workshops, cutting-edge equipment, advanced IT solutions, and a dedicated team of engineers, we excel in providing top-notch municipal and property maintenance services.

Operating round the clock, our dependable facilities cover an extensive network of cities including Delhi, Mohali, Amritsar, Bilaspur, Firozabad, Patna, Ranchi, Lucknow, Bharatpur, Bhubaneshwar, Noida, Agra, Prayagraj, Chandigarh, Solapur, Jaipur, Moradabad, Paradeep Port, Vishakhapatnam Port, Pimpri-Chinchwad Municipal Corporation, Jammu & Kashmir and beyond. LSL boasts one of the largest fleets of high-tech power sweeping vehicles in the industry, equipped with innovative digital technologies such as GPS, GIS, and VTMS to swiftly adapt to and address customer needs in real-time.

Our commitment to excellence extends to all aspects of our operations, with a strong emphasis on performance, safety, and environmental responsibility. At LSL, we are dedicated to driving value creation through superior service delivery while remaining steadfast in our support of the 'Swachh Bharat Abhiyan' initiative. With a vision for sustainability and nation-building, we continue to lead the way in transforming companies and cities alike towards a cleaner, brighter future.

Lion Services Limited (LSL) offers integrated cleaning services as well as door-to-door solid waste collection and transportation in 65 wards across Bharatpur. Our integrated cleaning services encompass door-to-door waste collection, mechanised road sweeping, washing of pavements, dividers, signboards, and sculptures. LSL aims to make Bharatpur a garbage-free city by providing accessible services to every household and collecting segregated waste from each one.

Information Education and Communication (IEC) are integral components of our project to achieve our vision and mission. Therefore, we organise a variety of IEC activities every month, often in collaboration with the Municipal Corporation, Bharatpur. This month was no exception as our team organised various IEC activities; here is an overview of the same.

IEC Activities

a) Community Feedback Drive Under Swachh Survekshan 2024

From 1st - 10th April 2024, as part of the Swachh Survekshan 2024, Team IEC conducted a focused community feedback initiative in Bharatpur. Around 500 responses were collected each day from citizens at various key locations, including government and private colleges, coaching institutes, and major intersections across the city. The objective of this drive was to involve the community in identifying sanitation gaps and enhancing the city's cleanliness standards. Residents were made aware that their feedback is instrumental in pinpointing areas needing improvement and shaping a cleaner, more liveable Bharatpur. The campaign highlighted the importance of active public participation in building a healthier and more beautiful urban environment.



**IEC Team Members
conducting the drive at
various locations**



Glimpses of Community Feedback Drive at Various Locations



Snapshots of Community Feedback Drive at Various Locations



b) Awareness Drive on Swachhata App for Shopkeepers

On 12th April '25, Team IEC organised an awareness drive in the commercial areas from Bijli Ghar to Laxman Mandir to educate shopkeepers about the importance and benefits of the Swachhata App.

During the drive, shopkeepers were encouraged to download the app and were informed about its role in addressing sanitation-related concerns efficiently. They were also urged to provide feedback on the app, ensuring active participation in maintaining cleanliness in their surroundings.



IEC Team Members creating awareness during the drive in commercial areas



Glimpses of Awareness Drive in Commercial Areas



c) Awareness Drive on Single-Use Plastic Ban

On 16th April '25, Team LSL-IEC, in collaboration with the Municipal Corporation, conducted a citywide awareness campaign in Bharatpur to highlight the harmful effects of single-use plastics. As part of the initiative, informative banners were strategically installed at all major intersections to draw public attention to the plastic ban. The campaign aimed to encourage residents to embrace eco-friendly alternatives and promote sustainable living, reinforcing the city's ongoing efforts toward environmental responsibility.



IEC Team Members with the banners installed on the major intersections



Glimpses of the Banners Installed at Major Intersections during the Campaign



16 Apr 2025 12:54:41 pm
Main Bazar Road

d) Focused Awareness Campaign on Plastic Ban

On 19th April '25, Team IEC carried out a focused awareness campaign across Bharatpur to promote the reduction of single-use plastic usage. As part of the initiative, “Say No to Plastic” posters and flex banners were strategically displayed near shops in all major commercial areas of the city. The campaign aimed to engage both citizens and shopkeepers directly, highlighting the harmful environmental effects of single-use plastics. Residents were encouraged to adopt eco-conscious habits by replacing plastic bags with sustainable alternatives such as cloth bags in their daily lives, reinforcing the city's commitment to environmental responsibility.



IEC Team Members pasting posters on the shared walls of shops during the drive



Impressions of the Awareness Drive at Various Commercial Areas



e) IEC Team Streamlines Operations at Sadbhavana Kendra

Team IEC as part of regular monitoring of Sadbhavana Kendra conducted a dedicated visit to the Sadbhavana Kendra to organise and enhance its day-to-day functioning on 22nd April '25. The team ensured proper maintenance of the centre's register and spent the entire day overseeing operations. Items brought in by visitors were carefully weighed, categorized, and systematically arranged in their designated sections. Each entry was meticulously recorded, ensuring transparency and accountability. The team effectively managed the centre's operations, contributing to a more organized and efficient workflow.



Glimpses of monitoring at the Sadbhavana Kendra



f) Awareness Session on Cleanliness and Waste Segregation

On 26th April '25, Team LSL-IEC conducted an awareness session at Mahatma Gandhi Government School, Ward No. 9, focusing on promoting cleanliness and hygienic practices among students. The session emphasized the importance of maintaining two separate bins at home for wet and dry waste and explained how this simple habit plays a key role in effective waste management and environmental protection. Students learned how proper segregation not only aids recycling but also helps in reducing environmental pollution. The team also raised awareness about the harmful effects of single-use plastics and encouraged the use of sustainable alternatives like cloth and jute bags in daily life.



Glimpses of awareness session at Mahatma Gandhi Government School



g) RRR Centre Awareness Campaign Conducted in Sewar

On 26th April '25, Team IEC carried out an awareness campaign in Sewar to educate residents about the significance and utility of RRR Centres, also known as Sadbhavna Kendra. The campaign aimed to inform the community about the role these centres play in promoting the principles of Reduce, Reuse, and Recycle.

As part of the initiative, the team not only spread awareness but also actively engaged with the residents by collecting unused clothes and other household items. This effort encouraged community participation in sustainable practices and reinforced the importance of responsible consumption and waste management.



IEC Team Members conducting awareness as well as collecting unused clothes



Impressions of the RRR Centre Awareness Drive in Sear



h) Cleanliness Awareness Drive

The IEC team conducted a cleanliness awareness session at Government School, Sewar, Ward No. 10, with the aim of educating students about the significance of maintaining hygiene on 28th April '25. Students were motivated to adopt clean habits both at school and at home. In addition, the team collected unused items from the students for the Sadbhavna Kendra, promoting reuse and sustainability.



IEC Team Member conducting awareness session in Government School



Snapshots of the Awareness Session in the Government School in Sewar



i) Community Engagement in Sear

As part of community outreach, a Janta Darbar was organised in Sear, Ward 10 on 28th April '25. The team appealed to residents to maintain two separate dustbins at home one for dry waste and one for wet waste and to dispose of their waste accordingly in the designated sections of the garbage collection vehicles. The initiative aimed to foster responsible waste segregation and enhance community participation in keeping the environment clean.



IEC Team Members conducting the Janta Darbar in Sear



Glimpses of the Janta Darbar in Sear



Apart from all those IEC activities mentioned, there are six other IEC activities that are carried out on a regular basis are:

j) Door to Door Awareness

Door-to-door awareness is a routine IEC activity conducted by SHG workers as part of the initiative, playing a pivotal role in raising awareness. Each day, they visit designated wards armed with printed flyers to educate residents about waste segregation. This month, they went beyond, informing residents about the concept of a Bin-Free City and the importance of home composting during their awareness campaigns. Additionally, they gather feedback and motivate residents to dispose of segregated waste in DTDC vehicles while encouraging them to engage with the project by liking and following its Facebook page.



SHG Workers for the IEC initiative at Door-to-Door Awareness





Clockwise L-R IEC Team Members at the Door-to-Door Awareness



k) Nukkad Sabha

Another routine IEC activity conducted throughout various wards this month was the Nukkad Sabha. Residents in these locations were informed about the necessity and significance of waste segregation and the ban on single-use plastic. Following each Nukkad Sabha, attendees pledged to maintain cleanliness in their surroundings and refrain from littering. SHG workers for the IEC initiative were responsible for organizing the Nukkad Sabha in all locations.



IEC Team Members conducting Nukkad Sabha



I) Roko Toko Abhiyan

Roko Toko Abhiyan is an IEC (Information, Education, and Communication) initiative aimed at promoting waste segregation at the source. As part of this activity, waste generators are approached directly, and their waste is segregated in their presence. This serves as both an educational demonstration and an appeal to encourage participants to consistently provide segregated waste in the future.

The Roko Toko Abhiyan was actively conducted across all LSL-designated locations throughout the month, fostering greater awareness and participation in sustainable waste management practices.



IEC Team Members & Cleaning Crew Members giving live demo of waste segregation



Glimpses of Roko Toko Abhiyan



m) Increasing Awareness through Audiovisual

The utilisation of branded E-Rickshaws as a regular IEC activity is a key strategy for raising awareness. This vehicle follows designated routes, broadcasting announcements to promote actions such as waste segregation, payment of appropriate UCC charges, and fostering clean habits to contribute to Bharatpur cleanliness goals. Equipped with jingles encouraging cleanliness, the branded E-Rickshaws operate alongside SHG workers in two shifts: from 6:00 am to 12:00 noon in the morning and from 12:00 noon to 6:00 pm in the evening.



Branded Vehicle: E-Rickshaw



n) Social Media Campaign

Social media has become a critical tool to reach out to everyone across geographies with our messages. Implementation of waste segregation at the source needs a higher degree of behaviour change and this can be achieved by communicating the messages effectively through social media. Hence the residents/citizens are encouraged to like and follow the social media pages for online interactions, which is one of the regular IEC activities of the project.



Social Media Screen Shots – Facebook



Social Media Screen Shots – Instagram



Social Media Screen Shots – X

IEC Activities of the Month at a Glance

Date	Activity	Location	Delegate Present
1-10 April '25	Community Feedback Drive Under Swachh Survekshan 2024	Across Bharatpur	Ms. Akanksha, IEC In-charge & IEC Team Members
12 April '25	Awareness Drive on Swachhata App for Shopkeepers	Bijli Ghar to Laxman Mandir	Ms. Akanksha, IEC In-charge, IEC Team Members, Municipal Corporation SI & Supervisor
16 April '25	Awareness Drive on Single-Use Plastic Ban	Across Bharatpur	Ms. Akanksha, IEC In-charge & IEC Team Members
19 April '25	Focused Awareness Campaign on Plastic Ban	Across Bharatpur	Ms. Akanksha, IEC In-charge & IEC Team Members
22 April '25	IEC Team Streamlines Operations at Sadbhavana Kendra	Sadbhavana Kendra (RRR Centre)	Ms. Akanksha, IEC In-charge & IEC Team Members
26 April '25	Awareness Session on Cleanliness and Waste Segregation	Mahatma Gandhi Government School,	School Principal, Teachers, Students, Ms. Akanksha Sharma, IEC In-Charge, & IEC Team Members
26 April '25	RRR Centre Awareness Campaign Conducted in Sewar	Sewar	Ms. Akanksha Sharma & IEC In-Charge, IEC Team Members
28 April '25	Cleanliness Awareness Drive	Government School, Sewar	School Principal, Teachers, Students, Ms. Akanksha Sharma, IEC In-Charge, & IEC Team Members
28 April '25	Community Engagement in Sewar	Sewar	Ms. Akanksha Sharma & IEC In-Charge, IEC Team Members

Notes

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Activities ideated and executed By

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