

# BHARATPUR IEC REPORT



**AUGUST 2025**

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## **IEC Monthly Event Report – August 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) Awareness Drive in Wards 19, 22 and 31

On 1<sup>st</sup> August '25 Team IEC conducted an Awareness Drive in Wards No. 19, 22 and 31. During the campaign, residents were informed about the helpline numbers for addressing septic tank-related issues, complaints pertaining to door-to-door garbage management, and the official WhatsApp number of the Municipal Corporation.

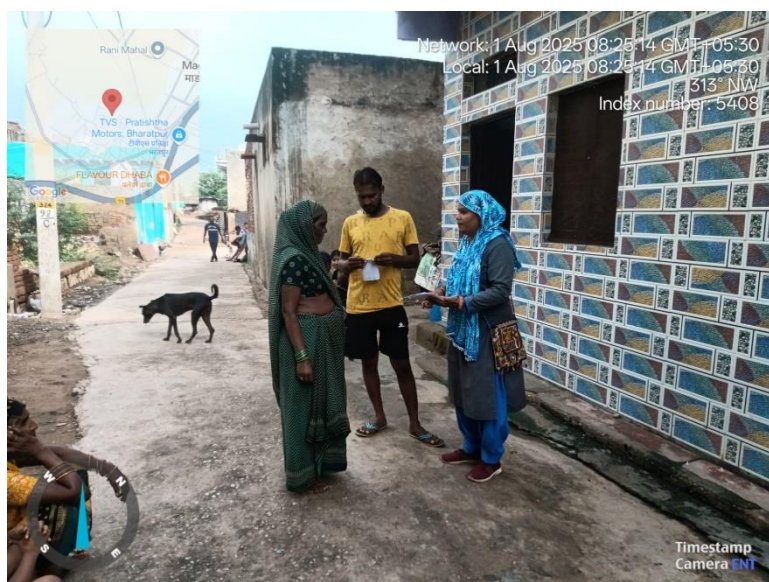
Furthermore, detailed information was provided to citizens regarding the importance and procedure of segregating wet and dry waste. The team also sensitised the residents on the prohibition of single-use plastic and highlighted the harmful environmental impacts associated with its usage.



**IEC Team Member creating awareness during the drive in different Wards**



## Glimpses of the Awareness Drive in Wards 19, 22 and 31



## **b) Cleanliness Awareness Drive in Schools**

Team The IEC on 4<sup>th</sup> August '25 organised a Cleanliness Awareness Drive at Government Higher Secondary School, Kamalpura, Ward No. 1 and Government School, Kumher Gate, Sevar, Ward No. 5. The primary objective of the drive was to enhance public awareness regarding cleanliness and to highlight the importance of environmental protection.

During the session, students were sensitised about the ban on single-use plastic and informed about its harmful effects on the environment. They were motivated to use eco-friendly bags like cloth or paper bags and were asked to spread the message to your family members, friends and neighbours. They were also educated on the need and importance of waste segregation at the source in order to maintain cleanliness and prevent infections.



**IEC Team Members creating Cleanliness Awareness Drive at the School**



## Glimpses of Cleanliness Awareness Drive at Government Higher Secondary School



### **c) Special Awareness Drive at Soni Academy School**

On 8<sup>th</sup> August '25\*\*, as part of the Har Ghar Tiranga, Har Ghar Swachhata campaign, the IEC team organised a special awareness drive at Soni Academy School. The drive aimed at educating students about the importance of cleanliness as well as the respect and significance of the National Flag, the Tiranga.

The IEC team emphasised that cleanliness not only ensures the beauty and safety of homes and surroundings but is also vital for health, society, and the progress of the nation. Furthermore, students were reminded that the Tiranga is a symbol of pride, unity, and independence, and should always be hoisted with dignity and respect. The students participated with enthusiasm and collectively pledged to maintain cleanliness in their homes and surroundings while also honouring the Tiranga and upholding the pride of the nation.



**IEC Team Member conducting the awareness session at Soni Academy School**



### Snapshots of the Awareness Drive Soni Academy School



#### ***d) Inauguration of Projects at Bharatpur Municipal Corporation***

On 11<sup>th</sup> August 2025, Team IEC participated in an event organised at the Bharatpur Municipal Corporation premises, inaugurated by Urban Development Minister Mr. Jhabar Singh Kharra. The Minister laid foundation stones for various development works, unveiled posters under the Har Ghar Tiranga and Har Ghar Swachhata campaigns, and launched a signature campaign to promote citizen participation.

He was warmly welcomed with a rangoli created by the IEC team and received by Municipal Commissioner Mr. Shravan Kumar Vishnoi, along with officials. The Minister reviewed progress under RUIDP Phase-2, solid waste management works, and the Bharatpur Master Drainage Project. As part of Ek Ped Maa Ke Naam, a tree plantation drive was held, and cheques were distributed to Mukhyamantri Svanidhi Yojana beneficiaries. The event concluded with the Minister signing the pledge under Har Ghar Tiranga, Har Ghar Swachhta.



***IEC Team Member decorating the premises with rangoli***

***Mr. Jhabar Singh Kharra planting a sapling during the event in the Bharatpur Municipal Corporation Premises***



### Glimpses of the Event in the Municipal Corporation Office Premises



### **e) Grand Tiranga Rally as Part of Azadi Ka Amrit Mahotsav**

As part of Azadi Ka Amrit Mahotsav, a grand Tiranga Rally was jointly organised by the Bharatpur District Administration and Municipal Corporation on 12<sup>th</sup> August '25. Team IEC participated in the Rally along with hundreds of students from Sonia Academy, Saini Public School, SBM School, and Badan Singh Multipurpose School participated, proudly carrying the National Flag and showcasing immense patriotic spirit.

The rally was flagged off from the Police Parade Ground by District Collector Mr. Qamar-UI-Zaman Chaudhary and ADM. It passed through Bijli Ghar Chauraha and the Collectorate before concluding at Badan Singh Multipurpose School.

At the closing, students were provided refreshments and words of encouragement. The event was graced by Municipal Commissioner Mr. Shravan Vishnoi, officials of the Municipal Corporation, the IEC team, women and Anganwadi workers, and other distinguished citizens. The rally successfully spread the message of unity, patriotism, and respect for the National Flag.



**Glimpses of Grand Tiranga Rally as part of Azadi Ka Amrit Mahotsav**



**f) Independence Day Celebrations Marked with Rangolis and Flag Hoisting**

On 15<sup>th</sup> August '25, marking the 79<sup>th</sup> Independence Day, Team IEC adorned all government offices, the Municipal Corporation premises, and government residential areas with vibrant rangoli decorations, adding a patriotic and festive spirit to the celebrations. In addition, a flag hoisting ceremony was held at the LSL workshop, marking the day with pride and reverence for the nation.



**Glimpses of Independence Day Celebrations**



### **g) Awareness Drives on Plastic Ban and Waste Segregation in Schools**

During the month, Team LSL-IEC conducted three awareness drives at Central Academy School, Ranjeet Nagar on 23<sup>rd</sup> August '25, R K Bachpan Public School, Ranjeet Nagar on 25<sup>th</sup> August, and Kanya Mahavidyalaya School, Adarsh Nagar on 26<sup>th</sup> August. The objective of these drives was to sensitise students about the ban on single-use plastic and its harmful effects on the environment. Students were motivated to adopt sustainable practices by using eco-friendly alternatives such as cotton or paper bags. The sessions also emphasised the importance of waste segregation and its environmental benefits. Students were guided on how to differentiate between wet and dry waste and the necessity of collecting them separately for effective waste management.



**Ms. Akanksha & IEC Team Members conducting the drive in different Schools**



## Glimpses of the Awareness Drive in Central Academy School



#### ***h) Nukkad Sabhas to Promote Waste Segregation and Hygiene Awareness***

During the month, two Nukkad Sabhas were organised on 27<sup>th</sup> August '25 in Ward 52 & 46 and on 29<sup>th</sup> August '25 in Wards 1, 6, and 8. The primary objective of these Sabhas was to educate residents about the importance of waste segregation and its role in effective waste management. Women were also sensitised on personal hygiene, while door-to-door outreach was conducted to spread awareness about UCC. Source segregation was explained through live demonstrations and interactive street plays. In addition, rangolis were created as per the Municipal Corporation's instructions, adding a vibrant touch to the awareness activities.



***IEC Team Members conducting Nukkad Sabha & adorning the areas with rangolis***



### ***Glimpses of the Nukkad Sabhas in different Wards***



## Snapshots of the Nukkad Sabhas Conducted in Different Wards



### ***j) Roko Toko Abhiyan***

On 28<sup>th</sup> August '25 Team IEC organised Roko Toko Abhiyan in two Wards, Ward 42 and 43. During the Abhiyan a live demonstration of waste segregation at the source was given. They encouraged households to practice segregation by handing over wet and dry waste separately for proper disposal, thereby contributing to effective waste management.



***IEC Team Member along with Safai Mitras giving live demo on waste segregation***



## Impressions of Roko Toko Abhiyan



**j) Awareness Drive on Plastic Ban and Waste Management**

On 30<sup>th</sup> August '25, Team IEC organised an awareness drive from Kotwali Bazaar to Kumher Gate Bazaar. The objective was to educate shopkeepers about the ban on single-use plastic and its harmful impact on the environment. Shopkeepers were encouraged to replace plastic bags with eco-friendly alternatives like cloth or jute bags, while cloth bags were also distributed to citizens to promote environmental protection. In addition, shopkeepers were urged to dispose of shop waste only in designated DTDC vehicles, ensuring cleaner and healthier surroundings.



**IEC Team Members creating awareness during the drive**



## Glimpses of Awareness Drive



**k) Janata Darbar on Cleanliness and Waste Segregation in Ward 44**

To strengthen awareness about cleanliness, the IEC team organised a Janata Darbar on 31<sup>st</sup> August '25 in Ward 44, which witnessed enthusiastic participation from local residents. Citizens were advised to maintain two bins at home green for wet waste and blue for dry waste. Additionally, they were informed about the purpose of the red bin, specifically meant for biologically hazardous or infectious waste such as used surgical gloves, tissue papers, sanitary napkins, and other harmful materials. The event concluded with an appeal to residents to maintain cleanliness in and around their homes, practice proper waste segregation, and actively contribute to the objectives of the Swachh Bharat Mission.



**Ms. Akansha along with IEC Team Members conducting Janta Darbar**



### Snapshots of Team IEC Conducting Janta Darbar



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

### **1) 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***



### IEC Activities of the Month at a Glance

| Date          | Activity                                                             | Location                                                                              | Delegate Present                                                                            |
|---------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 1 August '25  | Awareness Drive in Wards 19, 22 and 31                               | Wards 19, 22 & 31                                                                     | Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisors & Helper             |
| 4 August '25  | Cleanliness Awareness Drive in Schools                               | Government Higher Secondary School, Kamalpura & Government School, Kumher Gate, Sevar | Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Students, School Principal & Teachers |
| 8 August '25  | Special Awareness Drive at Soni Academy School                       | Soni Academy School, Kali Baghichi Road                                               | Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Students, School Principal & Teachers |
| 11 August '25 | Inauguration of Projects at Bharatpur Municipal Corporation          | Bharatpur Municipal Corporation premises                                              | Ms. Akanksha Sharma & IEC In-charge, IEC Team Members,                                      |
| 12 August '25 | Grand Tiranga Rally as Part of Azadi Ka Amrit Mahotsav               | From Police Parade Ground - Badan Singh Multipurpose School                           | Mr. Qamar-UI-Zaman Chaudhary, ADM , Ms. Akanksha, IEC In-charge & IEC Team Members          |
| 15 August '25 | Independence Day Celebrations Marked with Rangolis and Flag Hoisting | Across Bharatpur & LSL workshop                                                       | Ms. Akanksha, IEC In-charge & IEC Team Members                                              |
| 23 August '25 | Awareness Drives on Plastic Ban and Waste Segregation in Schools     | Central Academy School, Ranjeet Nagar                                                 | Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Students, School Principal & Teachers |
| 25 August '25 | Awareness Drives on Plastic Ban and Waste Segregation in Schools     | R K Bachpan Public School, Ranjeet Nagar                                              | Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Students, School Principal & Teachers |
| 26 August '25 | Awareness Drives on Plastic Ban and Waste Segregation in Schools     | Kanya Mahavidyalaya School, Adarsh Nagar                                              | Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Students, School Principal & Teachers |
| 27 August '25 | Nukkad Sabhas to Promote Waste Segregation and Hygiene Awareness     | Ward 52 & 46                                                                          | Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers           |
| 28 August '25 | Roko Toko Abhiyan                                                    | Wards 42 & 43                                                                         | Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers           |
| 29 August '25 | Nukkad Sabhas to Promote Waste Segregation and Hygiene Awareness     | Kotwali Bazaar to Kumher Gate Bazaar Wards 1, 6 & 8                                   | Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers           |
| 30 August '25 | Awareness Drive on Plastic Ban and Waste Management                  | From Kotwali Bazaar to Kumher Gate Bazaar                                             | Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers           |



### Activities ideated and executed By



## Lion Services Limited

📍 Corporate office: 3-B Third Floor, Rajendra Park, Pusa Road, New Delhi - 110060  
🌐 [www.lionservice.com](http://www.lionservice.com) ☎ +91-11-46503800 ✉ [info@lionservice.com](mailto:info@lionservice.com)