

BHARATPUR IEC REPORT



FEBRUARY 2025

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IEC Monthly Event Report – February 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 on Swachhata App for Shopkeepers

On 1st February '25, Team IEC organized an awareness drive in the commercial areas from Ganga Mandir to Kotwali Market 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



b) Cleanliness Awareness Rally on C&D Waste Management

Bharatpur Municipal Corporation organised a rally to promote awareness about cleanliness and proper disposal of Construction & Demolition (C&D) waste on 8th February '25. The rally aimed to educate the public on responsible waste disposal and encourage them to utilize the Municipal Corporation's helpline for C&D waste management.

Athlete Mr. Rudransh Khandelwal, the Municipal Corporation's cleanliness brand ambassador, actively participated in the rally to raise awareness about proper waste segregation, including wet and dry waste disposal. The rally covered key market areas, starting from the Municipal Corporation, moving through the marketplace, and concluding back at its starting point.



IEC Team Members at the Cleanliness Awareness Rally



Impressions of Cleanliness Awareness Rally



c) Swachhata App Awareness Drive at Kaunteya Classes

On 12th January '25, the IEC Team organised a Swachhata App Awareness Drive at Kaunteya Classes to educate students about the significance and utility of the Swachhata App. Students were informed that they no longer need to visit the office to resolve their complaints. They can easily register complaints through the app and actively participate in keeping Bharatpur clean by providing feedback through the platform.



IEC Team Member conducting awareness session at Kaunteya Classes



Glimpse of students attending the session at Kaunteya Classes

Glimpses of the Awareness Session at Kaunteya Classes



d) Cleanliness Awareness Program at Swami Public School

Team LSL-IEC organised an awareness session at Swami Public School, Tilak Nagar, Ward No. 16 on 13th February '25 to educate students on the importance of cleanliness and encourage them to adopt hygienic habits.

The Team urged students to keep two separate bins at home for wet and dry waste, explaining how segregation aids in effective waste management and environmental protection. The session also highlighted how proper waste segregation simplifies recycling, reducing environmental harm. Additionally, students were encouraged to avoid use of single-use plastic and opt for eco-friendly alternatives like cloth and jute bags.



IEC Team Members conducting the session at the Swami Public School



Impression of the Awareness Session at Swami Public School



e) Cleanliness Awareness Campaign at Mahatma Gandhi Government School

Team IEC organised a cleanliness awareness campaign at Mahatma Gandhi Government School, Sewar on 14th February '25, to educate students and teachers on the importance of hygiene and waste management as part of the cleanliness survey.

Teachers were advised to maintain two separate bins in the school, one for wet waste and the other for dry waste. Emphasis was also placed on keeping boys' and girls' toilets clean and well-maintained. Students were given detailed insights into different types of waste and guided on proper waste disposal practices.

Furthermore, the harmful effects of single-use plastic usage were highlighted, and children were encouraged to reduce plastic consumption by adopting eco-friendly alternatives like paper, jute or cloth bags.



IEC Team Member taking the awareness session at Mahatma Gandhi Government



Glimpses of Awareness Session at Mahatma Gandhi Government School



f) Cleanliness Awareness Campaign

On 15th February '25, Team IEC organised a cleanliness awareness drive at Gautam Bal Vikas Sansthan School and Partha Academy, a coaching centre to educate students and teachers about the importance of cleanliness and hygiene. During the campaign, the IEC team guided students on the significance of the cleanliness survey. Coaching students were encouraged to download the Swachhata App and provide feedback on the platform. At school the teachers were advised to maintain two separate bins, one for wet waste and another for dry waste to ensure proper waste segregation. Additionally, emphasis was placed on keeping boys' and girls' toilets clean and hygienic.

At both the places, students were given detailed insights into different types of waste and were taught the correct disposal methods. The harmful effects of plastic use were also highlighted, and children were encouraged to reduce plastic consumption by switching to eco-friendly alternatives. The primary goal of this initiative was to instil cleanliness habits among students and promote a cleaner, healthier learning environment.



IEC Team Members conducting cleanliness awareness drive at school & coaching centre



Impressions of cleanliness awareness drive at Gautam Bal Vikas Sansthan School



g) Nukkad Sabha

Team IEC conducted three Nukkad Sabhas in Wards 15, 16, and 43 to educate residents about the importance of waste segregation on 17th February '25 during the month. Residents were urged to keep separate bins for dry and wet waste in their homes and dispose of waste properly in designated sections of the garbage collection carts.

Additionally, residents were encouraged to download the Swachhata App and provide positive feedback to support the initiative. This campaign was part of the Swachh Survekshan 2024, aimed at improving the city's cleanliness ranking and fostering responsible waste management practices among residents.



IEC Team Members conducting Nukkad Sabhas at different locations



Snapshots of Nukkad Sabha



h) Nukkad Sabhas and Waste Management Awareness

Team IEC conducted Nukkad in Wards 15, 30, and 56 to raise awareness about proper waste management on 18th February '25. During these sabhas, residents were also encouraged to provide feedback on the Swachhata App. Additionally, an e-rickshaw was used for door-to-door collection of unusable items, which were donated to the Sadbhavana Kendra. The waste management process was reiterated to all sanitation workers, ensuring a more effective and systematic approach to maintaining cleanliness in the area.



Glimpses of Team IEC conducting Nukkad Sabha & collecting unusable items



Glimpses of Nukkad Sabhas & Waste Management Awareness



i) Cleanliness Awareness Drive on Bharatpur Foundation Day

On the occasion of Bharatpur Foundation Day, Team IEC organised a special cleanliness awareness drive on 19th February '25. Beautiful rangolis depicting the Swachh Survekshan 2024 symbol were created at the traffic intersection and Vishwa Priya Shastri Park to mark the event. Additionally, a Public Darbar was held as part of the 292nd Bharatpur Foundation Day celebrations, where citizens and guests were encouraged to provide their feedback on Swachh Survekshan 2024 through the Swachhata App. This initiative aimed to promote active community participation in maintaining cleanliness and ensuring the successful implementation of the survey.



Glimpse of Public Darbar during the Bharatpur Foundation Day celebrations

Impressions of the Bharatpur Foundation Day Celebrations



j) **Collection Drive and Waste Management Awareness**

Team IEC a door-to-door collection drive was carried out using e-rickshaws to gather unused items for the Sadbhavna Kendra (RRR Centre). Additionally, Nukkad Sabhas were organised to raise awareness about proper waste management among residents of Wards 23, 32, 33 and 46 on 20th March '25. Residents were also encouraged to provide their feedback on the Swachhata App to enhance community participation. This initiative aimed to improve the cleanliness system and promote responsible waste disposal practices.



IEC Team Members collecting unused clothes from the wards during the Collection Drive



Impressions of the Collection Drive in Different Wards



k) Swachh Survekshan Activities by IEC Team from 21st – 28th

From the 21st to the 28th, the entire IEC team was actively involved in various Swachh Survekshan activities to enhance cleanliness and public participation across the city.

E-Rickshaw Deployment for RRR Centres

The IEC team operated e-rickshaws deployed by the Municipal Corporation to collect reusable and recyclable materials from RRR (Reduce, Reuse, Recycle) Centres. This initiative aimed to promote waste segregation and responsible waste disposal among citizens.

Maintenance of Waste to Wonder Park

To ensure a cleaner and well-maintained environment, the IEC team took charge of reconstructing and maintaining the Waste to Wonder Park. The park was kept in optimal condition until the completion of Swachh Survekshan, showcasing the city's commitment to sustainable waste management.

Awareness Through Banners and Posters

In an effort to educate the public, banners and posters highlighting the ban on single-use plastic and the importance of cleanliness were displayed at all major city intersections. These visual aids played a crucial role in spreading awareness about responsible waste management and environmental conservation.

Public Feedback Collection

To ensure active citizen participation, the IEC team conducted daily feedback collection from 200 to 250 individuals. This activity was carried out in educational institutions such as Kauntay Classes, Gurukul Academy, Bajrang Classes, other coaching centres, and various public places. Engaging with residents through feedback helped in assessing the impact of cleanliness initiatives and encouraged them to contribute towards a cleaner city. These activities were consistently executed from the 21st to the 28th, reinforcing the city's commitment to maintaining hygiene and environmental sustainability.



IEC Team Member collecting unused items from a resident

Glimpses of the Swachh Survekshan Activities across Bharatpur



Snapshots of the Swachh Survekshan Activities across Bharatpur



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



m) 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



n) 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



o) 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

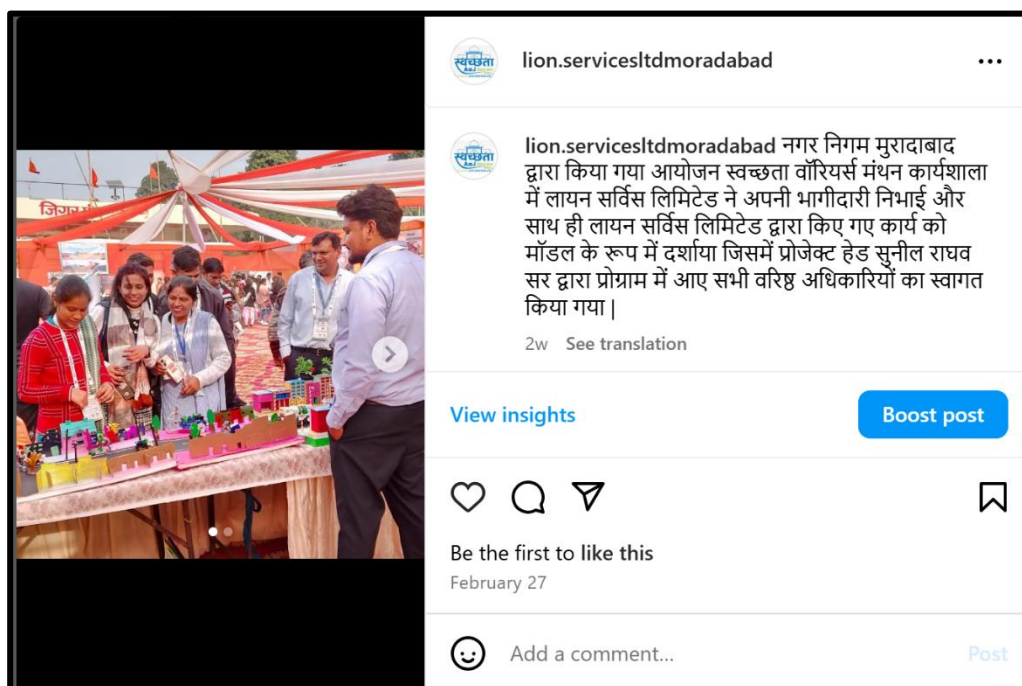


p) Social Media Campaign

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 February '25	Awareness Drive on Swachhata App for Shopkeepers	Ganga Mandir to Kotwali Market	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members & Ward Supervisor
8 February '25	Cleanliness Awareness Rally on C&D Waste Management	Market Area	Ms. Seema Meena, Assistant Engineer, Mr. Ved Ram, Mr. Vijay Pal, Mr. Sanjay Singh, Chief Sanitation Inspectors, Sanitation Inspectors of all wards, Safai Mitras, Other Municipal Corporation employees, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
12 February '25	Swachhata App Awareness Drive at Kaunteya Classes	Kaunteya Classes	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Ward Supervisor & Teachers, Kaunteya Classes
13 February '25	Cleanliness Awareness Program at Swami Public School	Tilak Nagar	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Ward Supervisor, Swami Public School Students & Teachers
14 February '25	Cleanliness Awareness Campaign at Mahatma Gandhi Government School	Mahatma Gandhi Government School, Sewer	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Ward Supervisor, Mahatma Gandhi Government Students & Teachers
15 February '25	Cleanliness Awareness Campaign	Gautam Bal Vikas Sansthan School and Partha Academy	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Ward Supervisors, Sstudents & Teachers
17 February '25	Nukkad Sabha	Wards 15, 16 & 43	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Ward Supervisors, Sstudents & Teachers
18 February '25	Nukkad Sabhas and Waste Management Awareness	Wards 15, 30 & 56	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Ward Supervisors, Sstudents & Teachers
19 February '25	Cleanliness Awareness Drive on Bharatpur Foundation Day	Traffic intersection & Vishwa Priya Shastri Park	Dr. Amit Yadav, DM, Mr. Rajesh Sharma, SDM, All the Government & Non-Government. Guests, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
20 February '25	Collection Drive and Waste Management Awareness	Wards 23, 32, 33 & 46	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members & Supervisors
21-28 February '25	Swachh Survekshan Activities by IEC Team from 21 st – 28 th	Across Bharatpur	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, Supervisors, NULM Women, SI, CSI & Other Municipal Corporation Employee.



Activities ideated and executed By

Lion Services Limited



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