

BHARATPUR IEC REPORT



JANUARY 2025

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IEC Monthly Event Report – January 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, Bhubaneswar, 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 Drives on Swachhata App Conducted for Shopkeepers

During January 2025, Team IEC organised two awareness drives to educate shopkeepers about the importance and benefits of the Swachhata App. The drives were conducted in the commercial areas from Ganga Mandir to Bijli Ghar on 4th January and from Laxman Mandir to Kumher Gate on 23rd January.

Shopkeepers were encouraged to download the app and were informed about how it could help address their 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 conducting awareness during the Awareness Drive



Glimpses of IEC Team Members Creating Awareness during the Drive



b) Republic Day Celebrations: Rangoli Decoration & Recognition

On the eve of Republic Day, 25th January '25, Team LSL-IEC enhanced the premises of various government offices across Bharatpur with vibrant and artistic rangolis. This initiative aimed to add a festive touch to the celebrations while promoting a sense of unity and pride. As a testament to their creativity, one of the IEC Team Members was honoured by the District Collector for designing exceptionally beautiful rangolis during the event.



IEC Team Members with their creation



Ms. Chandni being felicitated by the Collector for her attractive rangolis

Glimpses of Attractive Rangolis Across Bharatpur



c) Team LSL-IEC Honoured on Republic Day & Tableau on Waste Management

On the 76th Republic Day, the Municipal Corporation Commissioner honoured the LSL-IEC team for their dedication and efforts in promoting awareness and encouraging cleanliness initiatives.

To mark the occasion, the Municipal Corporation team, in collaboration with Team LSL-IEC organised a special tableau at the Police Parade Ground in Bharatpur. The tableau aimed to highlight the significance of wet and dry waste segregation and effective waste management. IEC Team Members adorned key locations with rangolis for the celebrations.

Displayed in front of the Collector, Bharatpur and Rajasthan's Deputy Chief Minister, Mr. Prem Chand Bairwa, the tableau creatively conveyed messages about waste management and the Swachh Bharat Mission. It emphasized the crucial role every citizen plays in environmental conservation. The dignitaries present lauded the initiative, recognizing it as an impactful medium for public awareness.



Ms. Akanksha receiving the award & glimpse of Team LSL-IEC with the tableau



Glimpses of Rangolis & Tableau during the Event



d) Sanitation Awareness Campaign – Survekshan Booth

As part of the Sanitation Survey 2025, the Municipal Corporation set up a Survekshan Booth in Ward No. 49 to educate citizens on key aspects of cleanliness on 29th January '25. The IEC team actively engaged with residents, providing essential information on waste segregation, the role of citizens in waste management, and the importance of sanitation for environmental protection.

The survey booth served as an interactive platform, encouraging public participation in the cleanliness survey while leveraging digital mediums for awareness. Residents enthusiastically took part, sharing valuable suggestions to enhance sanitation efforts in their community. This initiative marked a significant step toward achieving the vision of Clean Cities, Healthy Lives.



IEC Team Members at the Survekshan Booth interacting with citizens



Snapshots of the Survekshan Booth manned by IEC Team Members



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

e) 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



f) *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



g) 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



h) Awareness Drive on User Charge Collection (UCC) in Bharatpur

Team IEC spearheaded a regular awareness drive in Bharatpur to introduce and sensitize the public about User Charge Collection (UCC). The campaign targeted all LSL designated locations, emphasizing the need and significance of UCC in ensuring sustainable and effective waste management practices. Through interactive sessions and educational materials, the team engaged with the community to highlight the long-term benefits of UCC, aiming to foster greater understanding and compliance.



IEC Team Members conducting awareness across LSL designated locations



Glimpses of the Awareness Drive across the LSL Designated Locations



Awareness Drive in Progress across the LSL Designated Locations



i) 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

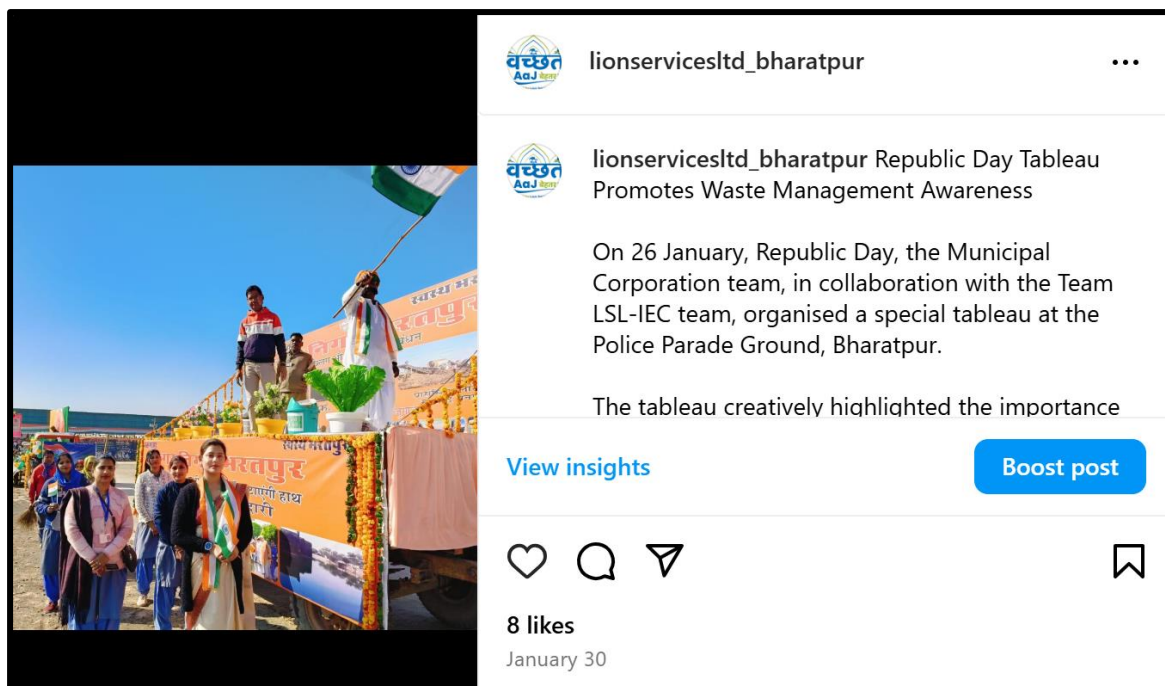


j) Social Media Campaign

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 – X



Social Media Screen Shots – Instagram



Social Media Screen Shots – X

IEC Activities of the Month at a Glance

Date	Activity	Location	Delegate Present
4 January '25	Awareness Drives on Swachhata App Conducted for Shopkeepers	Market Area from Ganga Mandir to Bijli Ghar	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, & Supervisor
23 January '25	Awareness Drives on Swachhata App Conducted for Shopkeepers	Market Area from Laxman Mandir to Kumher Gate	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, & Supervisor
25 January '25	Republic Day Celebrations: Rangoli Decoration & Recognition	Government offices across Bharatpur	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members & Supervisor
26 January '25	Team LSL-IEC Honoured on Republic Day & Tableau on Waste Management	Police Parade Ground	District Collector, Mayor, Municipal Commissioner, Other Government Officials, Ms. Akanksha & IEC Team Members
29 January '25	Sanitation Awareness Campaign – Survekshan Booth	Ward No. 49	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members & Supervisor



Activities ideated and executed By



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