

BHARATPUR IEC REPORT



JULY 2025

CONTENT

INTRODUCTION	2
IEC ACTIVITIES	2
Promoting Cleanliness and Community Support	3
Nukkad Sabhas on Safai Apnao, Bimari Bhagao Campaign	5
IEC Team Promotes Hygiene Awareness in Schools	7
Toilet Awareness Drives under Safai Apnao, Bimari Bhagao Campaign	9
Awareness Drives in Schools	11
Cleanliness Drive at Sujan Ganga Canal	13
Awareness Campaign for Registration of Waste Collectors	15
Janta Darbar on Waste Segregation and Cleanliness	17
Awareness Drive on Plastic-Free Environment and Cleanliness	19
Awareness Drive at Sewar Bazaar	21
Door to Door Awareness	23
Social Media Campaign	27
IEC Activities of the Month at a Glance	29

IEC Monthly Event Report – July 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) Promoting Cleanliness and Community Support

As part of the Pandit Deendayal Upadhyaya Antyodaya Sambal Fortnight, several Special Collection and Distribution Drives were organized during the month. The drives were conducted on 1st July in Wards 4 and 5, on 2nd July in Wards 6 and 7, on 7th July in Ward 44, on 9th July in Wards 32, 41, and 61, and again on 21st July in Ward 44. The IEC team carried out door-to-door visits to collect clothes, toys, decorative materials, glass bottles, shoes, and other useful goods, which were subsequently deposited at the Sadbhavana Kendra.



IEC Team Members collecting not in use items during the drive at different locations



Glimpses of the Drive at Different Locations



b) Nukkad Sabhas on Safai Apnao, Bimari Bhagao Campaign

As part of the ongoing Safai Apnao, Bimari Bhagao campaign, a series of Nukkad Sabhas were conducted during the month. These were held on 2nd July in Wards 6 and 7, on 3rd July in Wards 20 and 21, and on 24th July in Ward 52. During these interactive gatherings, residents were made aware of the significance of maintaining cleanliness. The team underlined that cleanliness is essential not only for good health but also for keeping the surroundings pleasant and free from diseases. Citizens were further encouraged to practice hygiene in their daily lives and to inspire others in the community to follow the same.



IEC Team Members conducting Nukkad Sabhas in different locations



Impressions of the Nukkad Sabhas held at Different Locations



c) IEC Team Promotes Hygiene Awareness in Schools

Team IEC, Bharatpur organised a series of cleanliness drives as part of the ongoing Safai Apnao, Bimari Bhagao campaign. Awareness sessions were conducted in various schools, on 5th July in Wards 33, 34, and 35 and on 12th July in Ward 65 to educate students about cleanliness and hygiene. The initiative sought to instil good habits among children and encourage them to make cleanliness an integral part of their daily lives.

During the sessions, students were sensitized on the importance of proper handwashing and were informed about key times to wash hands, such as before and after meals, after using the toilet, and after playing. They were also guided on maintaining a clean school environment, disposing of waste in designated bins, wearing clean clothes, trimming nails regularly, and practicing other essential hygiene habits.



IEC Team Members taking session & proper hand washing session with students



Glimpses of Hygiene Awareness Drivers at Schools



Snapshots of the Toilet Awareness Drive



e) Awareness Drives in Schools

As part of its ongoing IEC activities, Team IEC, Bharatpur organised three awareness drives during the month of July to sensitise students about the importance of cleanliness, waste segregation, and the ban on single-use plastic. The first drive was held on 8th July at Shri Daulat Ram Sharma Government Higher Primary School, Pai Bagh, followed by sessions on 19th and 25th July at Shri Subhash Gyan Mandir School, Tara Mahendra Colony and Siwaich Kendriya Senior Secondary School, Shiv Nagar. The primary objective of the initiative was to educate students about the government's ban on single-use plastic and its harmful effects on the environment.

During the session, students were encouraged to adopt eco-friendly alternatives such as cloth and jute bags in place of plastic. The team also sensitised them on the importance of waste segregation at the source, explaining the distinction between wet and dry waste and the need to hand over segregated waste to DTDC vehicles for proper disposal. The activity aimed to instil sustainable habits in young learners, enabling them to contribute towards a cleaner and healthier environment.



IEC Team Members taking session & supervising proper hand washing during the session



25 Jul 2025 8:48:47 am
Bharatpur, Bharatpur Division 321001
India

Glimpses of Awareness Drives in Schools



f) Cleanliness Drive at Sujan Ganga Canal

In collaboration with Municipal Corporation, Bharatpur, Team LSL-IEC organised a Cleanliness Drive along the banks of the Sujan Ganga Canal under the ongoing Safai Apnao Bimari Bhagao campaign on 15th July '25. The initiative aimed to remove litter and waste accumulated in the area, thereby preventing pollution of the canal and ensuring a cleaner environment for the surrounding community. The drive also served to spread awareness among local residents about the importance of maintaining cleanliness around water bodies, highlighting its role in safeguarding public health and preventing waterborne diseases.



Glimpses of Cleanliness Drive at Sujan Ganga Canal in progress



Impressions of Cleanliness Drive at Sujan Ganga Canal



g) Awareness Campaign for Registration of Waste Collectors

The IEC team, in collaboration with the Municipal Corporation, organised an awareness campaign on NAMASTE Scheme in slums and Harijan colonies on 17th July '25 to encourage waste collectors to register with the Municipal Corporation. NAMASTE Scheme is a Government of India initiative designed to safeguard the health and safety of sanitation workers in urban areas while also supporting them with sustainable livelihood opportunities. Using a promotional rickshaw and direct interactions, the campaign informed them about the documents required and benefits of registration, such as ID cards, health facilities, and insurance schemes. The drive successfully motivated many waste collectors to register and avail these benefits.



IEC Team Members conducting awareness on NAMASTE Scheme



Glimpses Awareness on NAMASTE Scheme in Slums and Harijan Colonies



h) Janta Darbar on Waste Segregation and Cleanliness

To strengthen awareness about cleanliness, the IEC team organised a Janata Darbar on 23rd July '25 at Tara Mahendra Colony, which saw active participation from a large number of local residents. During the session, citizens were advised to maintain two bins at home, green for wet waste and blue for dry waste. In addition, participants were educated about the specific purpose of the red bin, meant for biologically hazardous or infectious waste such as used surgical gloves, tissue papers, sanitary pads, and other harmful waste. The program concluded with an appeal to residents to maintain cleanliness in and around their homes, follow proper waste segregation practices, and actively contribute to the objectives of the Swachh Bharat Mission.



IEC Team Members attending citizens during the Janata Darbar



Snapshots of IEC Team Members attending citizens during the Janata Darbar



j) Awareness Drive on Plastic-Free Environment and Cleanliness

Team IEC organised an Awareness Drive from Kotwali Bazaar to Kumher Gate Bazaar on 26th July '25. The primary objective of the drive was to educate the shopkeepers about the single-use plastic ban and the harmful effects of the plastics on the environment. The shopkeepers were also encouraged to avoid plastic bags and adopt eco-friendly alternatives such as cloth or jute bags. To reinforce this message, cloth bags were distributed to the citizens, promoting environmental protection. Additionally, shopkeepers were requested to dispose of the waste generated from their shops only in the designated DTDC vehicles, ensuring cleaner and healthier surroundings.



IEC Team Members creating awareness during the awareness drive



Glimpses of Awareness Drive from Kotwali Bazaar to Kumher Gate Bazaar



j) Awareness Drive at Sewar Bazaar

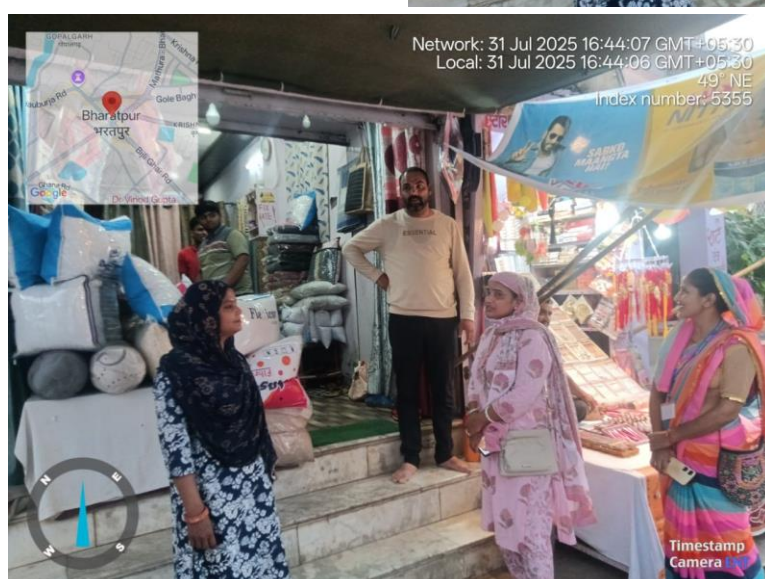
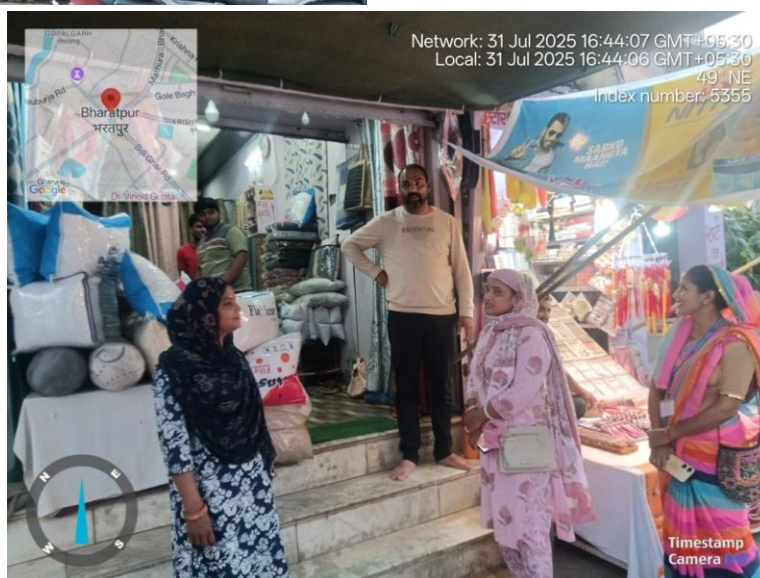
On 31st July 2025, Team IEC organised an awareness drive at Sewar Bazaar to educate shopkeepers about the ban on single-use plastics and their harmful impact on the environment. Shopkeepers were encouraged to switch to eco-friendly alternatives like cloth or jute bags, and cloth bags were distributed among citizens to reinforce the message of environmental protection. Additionally, they were urged to dispose of shop waste only in designated DTDC vehicles, supporting efforts to maintain cleaner and healthier surroundings.



IEC Team Members creating awareness during the drive at Sewar Bazaar



Impressions of Awareness Drive at Sewar Bazaar



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

k) 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





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





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



1) Social Media Campaign

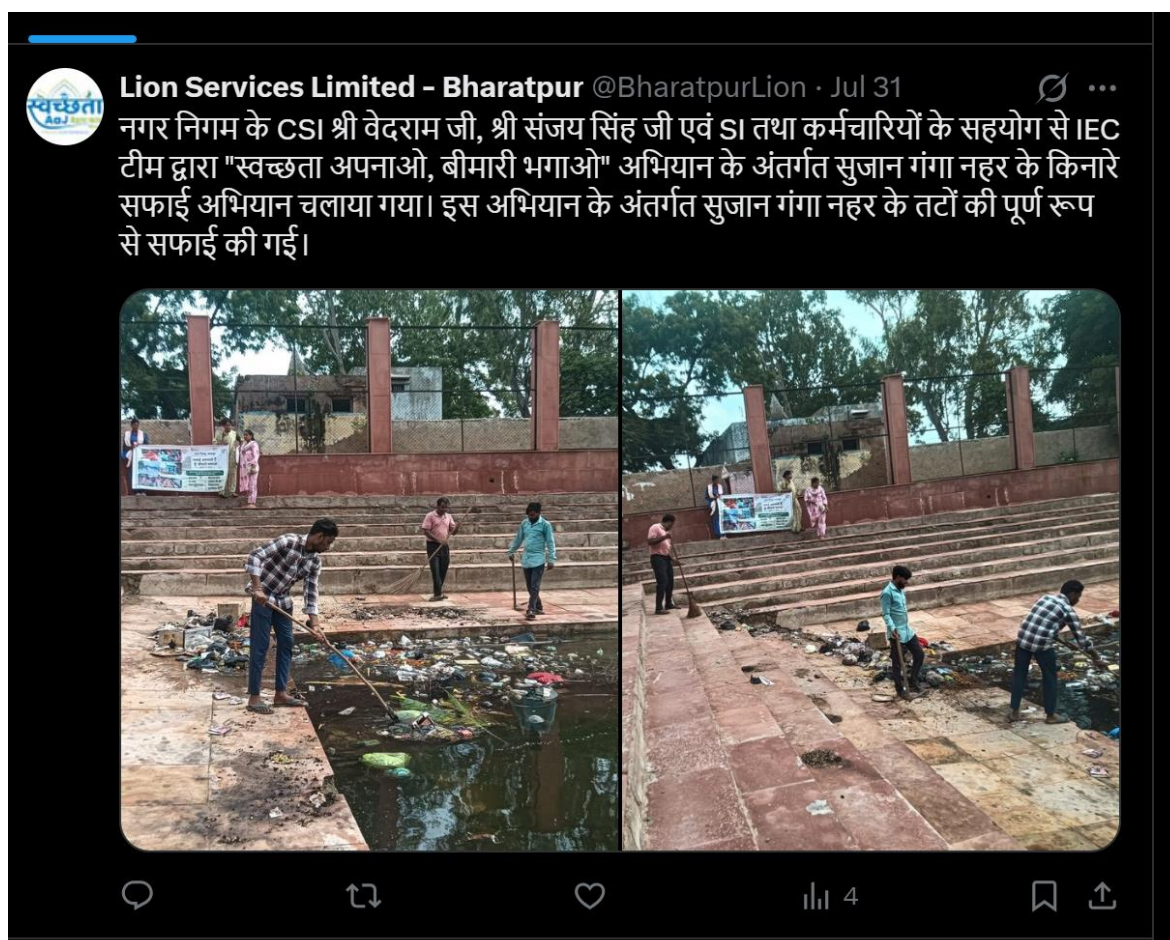
Social media has become a critical tool to reach out to everyone across geographies with our messages. Implementation of waste segregation at the source needs a higher degree of behaviour change and this can be achieved by communicating the messages effectively through social media. Hence the residents/citizens 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 July '25	Promoting Cleanliness and Community Support	Wards 4 & 5	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
2 July '25	Promoting Cleanliness and Community Support	Wards 6 & 7	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
2 July '25	Nukkad Sabhas on Safai Apnao, Bimari Bhagao Campaign	Wards 6 & 7	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
3 July '25	Nukkad Sabhas on Safai Apnao, Bimari Bhagao Campaign	Wards 20 & 21	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
5 July '25	IEC Team Promotes Hygiene Awareness in Schools	Wards 33, 34 & 35	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
5 July '25	Toilet Awareness Drives under Safai Apnao, Bimari Bhagao Campaign	Ward 33, 34 & 35	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
7 July '25	Promoting Cleanliness and Community Support	Ward 44	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
8 July '25	Awareness Drives in Schools	Shri Daulat Ram Sharma Government Higher Primary School, Pai Bagh	Ms. Akanksha, IEC In-charge, IEC Team Members, School Principal, Teachers & Students
9 July '25	Promoting Cleanliness and Community Support	Ward 32, 41 & 60	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
12 July '25	IEC Team Promotes Hygiene Awareness in Schools	Wards 65	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
12 July '25	Toilet Awareness Drives under Safai Apnao, Bimari Bhagao Campaign	Wards 66	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
15 July '25	Cleanliness Drive at Sujana Ganga Canal	Kotwali Bazaar to Kumher Gate Bazaar	Mr. Ved Ram, CSI, Municipal Corporation, Mr. Sanjay Singh, SI, and other staff members, Ms. Akanksha, IEC In-charge & IEC Team Members
12 July '25	E-Waste Collection Campaign 2025 Launched in Bharatpur	Across Bharatpur	Mr. Amit Yadav, District Collector, Officials from Pollution Control Department & Team IEC

13 July '25	Environmental Awareness Rally Held Under Vande Ganga Campaign	Wards 30, 33, 46 & 47	Mr. Vijay Pratap Singh, Municipal Corporation Secretary, Mr. Ved Ram, CSI, SI, Ms. Akanksha Sharma, IEC In-charge, SHG workers, Mr. Amit & citizens.
14 July '25	Bharatpur Observes 11th International Yoga Day with Enthusiastic Participation	Lohagarh Stadium & Shastri Park	Mr. Amit Yadav, District Collector, Ms. Ranjeeta Kohli, Former MP, Mr. Shravan Kumar Bishnoi, Municipal Commissioner, Officers, Municipal Corporation & other employees, Team IEC & Local Residents
15 July '25	Five-Day Community Contribution and Cleanliness Awareness Campaign	Wards 1, 2, 3, 20, 21, 23-30	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, & Helper
17 July '25	Awareness Campaign for Registration of Waste Collectors	Slums and Harijan colonies	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, & Helper
19 July '25	Awareness Drives in Schools	Shri Subhash Gyan Mandir School, Tara Mahendra Colony	Ms. Akanksha, IEC In-charge, IEC Team Members, School Principal, Teachers & Students
21 July '25	Promoting Cleanliness and Community Support	Ward 44	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
23 July '25	Janta Darbar on Waste Segregation and Cleanliness	Tara Mahendra Colony	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members & Ward Supervisor
24 July '25	Nukkad Sabhas on Safai Apnao, Bimari Bhagao Campaign	Wards 52	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
25 July '25	Awareness Drives in Schools	Siwaich Kendriya Senior Secondary School, Shiv Nagar	Ms. Akanksha, IEC In-charge, IEC Team Members, School Principal, Teachers & Students
26 July '25	Awareness Drive on Plastic-Free Environment and Cleanliness	Kotwali Bazaar to Kumher Gate Bazaar	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members & Ward Supervisor
31 July '25	Awareness Drive at Sewar Bazaar	Sewar Bazaar	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper



Activities ideated and executed By

Lion Services Limited



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