

BHARATPUR IEC REPORT



JUNE 2025

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IEC Monthly Event Report – June 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) Nukkad Sabhas Conducted to Raise Awareness on Single-Use Plastic Ban

In June 2025, Team LSL-IEC, Bharatpur organised Nukkad Sabhas across Wards 1, 5, and 47 on 2nd June, and in Wards 30, 46, and 65 on 3rd June. The sessions aimed to educate residents about the government's ban on single-use plastics and highlight the environmental damage caused by such items.

A visually informative banner displayed at each location showcased commonly used single-use plastic products like plastic spoons, plates, straws, glasses, and carry bags. The team emphasized the harmful impact of these materials and encouraged the use of eco-friendly alternatives. These Sabhas served as an important step in sensitizing the community and promoting sustainable practices at the grassroots level.



IEC Team Members conducting Nukkad Sabhas at different locations



Glimpses of Nukkad Sabhas at Different Locations



b) Awareness Rally on Single-Use Plastic Elimination and Tree Plantation

On 4th June '25, the Municipal Corporation, Bharatpur organized an awareness rally on the eve of World Environment Day to highlight the harmful effects of single-use plastics and promote tree plantation. Flagged off by CO City Mr. Pankaj Ji and Mr. Santosh Gupta of the District Legal Services Authority, the rally saw participation from Team IEC, students, NCC cadets, social organizations, and citizens. The rally featured slogans, public engagement, and distribution of cloth bags. It concluded with a ceremony at Nehru Garden, where CEO Mridul Singh emphasized the importance of public participation in environmental protection.



Glimpses of the Awareness Rally on Single-Use Plastic Elimination and Tree Plantation



Snapshots of Awareness Rally on Single-Use Plastic Elimination & Tree Plantation



c) Tree Plantation & Awareness Rally on World Environment Day

As per the directives of the Government of Rajasthan, the Municipal Corporation Bharatpur, on the occasion of World Environment Day and the Vande Ganga Water Conservation Campaign, organized a tree plantation drive at Koli Park, Krishna Nagar. The initiative was conducted in collaboration with women from DAY-NULM self-help groups. An awareness rally was also held to promote water conservation and eliminate plastic use in the city. Participants took a pledge to support the campaign through tree plantation and were administered the Swachh Bharat, Harit Bharat (Clean India, Green India) oath.



Glimpses of Tree Plantation Drive and Pledge being taken during the campaign



Impressions of the Tree Plantation Drive



d) Awareness Drive on Municipal Helplines, Waste Segregation, and Plastic Ban

On 6th June '25, Team IEC, Bharatpur carried out an awareness campaign across Wards 19, 22, and 31 to educate residents on key municipal helpline numbers and encourage responsible waste management practices. Citizens were informed about important contact details for addressing septic tank concerns, lodging complaints related to door-to-door waste collection, and utilizing the official WhatsApp number of Bharatpur Municipal Corporation for prompt communication and grievance resolution.

The campaign also highlighted the necessity of source-level waste segregation, offering guidance on segregating wet and dry waste for proper disposal. In addition, awareness was spread regarding the ban on single-use plastics, underscoring the environmental risks of plastic pollution and urging a shift towards sustainable alternatives.



IEC Team Members conducting the awareness drive in different wards



Impressions of the Awareness Drive in Different Wards



e) Community Engagement Drive for Plant Care Post World Environment Day

On 7th June 2025, Team IEC, Bharatpur conducted a follow-up drive to nurture the saplings planted on World Environment Day. The key objective of the initiative was to motivate local residents to take responsibility for watering and caring for the plants, thereby fostering a sense of ownership towards environmental conservation.



IEC Team Members & residents watering the plants planted on World Environment Day



Snapshots of Community Engagement Drive for Plant Care



f) Reservoir Cleanup Drive Held Under Vande Ganga Campaign

On 9th June '25, to commemorate World Environment Day, the Municipal Corporation Bharatpur organised a dedicated cleaning drive at MSJ Kunda Reservoir the under the Vande Ganga Water Conservation Public Campaign. The drive focused on cleaning the reservoir steps and surrounding areas to uphold hygiene standards and prevent contamination.

During the event, the IEC team engaged with local residents, spreading awareness about the importance of waste segregation and discouraging littering in and around water bodies. They also emphasized the public health risks associated with polluted water sources.

The campaign witnessed active involvement from Sanitation Inspector Mr. Ved Ram Singh, the area Ward Councillor, supervisors, sanitation workers, and helper collectively contributing to the success of this impactful initiative promoting environmental responsibility and community well-being.



**Cleaning in Progress at
MSJ Kunda Reservoir**

9 Jun 2025 6:57:51 am
Geeta Colony



9 Jun 2025 6:49:36 am
Agra - Bharatpur Road
Geeta Colony
Bharatpur Division
Rajasthan

Glimpses of Cleaning Drive at MSJ Kunda Reservoir



g) Tree Plantation and Waste Segregation Awareness Drive

On 10th June '25 as part of the Vande Ganga Water Conservation Public Campaign and to mark World Environment Day, the Municipal Corporation Bharatpur organised a tree plantation drive on the ground behind the District Club. Pits were dug and saplings planted to promote environmental sustainability.

Simultaneously, the IEC team conducted a public outreach effort, urging citizens to adopt waste segregation practices. Residents were encouraged not to dispose of unsegregated waste into garbage vehicles and to separate wet and dry waste at the source, reinforcing the message of responsible waste management.



Glimpses of pit being dug on the ground behind the District Club



Impressions of the pit on the ground behind the District Club



h) Sujan Ganga Canal Cleanliness Drive and Waste Segregation Awareness

On 12th June '25, to commemorate World Environment Day, the Municipal Corporation Bharatpur organised a focused cleanliness drive along the banks of the Sujan Ganga Canal under the Vande Ganga Water Conservation Public Campaign. The effort included a thorough cleanup of the canal stretch and its adjoining areas, with waste being efficiently collected and disposed of using garbage collection vehicles.

Simultaneously, the IEC team carried out a public awareness campaign to promote waste segregation at the source. Residents were encouraged not to throw unsegregated waste into DTDC vehicles and were informed about the importance of separating wet and dry waste for improved environmental outcomes and sustainable waste management.



Cleanliness drive at the banks of the Sujan Ganga Canal in progress



Glimpses of Sujan Ganga Canal Cleanliness Drive & Waste Segregation Awareness



i) Environmental Conservation Rally and Plantation Drive at Banke Bihari Temple

On 13th June '25, following the directives of the Rajasthan Government and in observance of World Environment Day, the Municipal Corporation Bharatpur organised an environmental conservation rally along the Parikrama Marg of Banke Bihari Temple. The event featured a focused cleanliness drive and a tree plantation activity, reinforcing the commitment to creating a cleaner and greener environment.

The rally saw enthusiastic participation from Municipal Commissioner Mr. Shravan Bishnoi, along with department officials, staff, IEC team members, women from self-help groups, and representatives from the local business community, all coming together in support of environmental sustainability.



IEC Team Members participating in the Awareness Rally at Parikrama Marg



Glimpses of Awareness Rally at Parikrama Marg



j) Promoting Plastic-Free Practices and Clean Marketplaces

On 14th June '25, Team IEC, Bharatpur conducted a public awareness campaign from Kotwali Bazaar to Kumher Gate Bazaar. As part of the drive, shopkeepers were encouraged to switch to environment-friendly alternatives such as cloth, jute, or paper bags in place of single-use plastic.

To reinforce the message of environmental conservation, cloth bags were distributed to the general public. The team also emphasized proper waste disposal, urging shopkeepers to use designated garbage collection vehicles and avoid dumping waste in open areas.



IEC Team Members conducting awareness drive from Kotwali Bazaar to Kumher Gate Bazaar



Snapshots of the Awareness Drive from Kotwali Bazaar to Kumher Gate Bazaar



k) E-Waste Collection Campaign 2025 Launched in Bharatpur

On 17th June '25 the Rajasthan State Pollution Control Board officially launched the E-Waste Collection Campaign 2025 in Bharatpur. The initiative was flagged off by District Collector Mr. Amit Yadav from the Collectorate premises. As part of this campaign, citizens will be financially compensated for submitting their e-waste, as per the rates determined by authorized e-waste recycling units.

To boost public participation and awareness, the LSL-IEC team, Bharatpur will conduct focused awareness drives and outreach activities. Citizens will be urged to segregate e-waste from general household waste and hand it over at the designated recycling centres. In return, they will receive monetary rewards for their contributions. This campaign aims to safeguard the environment and ensure the safe and responsible disposal of electronic waste.



Glimpses of the E-Waste Collection Campaign across Bharatpur



Imprints of E-Waste Collection Campaign across Bharatpur



1) Environmental Awareness Rally Held Under Vande Ganga Campaign

As part of the ongoing Vande Ganga Water Conservation Campaign an environmental awareness rally was organised by Team LSL-IEC, Bharatpur on 18th June '25. The rally commenced from the city's main traffic intersection, passed through the bustling market areas, and concluded at the Ganga Temple.

The objective was to spread the message of environmental conservation, with participants carrying banners and placards promoting the ban on single-use plastics and encouraging tree plantation. The rally was flagged off by Municipal Secretary Mr. Vijay Pratap Singh. and saw enthusiastic participation from CSI, Mr. Ved Ram, SI, Ms. Akanksha, IEC In-charge, members of the Self-Help Group led by Mr. Amit, and numerous local residents. Their collective presence helped reinforce the call for eco-conscious living within the community.



IEC Team Members & Citizen participating in the Environmental Awareness Rally



Snapshots of Participants at the Environmental Awareness Rally



m) Bharatpur Observes 11th International Yoga Day with Enthusiastic Participation

On 21st June, Bharatpur marked the 11th International Yoga Day with a district-level celebration at Lohagarh Stadium, inaugurated by District Collector Mr. Amit Yadav and former MP Ms. Ranjeeta Kohli. The event saw enthusiastic participation from officials, citizens, and Team LSL-IEC, who joined in collective yoga exercises promoting physical and mental well-being.

Simultaneously, the Bharatpur Municipal Corporation held a special yoga session at Shastri Park, led by the Municipal Commissioner, with officers, staff, and residents taking part. Participants pledged to make yoga a regular part of their lives, reinforcing the campaign's message of embracing a healthy and balanced lifestyle beyond just one day event.



Ms. Ranjeeta Kohli lighting the lamp along with officials from Municipal Corporation



Yoga session in progress at the Lohagarh Stadium

Glimpses of International Yoga Day Celebrations



n) Five-Day Community Contribution and Cleanliness Awareness Campaign

From 25th to 30th June '25, Team LSL-IEC, Bharatpur, carried out a five-day Community Collection and Cleanliness Awareness Drive under the Pandit Deendayal Upadhyay Antyodaya Sambal Fortnight. The campaign spanned across Wards 1, 2, 3, 20, 21, 23–30, focusing on mobilizing citizens participation.

As part of the Community Collection initiative, IEC team members visited households door-to-door, urging residents to contribute usable items such as clothing, toys, footwear, glass bottles*, and decorative materials. The collected items were directed to the Sadbhavana Kendra for redistribution to those in need.

Parallely, under the theme Adopt Cleanliness, Drive Away Diseases, the team organised awareness sessions in various wards. Residents were sensitized to the crucial link between cleanliness and public health and encouraged to integrate hygienic practices into their daily lives. The campaign also aimed to instil a shared responsibility among citizens to uphold a clean, disease-free, and visually appealing environment.



IEC Team Members
collecting not in use items
during the drive



Impressions of the Community Contribution & Cleanliness Awareness Campaign



Snapshots of the Community Contribution & Cleanliness Awareness Campaign



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

o) 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





p) 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



q) 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



r) 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.



Lion Services Limited - Bharatpur
 30 June at 11:30 · 🌐

जागरूकता रैली

वंदे गंगा जल संरक्षण अभियान के अंतर्गत 18 जून 2025 को नगर के प्रमुख ट्रैफिक चौराहे से लेकर बाज़ार होते हुए गंगा मंदिर तक एक जागरूकता रैली का आयोजन किया गया। इस रैली के माध्यम से नगरवासियों को पर्यावरण संरक्षण का संदेश दिया गया। रैली में बैनर और तख्तियों के माध्यम से लोगों से सिंगल यूज़ प्लास्टिक का उपयोग न करने और पेड़-पौधे लगाने की अपील की गई।

इस रैली का शुभारंभ नागर निगम सचिव विजय प्रताप सिंह महोदय द्वारा हरी झंडी दिखाकर किया गया। कार्यक्रम में CSI श्री ... [See more](#)




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IEC Activities of the Month at a Glance

Date	Activity	Location	Delegate Present
2 June '25	Nukkad Sabhas Conducted to Raise Awareness on Single-Use Plastic Ban	Wards 1, 2 & 47	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
3 June '25	Nukkad Sabhas Conducted to Raise Awareness on Single-Use Plastic Ban	Wards 1, 2 & 47	Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor, Driver & Helper
4 June '25	Awareness Rally on Single-Use Plastic Elimination and Tree Plantation	Kumher Gate to Laxman Mandir to Nehru Garden	Representative from Harit Braj Samiti, Municipal Corporation Bharatpur, District Legal Services Authority Scout & Guide, NCC students, Team IEC and students of various educational institutions, social organizations, administrative officers & citizens
5 June '25	Tree Plantation & Awareness Rally on World Environment Day	Koli Park, Krishna Nagar	Ms. Seema Meena, AEN, SI, SHG Women, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
6 June '25	Awareness Drive on Municipal Helplines, Waste Segregation, and Plastic Ban	Wards 19, 22 & 31	Ms. Akanksha, IEC In-charge, IEC Team Members, Ward Supervisors & Vehicle Helpers
7 June '25	Community Engagement Drive for Plant Care Post World Environment Day	Koli Park, Krishna Nagar	Mr. Ved Ram, CSI, SI, SHG Workers, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
9 June '25	Reservoir Cleanup Drive Held Under Vande Ganga Campaign	MSJ Kunda Reservoir	Mr. Ved Ram, CSI, SI, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
10 June '25	Tree Plantation and Waste Segregation Awareness Drive	Ground behind the District Club	Mr. Ved Ram, CSI, SI, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
12 June '25	Sujan Ganga Canal Cleanliness Drive and Waste Segregation Awareness	Sujan Ganga Canal	Mr. Ved Ram, CSI, Mr. Sanjay, SI, Mr. Vijay Pal, SI, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
13 June '25	Environmental Conservation Rally and Plantation Drive at Banke Bihari Temple	Parikrama Marg of Banke Bihari Temple	Mr. Ved Ram, CSI, Mr. Sanjay, SI, Mr. Vijay Pal, SI, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members

14 June '25	Promoting Plastic-Free Practices and Clean Marketplaces	Kotwali Bazaar to Kumher Gate Bazaar	Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
17 June '25	E-Waste Collection Campaign 2025 Launched in Bharatpur	Across Bharatpur	Mr. Amit Yadav, District Collector, Officials from Pollution Control Department & Team IEC
18 June '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.
21 June '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
25-30 June '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

Notes



Activities ideated and executed By

Lion Services Limited



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