

BHARATPUR IEC REPORT



MARCH 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

Team IEC, Bharatpur remained actively engaged throughout March 2025 in driving multiple impactful initiatives under the Swachh Survekshan 2024 campaign. The team's major focus areas included the renovation of the Waste to Wonder Park, collection of unused household items for the RRR Centre, and conducting a Citizen Feedback Drives to strengthen community participation. These combined efforts reflect Team IEC's commitment to driving awareness, participation, and sustainable urban living in Bharatpur.

Key Activities Conducted by Team IEC Bharatpur under Swachh Survekshan 2024 during March '25

a) *Revamping of Waste to Wonder Park*

As part of beautification efforts, Team IEC renovated the Waste to Wonder Park located at Bijli Ghar Chauraha, opposite the Collectorate on 3rd March '25. The initiative involved repainting the park walls and creating graffiti art to enhance visual appeal. Additionally, dried plants were replaced with fresh greenery, revitalizing the park's environment.



Glimpses of the revamped Waste to Wonder Park



Snapshots of the Revamped Waste to Wonder Park at Bijli Ghar Chauraha



b) Collection of Unused Household Items for RRR Centre

To support reuse and recycling efforts, Team IEC actively gathered unused items from residents throughout the month. The collection was facilitated through e-rickshaws provided by the Municipal Corporation, Bharatpur, and all collected items were deposited at the RRR Centre to promote sustainable practices among citizens.



Glimpses IEC Team Members collecting used clothes & depositing at the RRR Centre



Impressions of IEC Team Members Collecting not in Use Items during the Drives



Snapshots of not in Use Items Collection during the Drives



c) Citizen Feedback Drive through Swachhata App

Throughout the month, Team LSL-IEC conducted an extensive Citizen Feedback Drive, encouraging residents to share their thoughts and suggestions via the Swachhata App. The campaign aimed to foster a sense of ownership and civic responsibility by involving the public in the city's cleanliness and sanitation initiatives.



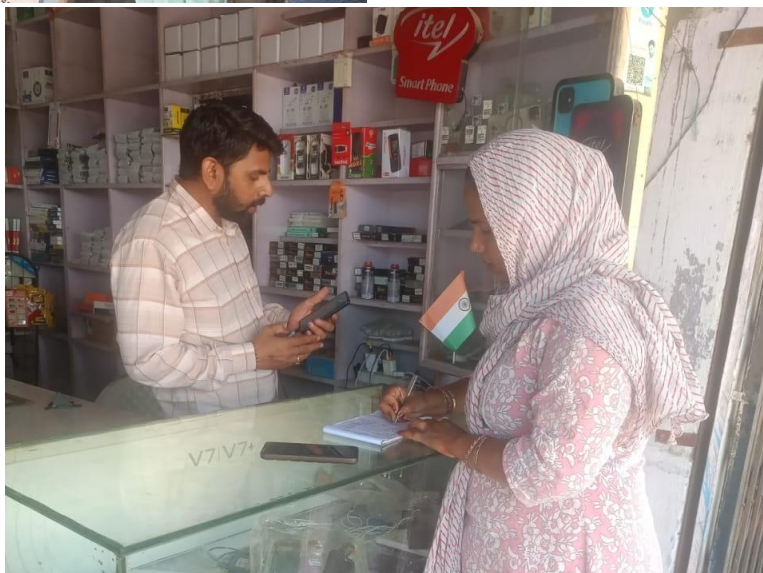
IEC Team Members conducting Citizen Feedback Drive at different locations



Glimpses of the Citizen Feedback Drive at Different Locations



Snapshots of the Citizen Feedback Drive at Different Locations



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

d) 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



e) 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



IEC Activities of the Month at a Glance

Date	Activity	Location	Delegate Present
3 March '25	Revamping Waste to Wonder Park	Bijli Ghar Bijli Ghar Chauraha	Municipal Corporation Officers, DLB Officers, NULM Self Help Group Members & Team IEC
1-31 March '25	Collection of Unused Household Items for RRR Centre	Across Bharatpur	Municipal Corporation Officers, DLB Officers, NULM Self Help Group Members & Team IEC
1-31 March '25	Citizen Feedback Drive through Swachhata App	Across Bharatpur	Municipal Corporation Officers, DLB Officers, NULM Self Help Group Members & Team IEC



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