

BHARATPUR IEC REPORT



MAY 2025

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IEC Monthly Event Report – May 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) Sanitation Workers Honoured on International Labour Day in Bharatpur

To mark International Labour Day on 1st May, Team LSL-IEC, Bharatpur organised a special event to honour the Sanitation Workers for their invaluable contribution to maintaining the cleanliness of the city at Ward 61. During the event, sanitation workers were felicitated with turbans and flowers as a gesture of gratitude and respect.

The ceremony acknowledged their tireless efforts, dedication, and selfless service, which play a crucial role in upholding public hygiene and sanitation standards. The event also served as a reminder that every worker's contribution to society is significant and deserves recognition and respect. Through this initiative, a strong message was conveyed about dignity of labour and the importance of acknowledging frontline workers.



Mr. Tejveer Singh & Mr. Bacchu Singh felicitating Sanitary Workers at the event



Glimpses of Labour Day celebrations at Ward 61



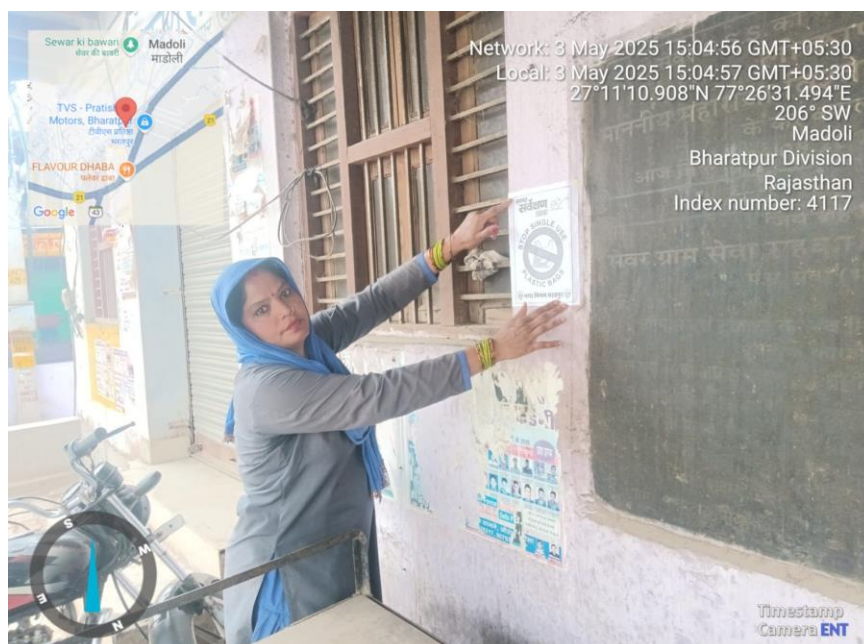
b) Say No to Plastic Campaign Promotes Sustainable Habits

On 3rd May 2025, Team IEC conducted a focused awareness campaign across Bharatpur to promote the reduction of single-use plastic usage. As part of the initiative, “Say No to Plastic” posters were strategically displayed near shops in Sesar Bazaar to maximize visibility and community engagement.

The campaign actively involved both citizens and shopkeepers, educating them about the harmful environmental impact of single-use plastics. Residents were encouraged to adopt eco-conscious habits by replacing plastic bags with sustainable alternatives such as cloth bags in their daily routines. This initiative reinforced Bharatpur commitment to environmental responsibility and aimed to cultivate lasting behavioural change towards a cleaner, greener city.



IEC Team Members conducting Say No to Plastic Campaign



Glimpses of IEC Team Members Conducting Say No to Plastic Campaign



c) Cleanliness Awareness Sessions in Schools

During the month of May, Team IEC conducted three impactful awareness sessions in schools across Bharatpur to promote cleanliness and environmental responsibility. These sessions were organised on 5th May 2025 at Government Higher Secondary School, Kamalpura, and Government Senior Upadhyay Sanskrit School, Sevar, followed by another session on 8th May at Shri Daulatram Sharma Government Upper Primary School. The primary objective of these programs was to sensitize students and teachers about the ban on single-use plastic and its harmful effects on the environment. In addition, the sessions emphasized the importance of waste segregation at the source, encouraging the use of separate bins for wet and dry waste to maintain hygiene and prevent infections. Through these initiatives, the IEC team aimed to foster a culture of cleanliness and instil environmentally responsible habits among young learners, thereby promoting long-term behavioural change from an early age.



IEC Team Members conducting sessions in schools during the awareness in different



Impressions of the Awareness Sessions in the Schools



d) Janta Darbars to Promote Waste Segregation & Community Cleanliness

During the month, Team IEC organised Janta Darbars on 6th May in Wards 5, 10, and 43, and again on 23rd May in Wards 22, 44, and 61, with the objective of raising awareness about effective waste segregation. These interactive sessions aimed to educate citizens on the distinction between wet and dry waste and the importance of segregating waste at the source. The IEC team highlighted how proper segregation plays a critical role in improving waste management efficiency and advancing the ongoing cleanliness mission. The initiative was met with enthusiastic participation, as residents actively engaged in discussions and pledged to keep their surroundings clean.



Glimpses of IEC Team Members conducting Janta Darbar



Impression of the IEC Team Members Conducting Janta Darbar



e) Awareness Drive: Promoting Waste Segregation and Eco-Friendly Practices

IEC team, Bharatpur conducted awareness drives on 7th May '25 in Wards 4, 31, and 43, on 8th May '25 in Wards 12, 31, and 40 and on 10th May in Wards 10, 31, 40 and 65. The initiative aimed to educate residents about the importance of waste segregation at the source. Residents were encouraged to use two separate bins for wet and dry waste and to ensure the proper handover of segregated waste to DTC vehicles. They were also urged to refrain from littering in their surroundings and public spaces to maintain cleanliness. The campaign also highlighted the ban on single-use plastics, advocating for the use of eco-friendly alternatives such as cloth, jute, or paper bags. This effort sought to reduce environmental harm and promote sustainable practices among the community.

Additionally, residents were informed about the significance of the RRR (Reduce, Reuse, Recycle) Centre. They were encouraged to donate unused but useful household items, such as shoes, slippers, toys, and books, to the Sadbhavna Kendra. As a result of this initiative, the residents actively participated and generously donated clothes and books, for the benefit of others. This collective effort underlined the importance of community engagement in building a cleaner and more sustainable environment.



IEC Team Members conducting Awareness Drive



Glimpses of IEC Team Members Conducting Awareness Drive



f) IEC Team Promotes Waste Segregation and Awareness on Sanitation Services

Team IEC organised an awareness campaign on 9th May '25 in Wards 13, 34 and 46 to educate residents about proper waste segregation methods. The team emphasized the importance of keeping wet, dry, and domestic medical waste in separate bins to ensure effective waste management at the source. In addition to waste segregation, residents were informed about the user charges applicable for garbage collection services in Bharatpur. This effort aimed to promote transparency and encourage compliance with waste management practices. Furthermore, the team encouraged residents to download the Swachhata App, a tool designed to provide immediate solutions to sanitation-related issues, making it easier for citizens to report and resolve problems efficiently.



IEC Team Members conducting awareness campaigns in different wards



g) Plastic Ban Awareness Rally

On 13th May '25, the IEC Team, in collaboration with the Cleanliness In-Charge of the Municipal Corporation Bharatpur, Mr. Vedram, and cleanliness inspectors, organised a Plastic Ban Awareness Rally in the market areas of Wards 32, 33, and 34. The rally aimed to educate residents and shopkeepers about the harmful effects of plastic on the environment. Residents were informed about the environmental hazards posed by plastics, particularly single-use plastics, and the urgent need to adopt sustainable alternatives.

As part of the initiative, enforcement action was taken in the Sabzi Mandi area by the Sub-Inspector and Cleanliness In-Charge Officer. During this drive, more than seven kilos of polythene were seized, highlighting the municipality's commitment to curbing the use of banned plastic materials. This awareness rally reinforced the importance of collective efforts in reducing plastic pollution and safeguarding the environment.



Team IEC conducting Awareness Rally in market areas of various Wards



Glimpses of the Awareness Rally in Market Areas of Various Wards



h) 3-Day Awareness Campaign on Key Municipal Helplines & Waste Management

Team IEC, Bharatpur conducted a three-day Awareness Campaign from 14th to 16th May 2025 to educate residents on important municipal helpline numbers and promote responsible waste management practices. On 14th May, the campaign covered Wards 19, 22, and 31; on 15th May, it continued in Wards 55, 56, and 57; and concluded on 16th May in Wards 44, 45, and 46.

Residents were informed about essential helpline numbers, including those for resolving septic tank issues, door-to-door garbage collection complaints, and the official WhatsApp number of Bharatpur Municipal Corporation for quick communication and grievance redressal.

The campaign also emphasized the importance of segregating wet and dry waste at the source, guiding citizens on proper disposal methods. Additionally, awareness was raised about the ban on single-use plastics, with a focus on the environmental hazards posed by plastic pollution and the need to switch to eco-friendly alternatives.



Glimpses of IEC Team Members conducting Awareness Campaign



Snapshots of the Awareness Campaign in Various Wards Across Bharatpur



Impressions of the Awareness Campaign in Various Wards Across Bharatpur



i) Promoting Plastic-Free Commercial Zones Through Targeted Awareness Drives

Team IEC conducted three comprehensive awareness drives during the month to reinforce the ban on single-use plastic in key commercial areas of Bharatpur. The drives were conducted in Laxman Mandir Bazar on 17th May, and in Kotwali Bazaar to Kumher Gate Bazaar on 24th May and Sewar Bazar on 31st May. The campaign focused on transforming these areas into Plastic-Free Commercial Zones.

Shopkeepers and local residents were educated about the harmful environmental and health impacts of single-use plastics. The IEC team encouraged the use of eco-friendly alternatives such as jute, paper, and cloth bags, and urged participants to spread this message among customers.

As part of the initiative, 'Say No to Plastic' posters were displayed outside each shop to reinforce the message. In Kotwali Bazaar to Kumher Gate Bazaar, cloth bags were distributed to the public, further emphasizing the importance of environmental protection. The campaign highlighted not just the ecological benefits, but also the economic advantages of sustainable alternatives, promoting a lasting shift toward responsible consumer habits.



***IEC Team Members
creating awareness during
the drives***



24 May 2025 10:32:35 am
Pai Bagh
Bharatpur Division
Rajasthan

Glimpses of IEC Team Members Creating Awareness During the Drives



Snapshots of the Awareness Drives



j) Tiranga Rally to Honour Operation Sindoor and Pay Tribute to Martyrs

On 19th May Municipal Corporation of Bharatpur organised a Tiranga Rally across Bharatpur as part of a nationwide campaign to honour the success of Operation Sindoor and to pay tribute to the brave martyrs who made the ultimate sacrifice in Pahalgam. The rally was aimed at igniting a sense of patriotism and commemorating the valour of our soldiers.

The LSL-IEC team played a significant role in supporting and participating in the event. To mark the occasion, vibrant rangolis were created at major intersections along the rally route, offering a colourful and respectful welcome to participants and onlookers. The Municipal Corporation's team enthusiastically took part in the rally, contributing to both its organisation and spirit. The Tiranga Rally left a powerful impact, inspiring deep national pride and standing as a heartfelt tribute to the selfless service and sacrifice of the nation's heroes.



Glimpses of the Tiranga Rally & the Rangoli done by IEC Team Members at intersections



k) Garbage Vulnerable Point Transformation near Sirki Wale Hanuman Mandir

Team IEC successfully cleared a persistent Garbage Vulnerable Point (GVP) located in front of Sirki Wale Hanuman Mandir, Ward No. 40 on 20th May '25, following several days of consistent engagement and dialogue with local residents. After the area was cleaned, an attractive rangoli was created and a clear message, "It is forbidden to throw garbage here" was displayed to discourage future littering.

The team actively sensitized nearby residents about proper waste management, urging them to dispose of waste only at designated locations, maintain two bins at home, green for wet waste and blue for dry waste and ensure that waste is handed over exclusively to DTC vehicles. Citizens were also encouraged to promptly report any sanitation-related issues to the Municipal Corporation. With the support of local residents, this garbage vulnerable point has now been completely closed, and continued efforts will be made to ensure that the spot remains clean and is not misused again.



Before Cleaning



During Cleaning



IEC Team Members decorating the location with vibrant rangolis after thorough cleaning



Team IEC at the transformed GVP near Sirki Wale Hanuman Mandir

1) Special Cleanliness Drive Conducted in Ward 61 Slum Area

In collaboration with Municipal Corporation's Chief Sanitation Inspector Shri Vedram Singh and other sanitation inspectors, Team LSL-IEC conducted a special cleanliness drive in the slum area of Ward No. 61 on 26th May 2025. The initiative focused on improving sanitation and hygiene through targeted cleaning efforts.

As part of the drive, thorough cleaning was carried out across streets, public spaces, and surrounding areas. The sanitation team undertook garbage collection, drain cleaning, sweeping, and ensured proper disposal of waste. Additionally, the IEC team engaged with local residents to raise awareness about the importance of maintaining cleanliness and encouraged them to adopt hygienic practices for a healthier living environment.

On the occasion, Shri Vedram Singh highlighted that a clean environment is the cornerstone of good health and assured that such proactive initiatives will continue to be implemented by the Municipal Corporation in the future to enhance living conditions in underserved areas.



***Glimpses of Special
Cleaning in
progress in Ward 61
Slum***



Impressions of Special Cleaning Drive in Ward 61 Slum Area



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

m) 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





n) 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



Glimpses of Nukkad Sabhas at Various Locations



May 6, 2025 9:46:05 AM
Bharatpur Division



May 23, 2025 8:37:08 AM
Bharatpur Division

o) 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



p) 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



q) 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 May '25	Sanitation Workers Honoured on International Labour Day in Bharatpur	Ward 61	Mr. Bacchu Singh, SI, Municipal Corporation, Mr. Tejveer Singh, Project Head, LSL, Ms. Akanksha Sharma, IEC In-charge, Supervisor and IEC Team Members
3 May '25	Say No to Plastic Campaign Promotes Sustainable Habits	Sewar Bazaar	Ms. Akanksha, IEC In-charge, IEC Team Members & Supervisor
5 May '25	Cleanliness Awareness Sessions in Schools	Higher Secondary School, Kamalpura	Ms. Akanksha, IEC In-charge, IEC Team Members, Principal, Students, Teachers & Non-Teaching Staff
5 May '25	Cleanliness Awareness Sessions in Schools	Government Senior Upadhyay Sanskrit School, Sevar	Ms. Akanksha, IEC In-charge, IEC Team Members, Principal, Students, Teachers & Non-Teaching Staff
6 May '25	Janta Darbars to Promote Waste Segregation & Community Cleanliness	Wards 5, 10, and 43	Ms. Akanksha, IEC In-charge & IEC Team Members
7 May '25	Awareness Drive: Promoting Waste Segregation and Eco-Friendly Practices	Wards 4, 31, and 43	Ms. Akanksha, IEC In-charge & IEC Team Members
8 May '25	Awareness Drive: Promoting Waste Segregation and Eco-Friendly Practices	Wards 12, 31, and 40	Ms. Akanksha, IEC In-charge & IEC Team Members
8 May '25	Cleanliness Awareness Sessions in Schools	Shri Daulatram Sharma Government Upper Primary School	School Principal, Teachers, Students, Ms. Akanksha Sharma, IEC In-Charge, & IEC Team Members
9 May '25	IEC Team Promotes Waste Segregation and Awareness on Sanitation Services	Wards 13, 34 and 46	Ms. Akanksha Sharma IEC In-Charge & IEC Team Members
10 May '25	Awareness Drive: Promoting Waste Segregation and Eco-Friendly Practices	Wards 10, 31, 40 and 65	Ms. Akanksha Sharma, IEC In-Charge & IEC Team Members
13 May '25	Plastic Ban Awareness Rally	Market areas of Wards 32, 33, and 34	Mr. Vedram, CSI, Municipal Corporation, Ms. Akanksha Sharma, IEC In-charge & IEC Team Members
14 May '25	3-Day Awareness Campaign on Key Municipal Helplines & Waste Management	Wards 19, 22, and 31	Ms. Akanksha Sharma, IEC In-charge, Supervisor IEC, Team Members & Vehicle Helper

15 May '25	3-Day Awareness Campaign on Key Municipal Helplines & Waste Management	Wards 55, 56, and 57	Ms. Akanksha Sharma, IEC In-charge, Supervisor IEC, Team Members & Vehicle Helper
16 May '25	3-Day Awareness Campaign on Key Municipal Helplines & Waste Management	Wards 44, 45, and 46	Ms. Akanksha Sharma, IEC In-charge, Supervisor IEC, Team Members & Vehicle Helper
17 May '25	Promoting Plastic-Free Commercial Zones Through Targeted Awareness Drives	Laxman Mandir Bazar	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members & Supervisor
19 May '25	Tiranga Rally to Honour Operation Sindoor and Pay Tribute to Martyrs	Across Bharatpur	Ms. Akanksha Sharma, IEC In-Charge & IEC Team Members
20 May '25	Garbage Vulnerable Point Transformation near Sirki Wale Hanuman Mandir	Front of Sirki Wale Hanuman Mandir	Mr. Anil Sarwan, SI, Municipal Corporation, Ms. Akanksha Sharma, IEC In-charge, IEC Team Members, Ward Supervisor & Helper
23 May '25	Janta Darbars to Promote Waste Segregation & Community Cleanliness	Wards 22, 44, and 61	Ms. Akanksha Sharma, IEC In-charge, Supervisor IEC, Team Members & Vehicle Helper
24 May '25	Promoting Plastic-Free Commercial Zones Through Targeted Awareness Drives	Kotwali Bazaar to Kumher Gate Bazaar	Ms. Akanksha Sharma, IEC In-Charge & IEC Team Members
26 May '25	Special Cleanliness Drive Conducted in Ward 61 Slum Area	Slum area, Ward No. 61	Mr. Vedram, SI, Municipal Corporation, , Ms. .Akanksha Sharma, IEC In-charge & IEC Team Members
31 May '25	Promoting Plastic-Free Commercial Zones Through Targeted Awareness Drives	Sewar Bazar	Ms. Akanksha Sharma, IEC In-Charge, IEC Team Members, 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

