



ITC Limited  
PAPERBOARDS & SPECIALTY PAPERS DIVISION  
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To  
The Lakireddy Balireddy college of Engineering,  
Mylavaram, Krishna District  
Andhra Pradesh.

Dear Sir

**Sub: Proposal for Implementation of WOW- Wellbeing out of Waste a joint initiative of ITC Limited at your esteemed organization- Regarding.**

WOW- Wellbeing Out of Waste a CSR initiative of ITC Limited started in 2007 with an objective to educate people on Recycling of the waste to Protect Environment, Conserve Natural Resources, Inculcate the habit of source segregation among the citizens, Recover the dry recyclable waste which is going in to landfill and make it available for recycling and Incentivize the Municipal workers.

We are implementing WOW program in Andhra Pradesh, Hyderabad, Bengaluru, Chennai, Coimbatore, and have covered almost 1.8 Million households, 5000 corporate offices, 10000 Schools and colleges. We have recovered and recycled 50000+ MT of dry waste like paper, plastic, metal, glass etc., every year.

As per MSW 2016 rules every organization has to segregate waste into wet and dry at source. We can conduct waste audit at your organization to analyze the current disposal practices, type and quantum of waste generation, based on the audit will educate your staff on segregation and also support in implementation, we will pick up all dry recyclable waste and send it for recycling.

Our authorized agency M/s. Suraj Krishna Greenaries will enter in to MOU and pick up the material and make the payment.

The following are the quote for the material:

1. Any kind of paper waste ( old records (excluding file board), bits and pieces of papers, newspapers etc.): Rs.9/KG
2. Carton Boxes: Rs.5/kg.
3. Any Kind of plastic waste: Rs.3/kg.

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*Environment club*  
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ll material should be free from contaminants and be in air dry condition.

We will be privileged to educate your staff on Waste management and conversion of wet waste into compost at home level and grow kitchen garden.

We ensure that material lifted is used only for recycling purpose and utmost confidentiality is strictly maintained for the documents/office records collected.

We may issue recycling certificate for paper waste recycling.

Looking forward for fruitful collaboration with your esteemed organization in Solid Waste Management.

Kindly call us for any information or further discussion on implementation of WOW.

Thanking you sir,

Yours faithfully

For ITC Limited Paperboards & Specialty Papers Division



S.N.Umakanth

Sr.Manager ITC-WOW

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**WOW- Wellbeing out of Waste Initiative Won Swachhtha Puraskar 2017 for DRCC, by Swachh Bharath Mission , GOI ASSOCHOM Award for "Best PPP Model in Solid Waste Management 2016&17" ,Safaigiri Award by India Today 2016,And Two CII Best Environmental Practices Awards 2012. The Awards are for "Most Useful Environmental Project 2012" and "Innovative Environmental Project"**