

MEMORANDUM OF UNDERSTANDING

This MEMORANDUM OF UNDERSTANDING is made and executed on Monday, 01st DECEMBER, 2025 at Hyderabad against proposal submitted Lr. No.: WOW-MARI/CC/2025-26/009 dated 29-November-2025

BY AND BETWEEN

MALLA REDDY COLLEGE OF ENGINEERING situated at Maisammaguda, Dulapally, Hyderabad, Telangana 500100, its administrators, assigns and successors are represented by **Dr. M. Ashok**, who is duly authorized to sign and execute this MOU. Hereinafter referred to as "MRCE".

The First Part

AND

MODERN ARCHITECTS FOR RURAL INDIA an implementation partner NGO of ITC WOW, having its principal office situated at Plot No 187, H. No 12-13-677/66, Street no 1 Kimtee Colony, Tarnaka, Secunderabad 500017, and is represented by Mr. Ramisetty Murali (Executive Director). Hereinafter referred to as "MARI". WOW - Wellbeing Out of Waste is a Recycling Initiative of ITC Limited started in 2007 with an objective to protect environment, conserve natural resources, inculcate the habit of source segregation among the citizens, recover and recycle the dry recyclable waste which is going in to landfill and create sustainable livelihoods to the waste collectors. MARI implementing WOW in Telangana. WOW initiative covered 6 states (Telangana, Andhra Pradesh, Karnataka, Chennai, Delhi, Kerala) in India & reaching 6 million households, 2250 corporate offices, 10000 Schools and colleges, and recovered and recycled over 65000 MT of dry recyclable waste like paper, plastic, metal, glass etc., every year.

The Second Part

Whereas **MALLA REDDY COLLEGE OF ENGINEERING** has agreed to support the Swachh WOW Hyderabad Chapter by actively promoting the collection and transfer of dry recyclable waste, including paper waste old records generated in its campus.

1. NOW THIS MOU WITNESSETH AS UNDER:

This MOU establishes a synergic alliance between the **MRCE** and **MARI** for the social cause of Environment Protection through Dry Waste recycling and the promotion of the Swachh Bharat Mission.

2. PERIOD OF MOU: This MOU shall be for a period of **Three Years** commencing from the date of signing of this MOU.

3. ROLES AND RESPONSIBILITIES OF MRCE:

a. To ensure comprehensive source segregation of waste into the mandatory three streams – wet waste, dry waste, and domestic hazardous waste – at the source within



Modern Architects for Rural India - MARI

Malla Reddy College of Engineering (MRCE)



the college campus, thereby making a direct and tangible contribution to the Swachh Bharat Mission (SBM) goals of cleanliness and scientific waste management.

- b. To adhere to the duties and responsibilities outlined for bulk waste generators in the Solid Waste Management Rules, 2016, and subsequent amendments.
- c. To ensure that all non-recyclable plastic waste generated on campus is collected and either handed over to the MARI-authorized franchisee or disposed of as per the Plastic Waste Management Rules 2016 and local municipal directives.
- d. To ensure the segregated dry recyclable waste, including paper waste and old records, is stored responsibly within the campus till it is handed over to the MARI authorized WOW project franchisee.
- e. premise through all staff (teaching, non-teaching, and housekeeping staff) and Students.
- f. The MRCE will provide paper waste, dry recyclable waste, and old records to the MARI-authorized WOW project franchisee. The prices for the recyclable materials shall be mutually agreed upon in advance and may be reviewed quarterly based on market fluctuations.

Initial agreed prices (subject to market variation and yearly review):

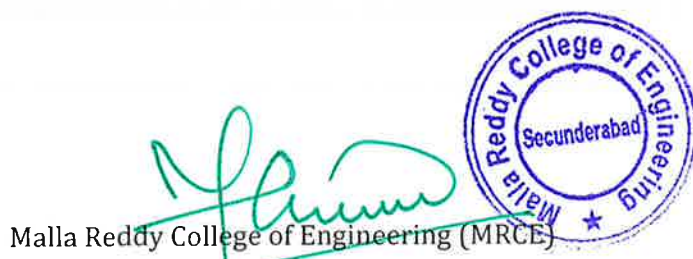
- a. Paper waste/Old records: Rs. 12000/Metric Ton
- b. Plastic waste/PET polythene: Rs. 6000/Metric Ton
- c. Kraft paper: Rs.9000/Metric Ton
- g. The MRCE can voluntarily form a **Swachh WOW Hyderabad Chapter** within the college, including Student Volunteers, and adopt nearby Schools, Colleges and Colonies to promote Source Segregation.
- h. Motivate students to bring dry recyclables from their homes and exchange them through the WOW initiative.
- i. Install and maintain color-coded bins for waste segregation at various points on campus.
- j. MRCE shall conduct a periodic waste audit to assess waste types and quantities, with the goal of achieving a zero-waste campus.
- k. MRCE shall provide bank account details for smooth transactions.

4. ROLES AND RESPONSIBILITIES OF MARI:

- a. The MARI-WOW team will conduct training for students, staff and non-teaching staff on source segregation to inculcate the habit of waste separation, emphasizing the importance of the activity in achieving the core objectives of the Swachh Bharat Mission.



Modern Architects for Rural India - MARI



Malla Reddy College of Engineering (MRCE)

- b. MARI NGO through its WOW franchisee shall ensure the collection, storage, and transport of the dry recyclable waste is collected in an environmentally sound manner, adhering to all applicable municipal by-laws and the transportation norms specified under the Solid Waste Management Rules, 2016 and Plastic Waste Management (PWM) Rules 2016.
- c. To ensure that the collected plastic waste, including multilayered plastic, is channelled for recycling, co-processing or material recovery as mandated by PWM Rules 2016.
- d. MARI WOW franchisee makes payment to the institution directly into their designated accounts for the dry recyclable waste collected, based on accurate weighment and category.
- e. On the request of the MRCE, the MARI WOW franchisee can provide new notebooks and stationery equivalent to the value of the recyclable material lifted in place of cash.
- f. MARI WOW franchise shall make payment within 15 working days from the date of collection.
- g. MARI NGO to maintain and share accurate records of the types and quantities of dry waste collected and recycled, as required for MRCE's compliance reporting to local urban bodies.

5. PERFORMANCE OF OBLIGATIONS:

- a. The details laid out in this MOU, notwithstanding the essence and spirit of this MOU is an understanding between MRCE, and MARI.
- b. Any notice or other communication under or in connection with this MOU shall be in writing in the English language and shall be delivered personally or sent by way of e-mail to the party due to receive the notice or communication at its address set out in this contract or such other address as either party may specify by notice in writing to other.
- c. **CONFIDENTIALITY AND PUBLICITY:** The Parties agree that they will not make use of, disseminate, or disclose confidential information to any person, firm, or business. Furthermore, the existence of any discussions, negotiations, or agreements in progress between the parties shall not be released to any form of public media without the explicit written approval of both Parties.
- d. **DISPUTE RESOLUTION:** Any dispute arising out of this MOU shall first be attempted to be settled amicably between the Parties. Any dispute not resolved amicably shall be finally settled by binding arbitration in accordance with the laws of India, with the Sole Arbitrator appointed by mutual consent of both Parties. The Jurisdiction for this MOU shall be limited to the Courts at Hyderabad.

6. NOTICE / TERMINATION: Either party may terminate this MOU by giving **30 days** written notice to the other party.



Modern Architects for Rural India - MARI



Malla Reddy College of Engineering (MRCE)

ADDRESS FOR COMMUNICATION:

Following are the address to which all notices shall be sent:

FOR MODERN ARCHITECTS FOR RURAL INDIA (MARI):

Plot No 187, H. No 12-13-677/66, Street no 1 Kimtee Colony, Tarnaka, Secunderabad, 500017.

FOR MALLA REDDY COLLEGE OF ENGINEERING:

Maisammaguda, Dulapally, Hyderabad, Telangana 500100

EXECUTION OF THIS MOU SHALL DEEMED TO BE:

- a. A confirmation by both the parties that no benefit, either in cash or kind has been provided by either party to the other party or any officer or employee, or any relative/ associate of any officer or employee of either party or any of their associate institutions/companies to enter into this Agreement, and
- b. An undertaking by both the parties not to provide any benefit, either in cash or kind to any officer/employee/relative/associate of any officer or employee of either party as reward or consideration either for entering this MOU or other matter relating to this Agreement.

7. OTHER TERMS:

Force Majeure: Neither party shall be liable for damages for any delay or failure to perform its obligations here under, if such delay or failure is due to reasons beyond the control of the concerned party including without limitation, strikes, riots, wars, fires, epidemics, quarantine restrictions, unusually severe weather, earthquakes, explosions, acts of God or state or any public enemy or acts mandated by applicable laws, regulation or order, whether valid or invalid, of any Governmental body.

8. DISPUTE RESOLUTION:

It is understood by both parties that this MOU is for a social cause and not to make any profit out of the understanding. The Parties covenant that they will comply with all applicable laws and regulations in their conduct under this Agreement. Any dispute arising out of this MOU shall be first attempted to settle amicably between the parties.

9. ARBITRATION:

Any dispute which is not resolved amicably shall be finally settled by binding arbitration concerning the matters concerning the MOU with the Sole Arbitrator to be appointed by the mutual consent of both parties. The Parties agree that the decision or award resulting from arbitration shall be final and binding upon the Parties.



Modern Architects for Rural India - MARI



Malla Reddy College of Engineering (MRCE) ★

Pending the submission of and/or decision on a dispute, the Parties shall continue to perform their respective obligations under this MOU without prejudice to a final adjustment by such arbitration award

10. GOVERNING AND JURISDICTION:

This MOU is subjected to the Jurisdiction of Courts at Hyderabad.

The parties shall agree that they will not make use of, disseminate, or disclose confidential information to any person, firm, or business. Furthermore, the existence of any discussions, negotiations, or agreements in progress between the parties shall not be released to any form of public media without the written approval of both parties.

11. AMENDMENTS:

This MOU and the Schedules together constitute a complete and exclusive understanding of the terms of the MOU between the Parties on the subject hereof and no amendment or modification hereto shall be valid and effective unless agreed to by all the Parties hereto and evidenced in writing.


12. NOTICE /TERMINATION:

Any notice required to be given hereunder shall be given in writing at the address of each party set forth as below in this MOU to such other address either party may substitute by written notice to the other. Either party may terminate this MOU by giving 30 days written notice to the other party.

In witness whereof the parties hereto have signed this MOU on the day, month and year mentioned hereinbefore.

FOR MALLA REDDY COLLEGE OF ENGINEERING

FOR MODERN ARCHITECTS FOR RURAL INDIA


Dr. M. Ashok *Principal*
MALLA REDDY COLLEGE OF ENGG.
Maisammaguda, Dhulagally Post,
T.S.




Sudha Poleni
Project Manager



Witness: 1. *Dr. V. Narasimha Reddy*
2. *Dr. Rajesh Duggam*