



Lr. No.: WOW-MARI/CC/2025-26/009

Date: 29-November-2025

To,  
Dr. M. Ashok,  
Malla Reddy College of Engineering  
Maisammaguda, Dulapally,  
Hyderabad, Telangana 500100.

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Dear Sir/Madam

Sub: Proposal for implementation of WOW-Wellbeing out of Waste a recycling initiative of ITC Limited and Pulping of filled Records and papers - Regarding.

WOW- Wellbeing Out of Waste an 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 waste collectors and rag pickers.

We are implementing WOW program in Delhi, Bihar, Andhra Pradesh, Hyderabad, Bengaluru, Chennai, Coimbatore, Mysore, Tirupur, Warangal, Siddipet, Sircilla, Medak, Mahbubnagar, Karimnagar, Gajwel, Kothagudem and Bhadrachalam. We have outreached about 5 million households, 2000 corporate and Government offices, 10000 schools and colleges. We are recovering and recycling 70000+ MT of dry waste like paper, plastic, metal, etc., every year and working with 17000 + waste collectors and rag pickers, 140 Social entrepreneurs, 5 million students and 20 million citizens.

Our few esteemed clients are Telangana Forest Academy, AG Office, Income Tax Department, Telangana and AP State Assembly, AP Education Department, Stamps and Registration Department, Greater Hyderabad Municipal Corporation, Ranga Reddy Collectorate, RBS Chennai, Amazon, TCS, Wipro, Cognizant, HCL Technologies, Tech Mahindra, Capgemini, HP, IBM, Apollo Hospitals, HDFC Bank, HSBC, and Sri Chaitanya Institutions etc.,

With reference to your requirement and comply with the confidentiality and security in the disposal of the old documents the following operational process can be adopted:

**Operations:**

1. Manpower will be deployed by our franchisee for sorting (unpack the carton boxes, removal of binding board covers, metal pins if any), shredding of the documents.
2. Packing of the material in the HDPE bags and weightment can be done at your premises or at nearest electronic weigh bridge (Dharam Kanta) in the presence of your official.
3. Incharge shall issue necessary permissions for deploying manpower, shredding machines and vehicles.

Our authorized franchisee will arrange for sorting, shredding, packing and transporting the material to recycling mills and make the payment.

*Handwritten signature in blue ink.*

*Handwritten signature in blue ink.*



**Modern Architects For Rural India (MARI)**

H. No. 12-13-677/66, Plot No. 187, 1st Floor, Street No.1, Kimtee Colony, Tarnaka,  
Secunderabad - 500 017. Telangana, India. Phone : 040 4996 4006  
Email : info.wowhyderabad@mari-india.org Website : www.mari-india.org

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**Payment Mode:** 100 % Payment after lifting of material.

- Rs. 12/- Kg for any kind of Paper waste and old records
- Rs. 06/- Kg for Plastic Waste (pet bottles, polythene bags etc.,)
- Rs. 20/- Kg Metal
- Rs. 18/- Kg E Waste
- Rs. 09/- Kg Craft

We can also supply stationery against the value of material lifted from your organization.

All material should be free from contaminants and be in air dry condition. We ensure that material lifted is used only for recycling purpose and utmost confidentiality is maintained for the documents/office records collected. We can issue recycling certificate for paper waste recycling.

Looking forward for Swachh collaboration with your esteemed organization in environment protection through recycling. Kindly call us for any information on implementation of WOW.

Thanking you  
Yours faithfully



**Sudha Poleni**  
Project Manager

Mobile - 9959606475

Mail ID: [Sudha.poleni@mari-india.org](mailto:Sudha.poleni@mari-india.org)

[info.wowhyderabad@mari-india.org](mailto:info.wowhyderabad@mari-india.org)

Landline: 040- 4996 4006



WOW- Wellbeing out of Waste Initiative has recognized with 4<sup>th</sup> ICC Social Impact Award for Environment and Sustainability category 2022, Swachhtha Puraskar 2017 for DRCC Concept, by Swachh Bharath Mission Government of India, ASSOCHAM Award for "Best PPP Model in Solid Waste Management 2016&17", Safaigiri Award by India Today 2016, and CII Best Environmental Practices "Most Useful Environmental Project 2012" and "Innovative Environmental Project 2012"



5/12/25