

Government of Telangana
Commissionerate of Collegiate Education, Hyderabad.
Circular

Cir No. 01/CCETS/AC/ITC/2018, Dated 12.12.2018

Sub: Collegiate Education- Creating awareness among Degree College Students and engaging them as WOW Swachhagrahis to raise public awareness on source segregation of waste, recycling and Swachh Survekshan 2018-19- Instructions-Reg.

In order to achieve '**Swachh Bharath,**' the Department of Collegiate Education has launched several initiatives to develop sanitation across the colleges in the state. To track the urban sanitation development, the Government of India has launched Swachh Survekshan 2018 under which cities across the country are being ranked and waste segregation at source is taken as one of the key indicators for the assessment process.

In this context, the Principals are informed to create awareness among the students on waste segregation and motivate them to become agents of change by spreading awareness to their parents, family members and in the neighbouring areas.

To implement this awareness programme the Principals of GDCs are informed to initiate the following **Action Plan**:

1. To nominate at least one representative who is either the Head of the Institution or a professor/Assistant Professor of Science/Environmental Science to attend half a day *Orientation Programme* organized by WOW in the Municipality/City/Town. The details regarding the date and location of the same would be intimated to the College through a separate communication.
2. The College representative who attends the Orientation Programme shall form '**WOW**' (**wellbeing of waste**) **Swachh** chapter in the respective college involving students and orient them about practicing segregation of waste at college, home and also educating households in the neighborhood. The guidelines of forming the WOW Chapter would be provided at the municipality/city/town level orientation to be organized by ITC WOW.
3. Each student of the WOW will be identified as '**Swachhagrahi**' and they shall reach out to at least 7 households in their neighborhood

to create awareness on source segregation of waste. The necessary material would be provided to them during the door to door campaign. The date of the campaign and material to be provided will be explained in the municipality/city/town level orientation programme. In addition, the **Swachhagrahis** would also be motivating the households to participate in Swachh Survekshan **(mobile call-based survey)** and give their rating for Telangana State.

Well Being of Waste (WOW) is a CSR initiative of ITC towards achieving sustainable waste management which is an essential requisite for sanitation development. Hence, the Principals of all Colleges are instructed to support and successfully implement this initiative and contribute to achieve **SWACHH Telangana State**.

It is also instructed to inform the students to participate in Inter College Recycling Championship conducted by ITC WOW by contributing the available paper, old note books, old text books, plastic, metal and e-waste for recycling on payment basis through this championship. The principals can also dispose the above through ITC service at an attractive price.

For further information the Principals can contact Mr.S.N. Umakanth, Senior Manager- ITC WOW, Mobile Phone Contact: +91 9000600353 or Dr. M. Sundermurthy, Academic Officer, O/o Collegiate Education, Nampally, Hyderabad, Mobile No. +91 7660020710.

Commissioner of the Collegiate Education