

**PROCEEDINGS OF THE DIRECTOR OF SCHOOL EDUCATION  
ANDHRA PRADESH, AMARAVATI.  
Smt.Thameem Ansariya A, I.A.S**

**RC.No. ESE02/10/2025-PLG-CSE      Dated: 13-05-2026**

**Sub:** School Education – Environmental Education – Conduct of Inter school Recycling Championship (ISRC) -2026 under WOW (Well-being Out of Waste) Programme by ITC Limited – Implementation in **17602 schools of 23 Districts** – Instructions – Orders-Issued.

**Ref:** 1. Proposal received from ITC Limited (WOW – Well-being Out of Waste Programme), dated 10.04.2026.  
2.Lr.Rc.No.SAC/MD/SASA/WOW/Dated:28-04-26 of M.D. Swachandra Corporation.

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**ORDER:**

All the District Educational Officers in the State except Vizianagaram, Manyam and ASR are informed that ITC Limited, through its flagship initiative *WOW – Wellbeing Out of Waste*, has proposed to conduct the **Inter school Recycling Championship (ISRC) 2026** in 17602 schools of Government and Private managements of 23 Districts (List Annexed) across Andhra Pradesh. The program will be implemented from June to October months in the academic year 2026-27.

The programme aims to promote environmental awareness, inculcate habits of waste segregation, and encourage recycling practices among students through structured school-level activities and community participation.

**As per the proposal:**

- Students will be educated on **source segregation of waste** and recycling practices.
- **Swachh WOW Clubs** will be established in schools for sustained engagement.
- A **Recycling Championship (Exchange Programme)** will be conducted, where students can exchange recyclable materials such as paper and plastic for **new stationery**.
- Schools and students will be recognized through certificates and awards based on contributions of recyclable waste.
- A **Habit Card system** will be introduced to promote daily waste segregation practices aligned with experiential learning.

**Guidelines for Implementation:**

All 23 District Educational Officers shall ensure the following:

## 1. Programme Implementation:

- Implement ISRC 2026 in all Government, Aided, and Private schools as mentioned in the annexure.
- Implementation timeline-From 12th June till 30th October.
- Coordinate with ITC WOW Team for smooth conduct of activities

## 2. School-Level Actions:

- Nominate a School Coordinator for programme implementation.
- Establish Swachh WOW Clubs and Swachhata Committees.
- Conduct awareness sessions on waste segregation and recycling.

## 3. Recycling Drive:

- Facilitate collection of dry recyclable waste such as paper, plastics, and old books.
- Arrange designated space for collection and storage of materials.
- Ensure student participation in exchange programmes conducted in schools.

## 4. Student Engagement:

- Encourage all students to participate actively in recycling activities.
- Promote use of Habit Cards for behavioral change and environmental responsibility.

## 5. Parental Involvement:

- Inform parents and encourage them to support students in bringing recyclable materials.
- Promote community participation in recycling initiatives.

## 6. Coordination & Monitoring:

- Ensure close coordination with ITC WOW Team for logistics and awareness activities.
- Monitor implementation and submit periodic reports to the State Office.

## 7. Recognition:

- Facilitate distribution of appreciation certificates to schools and students as per performance criteria.

All District Educational Officers shall:

- Issue necessary instructions to all schools under their jurisdiction to cooperate with the ITC teams.
- Ensure wide publicity of the programme.
- Monitor progress and ensure effective implementation.

This programme is an important step towards building environmentally responsible citizens and promoting sustainable practices among students. All officers shall treat this as **priority** and ensure successful implementation.

Encl: As stated above.

**Thameem Ansariya A I.A.S**  
**Director of School Education**

**To**

All the RJDSEs in the State.

All the DEOs of 23 districts in the State.

All the APCs in the State.

**Copy to:**

The State Project Director, SS for necessary action.

**Copy Submitted to:**

The Deputy General Manager, ITC Limited,

The Managing Director, Swachha Andhra Corporation

Vijayawada for favour of information,

The Secretary School Education Department, A.P.