

## ***Hain Pappu!!?? Who's that??***

**Pappu is YOU, Pappu is ME, Pappu is all of US in Islamabad! And today we decide to RECYCLE under the banner of Pappu, our mascot !**

## ***What does Pappu want?***

**Pappu wants Islamabad to breath, survive and shine on forever, as it has always been!**

**Pappu is an Isloo'ite with a pain for her city, for its streams, for its trees, for its birds, for its mammals, for its hills, and of course for her fellow citizens!**

**She wants to grow up and see the same Islamabad as it was when she was 8 years old. She wants to fish in the streams, wants to hike on the trails, without seeing the horrendous sight of plastic bags strewn all over, chips packets everywhere, plastic bottles polluting sight and land.**

## ***So what can I do for Pappu?***

**Pappu is a lone warrior as of now, she needs all the support she can get!**

**She wants YOU to pledge your support to her, and give her all your inorganic waste.**

**Inorganic waste includes soda/juice cans, plastic bags, wrappers and bottles, glass bottles and others, paper, cardboard, etc. Basically, everything you don't eat!**

**Once you give her the same, she will ensure that each and every bit of it is RECYCLED, and nothing goes to pollute Islamabad the Beautiful!**

# Pappu Recycles!!

## Do YOU ??



## About Pappu

*Pappu*, the animated character, is a mascot of our recycling campaigns as and where we run them! We have conceptualized Pappu as an urban teenage girl who represents all classes, creeds and backgrounds. We believe that Pappu by name represents a classless figure, and is a recognition by itself.



## About the Initiative

**Pappu Recycles!!** is an initiative to mainstream recycling into the society, by working with schools, restaurants and offices. Under this campaign, we collect all recyclable waste from the premises, and ensure it gets recycled, without letting any of it go to a landfill. By doing so, together with the citizens, we reduce the volume of waste going to landfills, we instill social responsibility in all ages, and all of this without any inconvenience to the consumer.



## About the Company

Saaf Suthra Sheher Pvt. Limited is a company specializing in integrated solid waste management concepts, with a focus on Reduce, Reuse and Recycle. We run total solution based waste management systems in urban and peri-urban cities and towns in partnership with the local government. Our other interests include research, consultancies and finding innovative concepts for waste management.

