

UTTAR PRADESH POLLUTION CONTROL BOARD, VARANASI
(Gazipur, Jaunpur, Varanasi, Chandoli, Saint Ravi Das Nagar)
Ref. No.747/Hindustan Coca Cola/14-15, dated 7.6.14

To

M/s Hindustan Coca Cola Beverages
Pvt. Ltd.
Mehndi Ganj, Raja Talab
Varanasi.

Subject: Regarding delivery of State Board letter
No.F-44216/C-9/Con.Water-14/2014 dated
06.06.2014.

Sir,

Kindly refer to the above mentioned subject. The letter referred to above being forwarded was sent through Shri Shiv Bahal, Junior Engineer working in this office for delivering the same personally. Shri Shiv Bahal informed in writing that officials working in your industry refused to take the said letter. Letter has legal importance. The said letter is sent under registered post/Speed Post.

You are, therefore, requested to take further necessary action in pursuance of the letter and ensure sending the report to this office.

Encl.: As above.

Yours faithfully,

Sd/- Illeg. 06.06.2014
(Dr. T.N. Singh)
Regional Officer (Incharge)

Copy to:- Chief Environment Officer (Circle-9), U.P. Pollution Control Board, Lucknow – For information

Regional Officer (Incharge)
F.44216/C-9/Con. Water-14/2014, dated 06.6.14

M/s Hindustan Coca Cola Beverages
Pvt. Ltd.
Mehndi Ganj, Raja Talab
Varanasi.

Subject: Instruction under Section 33 A read with Section 27
of the Water (Prevention and Control of Pollution)
Act, 1974.

That M/s Hindustan Coca Cola Beverages Pvt. Ltd.,
Mehndi Ganj, Raja Talab, Varanasi, has been established and
is being run at the above mentioned place for production of
aerated soft drinks by using water, sugar and carbon dioxide
etc. as raw material and it will hereinafter be referred to as
industry.

That keeping in view of Industry not obtaining and
submitting No Objection Certificate from the Central Ground
Water Authority in compliance of conditions imposed in the
No Objection Certificate dated 04.04.2013 and Water/Air
Consent Order dated 13.05.2013 issued by the Board and
industry not submitting Report as well in compliance of
conditions contained in the Consent Order dated 26.02.2014,
the show cause notice vide Board letter No.F-43400/C-9/Con.
Water-14/2014 dated 23.05.2014 with the approval from the
competent level has been issued to the industry under
Section 33 A read with Section 27 of the Water (Prevention
and Control of Pollution) Act, 1984 (as amended).

That in pursuance to the show cause notice issued vide
Board letter No.F.43400/C-9/Con. Water-14/2014 dated
23.05.2014, the explanation of the Industry received on

05.06.2014 through Regional Office, U.P. Pollution Control Board, Varanasi has not been found satisfactory and nor the industry has obtained and submitted NOC from Central Ground Water Authority. It is clear from the inquiry dated 04.06.14 conducted by Regional Officer, U.P. Pollution Control Board, Varanasi that the conditions imposed are not being complied with and nor Treatment System/Plant is being operated smoothly/properly.

That it is also relevant to state further that the Regional Office, U.P. Pollution Control Board, Varanasi had granted conditional permission to the industry for 600 KLD Industrial Discharge disposal keeping in view 20000 cases/per day (1 case – 24 bottles) – aerated soft drinks production as on 30.08.1996. Thereafter, the industry in the application for water consent for trial production first time mentioned production capacity of aerated soft drinks at 550 bottles/per minute (33000 cases/per day) and quantity of generated industrial discharge as 600 KLD. After that, the industry in the application dated 28.08.1999 submitted for water consent for regular operation to the Board mentioned the production capacity of aerated soft drinks as 560 bottles/per minute (33000 cases/per day) and quantity of generated industrial discharge at 600 KLD. In the application for water consent submitted for subsequent year of 2012, the production capacity has been shown at 600 bottles/per minute (36000 cases/per day) and quantity of generated industrial discharge at 600 KLD. As such, apparently the production capacity of

aerated soft drink was raised from 20000 cases/per day (333 bottles/per minute) to 36000 cases/per day and the quantity of industrial discharge since then till date is continued to be shown at 600 KLD only and therefore it appears from this that the industry while expanding its production showed quantity of discharge at 600 KLD only with the purpose of misguiding/misleading the Board, whereas in view of the aforesaid facts, it is normal that the generated industrial discharge by the industry also should be much more than 600 KLD and there is strong possibility of industry bye-passing the additional generated industrial discharge. As such, the industry without obtaining permission from the Board has raised the aerated soft drinks production from 20000 cases/per day to 36000 cases/per day.

Therefore, the rules/conditions related to pollution were violated by the industry by doing production more than the capacity permitted by the Board and it is very essential to stop the same in public interest.

As such, after prior approval obtained from the competent level/authority, the following directions/orders are issued to the industry with immediate effect under Section 33 A read with Section 27 of the Water (Prevention and Control of Pollution) Act, 1974 (as amended):-

- 1- That No Objection Certificate granted vide Board letter No.F. 21557/C-9/N.O.C.-70/13 dated 04.04.2013 to the industry for capacity expansion/enhancement is cancelled.

2- That Water Consent Order granted to the industry vide Board letter No.F.38373/C-9/Water Pollution/14/2014 dated 26.02.2014 and Air Consent Order granted to the industry vide Board letter No.F.38372/C-9/Air/99/2014 dated 26.02.2014 are cancelled.

In view of above, industry M/s. Hindustan Coca Cola Beverages Pvt. Ltd., Mehndi Ganj, Raja Talab, Varanasi is directed not to run the industry under any circumstances without obtaining consent of the State Board, failing which further legal action as per the rules may be taken at the entire responsibility and risk of the industry.

Sd/- Illeg.

(J.S. Yadav)

Member Secretary

Copy for information and necessary action to:-

1. Distt. Collector, Varanasi.
 2. Sr. Supdt. of Police, Varanasi.
 3. Executive Engineer, U.P. Vidhyut Vitran Nigam Ltd., Varanasi.
 4. Regional Officer, U.P. Pollution Control Board, Varanasi
- with the direction that a copy of directions issued may be delivered to the industry and after conducting latest inspection of the industry ensure submitting the report thereof with clear recommendation to the Board Hqs. Within 07 days.

Sd/- Illeg.
Member Secretary