



केन्द्रीय प्रदूषण नियंत्रण बोर्ड
CENTRAL POLLUTION CONTROL BOARD
पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय भारत सरकार
MINISTRY OF ENVIRONMENT, FOREST & CLIMATE CHANGE GOVT. OF INDIA

F.No.B-11011/UPC-II/PWM(Direction)/2021 15596

Date: 5.02.2021

To,

M/s Kamla Pasand
28/114, Pheel Khana
Kanpur, Uttar Pradesh-208001

Sub:- ENVIRONMENTAL COMPENSATION UNDER SECTION 5 OF THE ENVIRONMENT (PROTECTION) ACT, 1986 FOR NON-COMPLIANCE OF PLASTIC WASTE MANAGEMENT RULES, 2018

WHEREAS in exercise of Powers under Section 6, 8 and 25 of the Environment (Protection) Act, 1986, Ministry of Environment, Forest & Climate Change (MoEF&CC) has notified Plastic Waste Management (PWM) Rules vide Notification no. G.S.R 320(E) dated March 18, 2016;

WHEREAS CPCB issued Direction under Sec 5 of Environment (Protection) Act, 1986 for enforcement of provisions 4(f) & 4(i) of Plastic Waste Management (PWM) Rules restricting usage of plastic in packaging of gutkha and pan masala;

WHEREAS, no response has been received from **M/s Kamla Pasand** so far;

WHEREAS, samples of gutkha manufactured by M/s Kamla Pasand (Kamla Pasand and Rajshree brand) were collected during market survey by CPCB. It was observed that plastic was used for packaging of gutkha/panmasala;

WHEREAS, in compliance of NGT Directions dated Sep 10, 2020 in O.A. 247/2017, CPCB framed the Guidelines for levying Environment Compensation for violation of PWM Rules; and


WHEREAS, continual usage of Plastic for packaging of gutkha/pan masala is in violation of PWM Rules;

Contd....2

NOW THEREFORE, in view of above and in exercise of the powers vested to Chairman, Central Pollution Control Board (CPCB) under Section 5 of the Environment (Protection) Act, 1986, the following directions are proposed to be issued to your unit:

- a) The unit shall pay Rs. 2,500,000/- (Twenty Five lakh Rupees Only) as Interim Environmental Compensation charges to CPCB for violation of PWM Rules.
- b) The unit shall submit a time bound action plan within 30 days shift to environmental friendly alternatives for packaging of gutkha/pan masala.

You are hereby given an opportunity to respond within 15 days of issue of this direction, failing which CPCB shall be constrained to issue the above directions without giving any further notice in accordance with provisions of EPA, 1986.



(Shiv Das Meena)

Chairman *Dy*

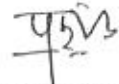
Copy to:

3. Joint Secretary (CP Division)
Ministry of Environment, Forests &
Climate Change,
Indira Paryavaran Bhawan, Jor Bagh
Road, New Delhi, 110003

: For kind information please

4. Incharge, IT Division
CPCB

: For uploading on CPCB website



(Prashant Gargava)

Member Secretary *Dy*