



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

**SPEED POST**

F.No.B-11011/UPC-II/PWM(Direction)/2020-21 15542

Date: 03.02.2021

To,

**M/s. NourishCo Beverages Limited,**  
Level 3, Pioneer Square, Sector 62,  
Near Gold Course, Extension Road,  
Gurgaon – 122101, Haryana

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

**WHEREAS,** the Central Government has notified the standards for discharge of environmental pollutants from various categories of industries under the Environment (Protection) Act, 1986 and the rules framed there under; and

**WHEREAS,** the Ministry of Environment, Forest & Climate Change has notified Plastic Waste Management Rules, 2016, as amended 2018, which inter-alia prescribe specifications with regard to registration of Producers/Brand Owners/Importers and stipulate procedures for Plastic Waste Management; and

**WHEREAS,** vide Registration No. B-17011/7/UPC-II-PWM(MLP)/2018(NCBL) dated 20-03-2019, M/s. NourishCo Beverages Limited has been registered with CPCB for collection and channelization of 1718.44 Tons of plastic waste under Extended Producer Responsibility (EPR) as per Provisions of Plastic Waste Management (PWM), Rules, 2018; and

**WHEREAS,** as per condition no.7 mentioned in registration certificate issued by CPCB, M/s. NourishCo Beverages Limited is required to submit Quarterly Progress Report (QPR) for disposal of Multi-layered packaging/plastic bags; and

**WHEREAS,** Original Application no. 28/2020 regarding violation of obligation under Rule 9 of the Plastic Waste Management Rules, 2016, by **M/s. NourishCo Beverages Limited**, in terms of principle of Extended Producer Liability have been filed in Hon'ble NGT,PB,New Delhi; and

**WHEREAS,** vide reports submitted in the matter of OA no. 28/2020 in June,2020 and September 2020, CPCB has informed Hon'ble NGT that **M/s. NourishCo Beverages Limited** has not provided any information regarding submission of QPR and revised action plan so far; and

**WHEREAS,** Hon'ble NGT in its Order dated September 10th, 2020 in OA no. 997/2019 and 28/2020 has directed CPCB to take coercive action against the non-complying units; and

**WHEREAS,** vide letter dated 09-10-2020 **M/s. Nourish Co Beverages Limited** was served a show cause notice by CPCB for Levying of Environment Compensation for non-compliance of provisions of PWM Rules, 2018; and

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'परिवेश भवन' पूर्वी अर्जुन नगर, दिल्ली-110032

Parivesh Bhawan, East Arjun Nagar, Delhi-110032

दूरभाष/Tel : 43102030, 22305792, वेबसाइट/Website : www.cpcb.nic.in

**WHEREAS**, Vide letter dated 13-10-2020 M/s. **NourishCo Beverages Limited** submitted QPR for the period of April 2019 to September 2020. The submitted documents are not endorsed by ULBs/PCCs for collection and channelization of plastic waste. Further, the firm was provided with a list of supporting documents required for QPR by CPCB vide letter No. B-17011/7/UPC-II-PWM(MLP)/2020/9832 dated 09-11-2020; and

**WHEREAS**, Vide letter dated 26-11-2020 M/s. **NourishCo Beverages Limited** requested for extension to submit supporting documents endorsed by ULBs till 20-12-2020 but the firm has not submitted required documents to CPCB so far; and

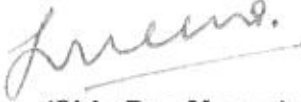
**WHEREAS**, in compliance of NGT Directions dated Sep 10, 2020 in OA 247/2017, CPCB has framed the Guidelines for Environment Compensation for violation of PWM Rules; and

**WHEREAS** as per the above Guidelines, Environmental Compensation to be levied @Rs.5000/- per ton of plastic waste introduced by the Brand Owner for which EPR liability has not been fulfilled for the period under consideration.

**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. 85,92,200/- (Rs. Eighty five lakh ninety two thousand and two hundred only) within 30 days as Environmental Compensation charges to CPCB for violation of PWM Rules.
- b) The unit shall fulfil Extended Producer Responsibility (EPR) in accordance with provisions of PWM Rules, 2018.

You are hereby given an opportunity to respond within 15 days of issue of this Direction, failing which CPCB shall be constrained to levy Environmental compensation as proposed above without giving any further notice in accordance with provision of EPA, 1986.

  
(Shiv Das Meena)  
Chairman

Copy to:

1. **The Joint Secretary (CP Division)**,  
Ministry of Environment, Forests, & Climate Change  
Indira Paryavaran Bhawan,  
Jorbagh Road, New Delhi – 110013

: For kind information  
please

✓ 2. **Incharge, IT Division, CPCB**

: For uploading on  
CPCB website

  
(Prashant Gargava)  
Member Secretary