



केन्द्रीय प्रदूषण नियंत्रण बोर्ड  
CENTRAL POLLUTION CONTROL BOARD  
(पर्यावरण एवं वन मंत्रालय, भारत सरकार)  
(MINISTRY OF ENVIRONMENT & FORESTS, GOVT. OF INDIA)

**SPEED-POST / E-MAIL**

F.No.B-11011/UPC-II/PWM(Direction)/2021 15539

Date: 03.02.2021

To,

**M/s. Hindustan Coca Cola Beverages Pvt. Ltd.**  
B-91, Mayapuri Industrial Area,  
Phase-I, New Delhi-110064

**Sub:- DIRECTION UNDER SECTION 5 OF THE ENVIRONMENT (PROTECTION) ACT, 1986  
FOR NON-COMPLIANCE OF 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;

**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 manufacturing of plastic carry bags, sheets, or like stipulate procedures for Plastic Waste Management;

**WHEREAS**, vide Registration No. B-17011/7/UPC-II-PWM(MLP)/2019(HCCBPL) dated 20-08-2019, **M/s. Hindustan Coca Cola Beverages Pvt. Ltd.** has been registered with CPCB as producer as per Provisions of Plastic Waste Management (PWM), Rules, 2018;

**WHEREAS**, as per condition no.8 mentioned in registration certificate issued by CPCB, **M/s. Hindustan Coca Cola Beverages Pvt. Ltd.** is required to submit Quarterly Progress Report (QPR) for disposal of Multi-layered packaging/plastic waste in prescribed format;

**WHEREAS**, as per Extended Producer Responsibility (EPR) action plan submitted by the unit, total plastic waste generation is 1,05,744 TPA, however as per QPRs submitted for the period August,2019 to September,2020, the unit has collected and disposed only about 23,442 Ton plastic waste;

**WHEREAS**, as per letter no. B-17011/7/PWM(MLP)/2020 dated 13-07-2020, **M/s. Hindustan Coca Cola Beverages Pvt. Ltd.** is required to submit Quarterly Progress Report (QPR) duly endorsed by concerned Urban Local Body (ULB)/SPCB/PCC;

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

**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 documentary proof of involvement of ULBs for collection & channelization of waste is not provided by **M/s. Hindustan Coca-cola Beverages Pvt. Ltd.** and the firm is required to submit the QPR to CPCB with ULBs' endorsed documents for collection and disposal of post-consumer plastic waste;

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

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'परिवेश भवन' पूर्वी अर्जुन नगर, दिल्ली-110032

'Parivesh Bhawan', East Arjun Nagar, Delhi - 110032

दूरभाष/Tel. : 43102030, फ़ैक्स/Fax : 22305793, 22307078, 22307079, 22301932, 22304948

ई-मेल/e-mail : cpcb@nic.in वेबसाइट/Website : www.cpcb.nic.in

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**WHEREAS**, CPCB issued Show Cause Notice dated Oct 8, 2020 under Sec 5 of the Environment (Protection) Act, 1986 to **M/s. Hindustan Coca Cola Beverages Pvt. Ltd.** for Levying of Environment Compensation for non-compliance of provisions of PWM Rules, 2018;

**WHEREAS**, vide email dated 15.10.2020, **M/s. Hindustan Coca Cola Beverages Pvt. Ltd.** informed that the unit has collected 23,442 Ton of plastic waste against the projected target of 30,000 Ton due to COVID restrictions;

**WHEREAS**, vide letter No. B-17011/7/UPC-II-PWM(MLP)/2020/9835 dated 09-11-2020, CPCB provided list of supporting documents required for QPR to the firm;

**WHEREAS**, vide letter dated 26-11-2020 and 27-11-2020, the firm has provided the ULB signed documents for collection of only 4417.78 Ton of plastic waste for the period of January to September, 2020 against the EPR target of 1,05,744 Tons;

**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. 50, 66, 31,100/- (Rs. Fifty Crore Sixty Six Lacs Thirty One Thousand and One Hundred Rupees Only) within 15 days in CPCB A/c No. 532702050000164 (Bank Name: Union Bank of India, IP Extension Branch, Vikas Marg Extn., Delhi, IFSC: UBIN0553271) 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. **Joint Secretary (CP Division)** : For kind information please  
**M/o. of Environment, Forests & Climate Change,**  
Indira Paryavaran Bhawan,  
Jor Bagh Road, New Delhi, 110003

✓ 2. **Incharge, IT Division, CPCB** : For uploading on CPCB website

  
(Prashant Gargava)  
Member Secretary