WHEREAS, M/s. Pepsico India Holdings Pvt. Ltd. (Frito Lay Division) [hereinafter referred to as the industry] located at Vill.- Jaladhulagari, P.S.- Sankrail, P.O. Dhulagarri, Dist.- Howrah, Pin 711 302 is engaged in manufacturing of potato chips (3335 MT/month), extruded snacks food (kurkure) [2200 MT/month], and extruded snacks food (baked/fried) [640 MT/month]. The industry has 2 nos. husk fired boilers of capacity 15 Ton/hr. each which are equipped with bag filter as air pollution control device (APCD) and connected to a stack of height 30m from G.L. The industry has installed an effluent treatment plant for treatment of process effluent.

AND WHEREAS, monthly monitoring of liquid effluent of the industry is carried out by the West Bengal Pollution Control Board (hereinafter referred to as the Board). Analysis reports of the effluent samples collected from the ETP outlet of the industry on 10/04/2015, 12/05/2015 and 11/06/2015 reveal that the industry could not meet the liquid effluent discharge standard in respect of BOD on all the occasions. The results are tabulated below:

<table>
<thead>
<tr>
<th>Date of sampling</th>
<th>Parameter</th>
<th>Results obtained</th>
<th>Permissible limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/04/2015</td>
<td>BOD</td>
<td>42.03 mg/l</td>
<td>30 mg/l</td>
</tr>
<tr>
<td>12/05/2015</td>
<td></td>
<td>41.00 mg/l</td>
<td></td>
</tr>
<tr>
<td>11/06/2015</td>
<td></td>
<td>31.53 mg/l</td>
<td></td>
</tr>
</tbody>
</table>

AND WHEREAS, show cause notices were issued by the Board to the industry for such non-compliance.

AND WHEREAS, the Consent to Operate of the industry is valid upto 30/09/2015.

AND WHEREAS, a hearing was conducted at the Head Office of the Board on 21/07/2015 for consecutive failure towards complying with the liquid effluent discharge standard.

AND WHEREAS, during hearing the industry representatives were apprised of the order of the Hon’ble National Green Tribunal (NGT), Principal Bench, New Delhi dated 17.11.2014 wherein NGT directed that industrial activities which have installed ETPs and have obtained consent of the respective Boards, but their parameters are found not to be strictly in compliance with the prescribed standards, shall bring down the parameters within the prescribed standards. Such industries would be required to ensure that their ETPs and anti-pollution devices are performing efficiently and regularly.

AND WHEREAS, the representatives of the industry appearing in the hearing submitted that they are regularly monitoring the effluent quality and the samples which were collected by the industry during Board’s inspections were tested by the private laboratories recognized by the Board which show compliance with the permissible standards. However, they committed to maintain and operate the ETP efficiently to maintain the effluent parameters within limit.
NOW THEREFORE, considering the submission of the industry, M/s. Pepsico India Holdings Pvt. Ltd. (Frito Lay Division) located at Vill.- Jaladhulagari, P.S.- Sankrail, P.O. Dhulagari, Dist.- Howrah, Pin 711 302 is hereby directed to always operate with efficient functioning of pollution control systems and strictly adhere to the environmental norms.

The Environmental Engineer, Howrah Regional Office of the Board is requested to keep a strict vigil on the industry. If the industry is again found to be non-complying, the Board may take necessary regulatory action.

This direction is issued in exercise of the powers conferred under the provision of Section 33A of Water (Prevention & Control of Pollution) Act, 1974, Section 31A of Air (Prevention & Control of Pollution) Act 1981, the Environment (Protection) Act, 1986 and in compliance with the order of Hon’ble National Green Tribunal.

This order has the approval of the Competent Authority.

By Order,

Sd/-
Chief Engineer
Operation & Execution Cell
West Bengal Pollution Control Board