WHEREAS, M/s. United Breweries Ltd. (hereinafter referred to as the industry) located at D-18, Industrial Area, Vittal Mallya Road, Block –D, Kalyani, P.O. & P.S. Kalyani, Dist. Nadia, Pin- 741235 is a brewery and is engaged in manufacturing Beer having 2 nos. coal fired boiler of capacity 10 TPH & 6 TPH provided with cyclone separator and bag filter and connected to a common stack of height 35 mtr. from G.L.

AND WHEREAS, the industry was inspected by the IIT, Kharagpur, TPA (Third Party Agency) appointed by CPCB along with official of the West Bengal Pollution Control Board (hereinafter referred to as the Board) on 07/06/2019. During inspection the industry was in operation and the ETP (Effluent Treatment Plant) was also in operation. It was found that the online continuous effluent monitoring system of the industry was under maintenance and data were not transferred to the CPCB server. On earlier occasion too similar observations were made by the State Board official during inspection on 24/04/2019. During third party inspection liquid effluent sample were collected from different location. But the industry failed to meet the effluent discharge standard for BOD at outlet of ETP. The results are given below:

<table>
<thead>
<tr>
<th>Date of Sampling</th>
<th>Sample Collected from</th>
<th>Parameter</th>
<th>Permissible limit (mg/L)</th>
<th>Result Obtained (mg/L)</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/06/2019</td>
<td>ETP Outlet</td>
<td>BOD</td>
<td>30</td>
<td>56.25</td>
</tr>
</tbody>
</table>

AND WHEREAS, show cause notice was issued to the industry by the State Board on 03/07/2019. The industry submitted the reply of show cause on 05/07/2019. The industry has also submitted a letter on 07/07/2019 mentioning that they have change the faulty sensor of continuous effluent monitoring system by a new one and the online monitoring system was in operation since 06/07/2019 and data is transferring to the server of CPCB.

AND WHEREAS, the Consent to Operate of the industry is valid up to 31/12/2023. The Authorization for Hazardous Waste of the industry is valid up to 31/08/2020.

AND WHEREAS, the industry was called for a hearing on 26.07.2019 for non-compliance of environmental norms as observed during inspection by the Board official.

AND WHEREAS, the representatives of the industry appeared in the hearing and agreed with the above mentioned observations. They submitted that effluent sampling failure was occurred due to sudden rise in organic load at ETP inlet causing the ETP unable to cope with the load. They also submitted that they are closely monitoring inlet organic load and mentioned that at present the ETP is functioning properly.
NOW THEREFORE, considering the above, M/s. United Breweries Ltd. located at D-18, Industrial Area, Vittal Mallya Road, Block –D, Kalyani, P.O. & P.S. Kalyani, Dist. Nadia, Pin- 741235 is hereby directed as follows:

1. **That**, the industry shall always operate in compliance of environmental norms.

2. **That**, the industry shall submit an Environmental Compensation (EC) of **Rs. 2,00,000/-** (Rupees Two lakh) only, by Demand Draft in favour of **WEST BENGAL POLLUTION CONTROL BOARD** payable at Kolkata for non-compliance of environmental norms.

3. **That**, the industry shall submit a **Bank Guarantee** (proforma enclosed) of **Rs. 10,00,000/-** (Rupees Ten lakh) only, valid for twelve (12) months within fifteen [15] days from the date of issuance of this direction in favour of the **WEST BENGAL POLLUTION CONTROL BOARD (Corporation Bank IFSC Code CORP 0000663)** as an assurance to comply with the environmental norms in future.

The Sr. Environmental Engineer, Barrackpore 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 will take strict regulatory action like forfeiture of BG, closure with disconnection of electricity of the industry.

This direction is issued in exercise of the powers conferred under the provision of Water (Prevention & Control of Pollution) Act, 1974, Air (Prevention & Control of Pollution) Act 1981, the Environment (Protection) Act, 1986 and Rules made thereunder after being approved by the Competent Authority.

By Order,

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