WHEREAS, M/s. Sub-zero Ice Cream Pvt. Ltd., (hereinafter referred to as the industry) located at 138J, Picnic Garden Road, P.S.- Tiljala, Kolkata – 700 039 is an ice cream manufacturing industry.

AND WHEREAS, the industry was inspected on 27/11/2012 by the officials of the WEST BENGAL POLLUTION CONTROL BOARD (hereinafter referred to as the Board). During inspection the industry was found in operation. First ‘Consent to Operate’ was issued to the industry on 05/04/2005 which subsequently renewed up to 30/09/2010 with the condition to install the effluent treatment plant (ETP) consisting of bar screen, oil & fat trap, collection tank, DAF unit as proposed by the industry. But during inspection it was observed that the industry had constructed only a collection tank where alum is dosed manually twice a week as claimed by the industry.

AND WHEREAS, effluent sample was collected during inspection from the outlet of the industry and the analysis report shows gross failure as mentioned below:

<table>
<thead>
<tr>
<th>Date of sampling</th>
<th>Parameters</th>
<th>Value obtained</th>
<th>Permissible limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>27/11/2012</td>
<td>TSS</td>
<td>720 mg/l</td>
<td>100 mg/l</td>
</tr>
<tr>
<td></td>
<td>BOD</td>
<td>1343.75 mg/l</td>
<td>30 mg/l</td>
</tr>
<tr>
<td></td>
<td>COD</td>
<td>2553 mg/l</td>
<td>250 mg/l</td>
</tr>
</tbody>
</table>

AND WHEREAS, the industry was called for a hearing at the head office of the Board on 27/12/2012 for the above mentioned non-compliance.

AND WHEREAS, the Director of the industry appearing in the hearing agreed with the above mentioned observations of the Board. He submitted that they would complete the installation of ETP as per the design submitted by them within three months.

NOW THEREFORE, considering the non-compliance as mentioned above, the Board is hereby pleased to direct M/s. Sub-zero Ice Cream Pvt. Ltd., located at 138J, Picnic Garden Road, P.S.- Tiljala, Kolkata – 700 039 as follows:

1. **That**, the industry shall complete the installation of Effluent Treatment Plant within three months from hereof.

2. **That**, the industry shall submit a Pollution Cost of Rs. 50,000/- (Rupees fifty thousands) only within fifteen [15] days from the date hereof by Demand Draft to be drawn on Service Branch, Kolkata/Banker’s cheque in favour of the WEST BENGAL POLLUTION CONTROL BOARD.
The Environmental Engineer, Camac Street Regional Office of the State Board is requested to inspect the industry within three months from hereof to verify the status of compliance of above direction and if the industry is found to violate the direction of the Board stricter regulatory order will be issued.

This direction is issued in exercise of the powers conferred under provisions of the Water (Prevention & Control of Pollution) Act, 1974, and 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