ANDHRA PRADESH POLLUTION CONTROL BOARD
D. No. 33 - 26 - 14 D / 2, Chalamalavari Street, Kasturbaipet,
Mogalrajupuram, Vijayawada - 520 010.
Ph. No: 0866 – 2436216 / 17

Registration No. / EG/APPCCB/2019 - 430
Date: 20.06.2019


Ref: 1. Your application of Brand owner in Form-II dt. 17.04.2019.
3. Consultative meeting held with Plastic units, ULBs etc on 13.11.2018.

The A.P. Pollution Control Board after examining your application for registration of Brand Owner and the inspection report of EE, RO, Kakinada hereby issues Brand Owner’s first Registration to M/s. Sri Vijayavisakha Milk Producer Company Ltd., R.Sy.No. 236, 244, 245, 247, 248, 249 & 250, Rangampeta (V & M), East Godavari District, for collection back of the plastic waste to the tune of Pasteurized Milk, Butter, Butter Milk, Paneer, Ghee, Curd & Lassie – 776 Kgs/day, which introduced in to the market for packing / storing their main product with the Brand name of “Visakha Dairy” under Rule 13(2) of the Plastic Waste Management Rules, 2016 and its amendments thereof.

The first Brand Owner registration under Rule 13(9) is issued for a period of one year i.e. up to 31.05.2020 subject to the following conditions:

1. This Registration is valid within States (AP & Orisha) only. It the Brand owner wants to distribute their products more than two states, then the Brand owner shall obtain Registration from CPCB, Delhi.
2. The applicant shall comply with the provisions of the Plastic Waste Management Rules, 2016 and its amendments thereof.
3. The applicant shall apply for renewal of registration at least 120 days prior to the expiry of this registration.
4. Primary responsibility for collection of used multi-layered plastic sachet or pouches or packaging is of Producers, Importers and Brand Owners who introduce the products in the market. Applicant need to establish a system for collecting back the plastic waste generated due to their products. This plan of collection to be submitted as per Rule 13.
5. The applicant shall submit the action plan for collection back of plastic (282 tons/year) introduced in to the markets in co-ordination with local body/ gram panchayat and PROs, ensuring that no damage is caused to the environment. The plan of collection shall be approved by Municipal Administration and Urban Development Dept, Govt of A.P. .
6. The applicant shall work out modalities for waste collection system based on Extended Producers Responsibility and involving the local body/ gram panchayat and any Producer Responsibility Organizations (PROs), either individually or collectively or through their own distribution channel or through the local body / gram panchayat and PROs concerned.
7. Marking or labelling :-
   a. Each multilayered packaging if any shall print the Name and the Registration Number of the manufacturer in case of multilayered packaging in English.
   b. The plastic bag that constitute or form an integral part of packaging in which goods are sealed prior to use if and shall print the Name and the Registration Number of the manufacturer and thickness in English.
8. The plastic cover/sheet if used shall be purchased from the producer who is registered under the rules for manufacture as per Rule 3 (s) of the plastic.

9. The applicant shall not use the multi-layered plastic/Packing plastic which is non-recyclable or non-energy recoverable or with no alternate use of plastic if any, should be phased out in Two years’ time.

10. The applicant shall not use the packing material or plastic sheet or like, made of virgin or recycled plastic of thickness of less than fifty microns.

11. The applicant shall purchase the plastic material utilizing for packing of products/constituting product, from authorized producers/importers only.

12. The Brand Owner shall print the name and registration number on the multi-layered packaging/Packing sheets/covers/sachets.

13. The applicant shall channelize the collected plastic waste from the market to the Board authorized recyclers only and shall not dispose/sell the waste to unauthorized persons/industries. The applicant shall not litter the collected plastic waste.

14. The applicant shall not openly burn the collected plastic waste from the market and generated during the manufacturing process.

15. The applicant shall maintain all records relating to the quantity of plastic introduced in to the market, quantity of plastic waste collected back from the market, purchase of raw materials, disposal of plastic waste to recyclers, etc.

Sd/-
CHAIRMAN

To

Sri Vijayavisakha Milk Producer
Company Ltd., R.Sy.No. 236, 244, 245,
247, 248, 249 & 250, Rangampeta (V & M),
East Godavari District – 533 291.

Copy to: 1) The Joint Chief Environmental Engineer, Zonal Office, Visakhapatnam for information and necessary action.

2) The Environmental Engineer, Regional Office, Kakinada for information and necessary action and directed to monitor the applicant time to time and collect the waste collection plan from the applicant within one month from the date of issue of this registration and ensure the implementation of the collection back plan.

// T.C.F.B.O //

JOINT CHIEF ENVIRONMENTAL ENGINEER
UB-II

21/6/19