

NOC NO172009

SPEED POST

# WEST BENGAL POLLUTION CONTROL BOARD

Paribesh Bhawan  
10A, Block - LA, Sector III, Bidhannagar  
Kolkata - 700 106



Memo No. 523 - 2N-79/2021(E)

Dated 13.10.2022

From :  
Member Secretary,  
West Bengal Pollution Control Board

To M/s. Ideal Riverview Projects Pvt. Ltd.,  
Metropolitan Building, 7, J.L. Nehru Road, Kolkata - 700 013.

Sub : Consent to Establish (NOC) from Environmental Point of View

Ref : i) Your letter No. Nil Dated 27.09.2022  
ii) Environmental Clearance issued by SEIAA vide E.C. Identification  
No. EC22E033WB189578, File No. EN/1-II-1/138/2021 dtd. 19.09.2022

WEST BENGAL

Dear Sirs,

In response to the application for Consent to Establish (NOC) for proposed Unit of M/s Ideal Riverview Projects Limited

~~manufacturing/storage installation~~  
construction of an affordable Housing Complex at Premises No.39/1,  
Shalimar Road, L.R. Dag Nos.12,13,39,40,41,42,44,45,60,61,62,63,6,7,8,9,  
10,11,12,13,14,15,16,17,21,22,24,1,2,11, L.R. Khatrian No:170,9,15,17,  
J.L. No.1, Mouza-Shibpur, Ward No.39, Borough -VI under Howrah \*

this is to inform you that this Board hereby grants the Consent to Establish (NOC) from the environmental point of the above subject to the following conditions and special conditions annexed.

\* Municipal Corporation, P.S.-Shibpur, Howrah - 711103, West Bengal.

Salient features of the projects are given in ANNEXURE - A.

1. The quality of sewage and trade effluent to be discharged from your factory shall satisfy the permissible limits as prescribed in IS : 2490 (Pt. I) of 1974, and/or its subsequent amendment and Environment (Protection) Rules 1986.
2. Suitable measures to treat your effluent shall be adopted by you in order to reduce the pollutional load so that the quality of the effluent satisfies the standards mentioned above.
3. You shall have to apply to this Board for its consent to operate and discharge of sewage and trade effluent according to the provisions of the water (Prevention & Control of Pollution) Act, 1974. No sewage or trade effluent shall be discharged by you without prior consent of this Board.
4. All emission from your factory shall conform to the standards as laid down by this Board.
5. No emission shall be permitted without prior approval of this Board and you shall apply to this Board for its consent to operate and atmospheric emission as per provision of the Air (Prevention & Control Pollution) act, 1981.
6. No industrial plant, furnace, flues, chimneys, control equipment, etc. shall be constructed/reconstructed/erected/re-erected without prior approval of this Board.

*W.B.*  
13/10/2022  
Chief Engineer  
W. B. Pollution Control Board  
Dept. of Environment, Govt. of W.B.

NOC NO172009

7. You shall comply with

- (i) Water (Prevention and Control of Pollution) Cess Act, 1977, if applicable.
- (ii) Water (Prevention and Control of Pollution) Cess Act, 1978, if applicable.
- (iii) Environment (Protection) Act, 1986
- (iv) Environment (Protection) Rules, 1986
- (v) Hazardous Wastes (Management and Handling) Rules, 1989 and Amended Rules, 2000
- (vi) Manufacture, Storage and Import of Hazardous Chemicals Rules, 1989 and Amended Rules, 2000
- (vii) Manufacture, Use, Import and Storage and Hazardous Micro-Organisms, Genetically Engineered Organisms or Cell Rules, 1989
- (viii) The Public Liability Insurance Act, 1991 and Amended Act, 1992
- (ix) The Public Liability Insurance Rules, 1991 and Amended Rules 1993
- (x) Biomedical Wastes (Management & Handling) Rules, 1998 and Amended Rules 2000 if applicable.
- (xi) Recycled Plastics Manufacture and Usage Rules 1999, if applicable and
- (xii) Ozone Depleting Substances (Regulation & Control) Rules, 2000, if applicable

8. You will have to abide by any other stipulations as may be prescribed by any authority/local bodies/Government Departments etc.

**SPECIAL CONDITION :**

The capital investment on land, building, plant and machinery excluding the capital investment on pollution control devices without any depreciation for the proposed projects will be approximately Rs.167.82 Crores.

Please refer to ANNEXURE - B.

Any violation of the aforesaid conditions shall entail cancellation of this Consent to Establish (NOC)

Yours faithfully,

*[Signature]*  
Member Secretary, / Chief Engineer  
West Bengal Pollution Control Board (EIM CELL)

Dated: *13/10/2022*  
Chief Engineer  
W. B. Pollution Control Board  
Dept. of Environment, Govt. of W.B.

Memo No. *523 -2N-79/2021(E) dtd. 13.10.2022*

Copy forwarded for information to :

1. Chief Inspector of Factories, Government of West Bengal, N. S. Building, Kolkata-700 001
2. Director of Industries/Director of Cottage & Small Scale Industries, Government of West Bengal, N. S. Building, Kolkata-700 001
3. Guard file, West Bengal Pollution Control Board.
4. Environmental Engineer, III/Alipur R.O./Howrah R.O./Hooghly R.O./B.R.O./D.R.O./Haldia R.O./S.R.O./Asansol/ Sub-R.O./WBPC Board

Himalaya Bhawan  
Delhi Road, Dankuni  
Dist. Hooghly

Vill, Panpur  
Kalyani Expressway  
P.O. Narayanpur  
Dist. 24 Pgs. (N)

Sahid Khudiram Sarani  
City Centre, Durgapur-16  
Dist. Burdwan

10, Camac Street  
2nd Floor  
Kolkata-700 017

Paribesh Bhawan  
10A, LA-Block, Sector-III  
Salt Lake City,  
Kolkata - 700 098

Block-05 at 40  
Flats Complex  
Adjacent to Priyambada  
Housing Estate  
P.O. : Khanjanchak,  
P.S. Durgachak  
Haldia-721602  
Dist. : Purba Medinipur

Paribahan Nagar  
Matigara, Siliguri  
Dist.-Darjeeling

Satya Chowdhury  
Indoor Stadium  
Balurchar Bandh Road  
Malda-732101

Asansol Sub-Regional Office  
ADDA Commercial Market (2nd Floor)  
Opposite Asansol Fire Station  
G.T. Road, Asansol-713 301

*[Signature]*  
Member Secretary, / Chief Engineer,  
West Bengal Pollution Control Board (EIM CELL)  
Chief Engineer  
W. B. Pollution Control Board  
Dept. of Environment, Govt. of W.B.

Proposed construction of an Affordable Housing Complex under Pradhan Mantri Awas Yojana at Premises No. 39/1, Shalimar Road, L.R. Dag No. – 12, 13, 39, 40, 41, 42, 44, 45, 60, 61, 62, 63, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 21, 22, 24, 1, 2, 11, L.R. Khatian No. – 170, 9, 15, 17, J.L. No. – 1, Mouza – Shibpur, Ward No. – 39, Borough – VI, under Howrah Municipal Corporation, P.S. – Shibpur, Howrah – 711103, West Bengal by M/s. Ideal Riverview Projects Pvt. Ltd.

**Salient Features of the project**

Land area	74,150.138 sq.m
No. of stories	Eight (8) Residential Towers: Tower 1 to 5 – G + 12 Tower 6 to 8 – G + 1 and 1 no. Club Block – G storied.
No. of Flats	970 nos. (2 BHK-715 + 3 BHK-255)
<b>Total Built-up area</b>	<b>57,424.614 sq.m.</b>
Ground Coverage	8,767.79 sq.m (11.82% of Land Area)
Exclusive Tree Plantation Area	14,882.70 sq.m (20.07% of Land Area)
Waterbody Area	3,895.91 sq.m (5.25% of Land Area)
Service Area	1,403.80 sq.m. (1.89% of Land Area)
Swimming pool Area	354.00 sq.m. (0.48% of Land Area)
Paved Area	12,964.62 sq.m. (17.48% of Land Area)
Open Parking Area	4,195.52 sq.m. (5.66% of Land Area)
Future expansion Area	27,685.80 sq.m. (37.34% of Land Area)
Total no. of trees proposed	1060 nos.

*[Signature]*  
13/10/2022

**Chief Engineer (EIM Cell)/Member Secretary  
West Bengal Pollution Control Board**

*Chief Engineer*  
W. B. Pollution Control Board  
Dept. of Environment, Govt. of W.B.

**Special Conditions issued for the proposed construction of an Affordable Housing Complex under Pradhan Mantri Awas Yojana at Premises No. 39/1, Shalimar Road, L.R. Dag No. – 12, 13, 39, 40, 41, 42, 44, 45, 60, 61, 62, 63, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 21, 22, 24, 1, 2, 11, L.R. Khatian No. – 170, 9, 15, 17, J.L. No. – 1, Mouza – Shibpur, Ward No. – 39, Borough – VI, under Howrah Municipal Corporation, P.S. – Shibpur, Howrah – 711103, West Bengal by M/s. Ideal Riverview Projects Pvt. Ltd.**

**A. Emission:-**

1. DG Set - 2x500 & 2x600 KVA.
  - i. Stacks of adequate height to be provided with acoustic enclosures and residential silencer.
  - ii. Stacks to have sampling port, platform and ladder as per the Emission Regulation Part – III of CPCB.
  - iii. Emission standards, Fuel specification and Stack height should comply with the prescribed limits under the notification of Ministry of Environment & Forest, Govt. of India, G.S.R. 489(E) [09.07.2002] and subsequent amendments.

- B. Effluent:-** Domestic – waste water shall be treated in adequately designed Sewage Treatment Plant (STP). Treated waste water shall be recycled. Excess water shall be discharged to municipal drain. STP should be monitored on a regular basis for compliance with the norms and records should be maintained properly.

**C. Solid Waste :-**

**Municipal solid waste-** to be collected and disposed off regularly as per the Solid Waste Management Rules, 2016. The project proponent shall install on-site compost plant for treatment & disposal of bio-degradable fraction of MSW.

**Construction and Demolition Waste** - The proponent should abide by the Construction and Demolition Waste Management Rules, 2016. Guidelines on Environmental Management of Construction & Demolition Waste published by CPCB in March, 2017 should be followed.

**Hazardous Wastes** - The proponent should abide by the Hazardous and Other Wastes (Management and Transboundary Movement) Rules, 2016

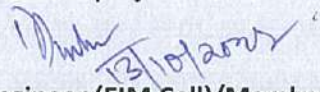
**D. General :-**

1. Appropriate arrangement is to be done for rainwater harvesting within the site. The proponent must practice rainwater harvesting on regular basis.
2. Ground water should not be abstracted without the permission of the Competent Authority as per the West Bengal Ground Water Resources (Management, Control and Regulation) Act, 2005.
3. Provision of screen wall should be made surrounding the batching plant, if installed for control of fugitive emission from such operation.
4. Fly Ash is to be used for construction as per Notification No. S.O. 763(E) dated 14.09.1999 amended vide Notification No. S.O. 979(E) dated 27.8.2003, S.O. 2804(E) dated 03.11.2009 and S.O.254(E) dated 25.01.2016 of the Ministry of Environment & Forests, Govt. of India.
5. The proponent should strictly abide by The West Bengal Trees (Protection and Conservation in Non-Forest Areas) Rules, 2007. No trees can be felled without prior permission from the Tree Cutting Authority constituted as per the West Bengal Trees (Protection and Conservation in Non-

**Special Conditions issued for the proposed construction of an Affordable Housing Complex under Pradhan Mantri Awas Yojana at Premises No. 39/1, Shalimar Road, L.R. Dag No. – 12, 13, 39, 40, 41, 42, 44, 45, 60, 61, 62, 63, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 21, 22, 24, 1, 2, 11, L.R. Khatian No. – 170, 9, 15, 17, J.L. No. – 1, Mouza – Shibpur, Ward No. – 39, Borough – VI, under Howrah Municipal Corporation, P.S. – Shibpur, Howrah – 711103, West Bengal by M/s. Ideal Riverview Projects Pvt. Ltd.**

Forest Areas) Act, 2006 and subsequent rules. Adequate green belt is to be developed within the project site. Water intensive and/or invasive species should not be used for landscaping.

6. Proper steps are to be taken so that the flora and fauna are not affected during the construction phase.
7. Adequate firefighting storage should be provided as per Rules.
8. Adequate parking space should be provided within the project site as per Rules.
9. Road design should be done with due consideration for environment and safety of users. The entry and exit points should be designed properly without disturbing the existing traffic.
10. Use of energy efficient construction materials should be ensured. Water efficient devices / fixtures should be installed. Energy efficient systems should be installed.
11. Adequate provision shall be made for storage of solid waste and adequate means of access shall be provided. Vats / bins should be provided inside the project area from where the wastes are to be disposed off by arrangement with the local body.
12. The proponent shall undertake awareness programmes for the residents to promote water and energy conservation and to ensure environmental protection.
13. No expansion of the project should be undertaken without prior permission of the State Board.
14. The unit should not start operation without obtaining 'Consent to Operate' from this Board.
15. The proponent should maintain a display board at the site, providing detailed information on the salient features of the proposed project.
16. The proponent should abide by the Direction issued by the Department of Environment, Government of West Bengal, vide No. EN/3170/T-IV-7/001/2009 dated 10.12.2009 (**Annexure 1**).
17. The proponent should strictly abide by the conditions stipulated in the Environmental Clearance accorded by the State Environment Impact Assessment Authority (SEIAA), West Bengal, vide EC Identification No. EC22B038WB189578, File No. EN/T-II-1/138/2021 dated 19/09/2022.
18. The proponent should install and use anti-smog guns as per the following guidelines :- (**Annexure 2**).
19. Existing water bodies (if any) should not be lined and their embankments should not be cemented. The water bodies are to be kept in natural conditions without disturbing the ecological habitat.
20. Statutory licenses/permission, as applicable, should be obtained from the Competent Authority.
21. This NOC is valid upto **30.09.2029** for construction of the project.

  
**Chief Engineer (EIM Cell)/Member Secretary**  
**West Bengal Pollution Control Board**

*Chief Engineer*  
W. B. Pollution Control Board  
Dept. of Environment, Govt. of W.B. Page 2 of 2



Department of Environment  
Government of West Bengal  
Writers' Buildings, "G" Block, (2nd. Floor),  
Kolkata-700 001.

No. EN/3170/T-IV-7/001/2009

Dated: December 10<sup>th</sup>, 2009.

**DIRECTION**

**WHEREAS**, Department of Environment, Govt. of West Bengal is entrusted to look after the execution of the different environmental laws within the territorial jurisdiction of West Bengal and also responsible for maintaining pollution free environment and also responsible for restraining different environment hazardous activities which are causing serious impact on human beings, other living creatures, plant, micro-organism, property or the environment ;

**AND WHEREAS**, Department of Environment has already taken different steps for controlling air pollution in the atmosphere generated from the different sources i.e. industrial source, vehicular source and burning of bio-mass;

**AND WHEREAS**, Department of Environment in exercising the power conferred under section 19 of the Air (Prevention & Control of Pollution) Act, 1981, has already declared entire West Bengal as 'Air Pollution Control Area';

**AND WHEREAS**, West Bengal Pollution Control Board conducted a study with the help of the Asian Development Bank and it is revealed that the contribution of the construction activities is one of the source of air pollution in Kolkata and its surroundings ;

**AND WHEREAS**, it is further revealed that burning of old tyres in hot mix plant as a fuel during construction and repairs of road for melting coal tar contributes significant obnoxious element into the air which cause a serious problem of the human beings ;

**HENCE**, in view of the above and in consultation with the West Bengal Pollution Control Board and in exercise of the power conferred under Air (Prevention & Control of Pollution) Act, 1981 and Environment (Protection) Act, 1986, all the municipalities, local authorities and all other concerned Govt. Departments within the State of West Bengal, are now directed to take immediate steps to implement the following norms which need to be strictly followed by the developers, contractors or any other infrastructure developers ;

• Preventive measures need to be taken: -

- a) Wrap construction area/buildings with geotextile fabric, installing dust barriers, or other actions, as appropriate for the location,
- b) Apply water and maintain soils in a visible damp or crusted condition for temporary stabilization,
- c) Apply water prior to levelling or any other earth moving activity to keep the soil moist throughout the process;
- d) Limit vehicle speeds to 15 mph on the work site.
- e) Clean wheels and undercarriage of haul trucks prior to leaving construction site.
- f) Apply and maintain dust suppressant on haul routes.
- g) Apply a cover or screen to stockpiles and stabilize stockpiles at completion of activity by water and maintain a dust palliative to all outer surfaces of the stockpiles;
- h) Stabilize surface soils where loaders, support equipment and vehicles will operate by using water and maintain surface soils in a stabilized condition where loaders, support equipment and vehicles will operate;
- i) Stabilize adjacent disturbed soils following paving activities with immediate landscaping activity or installation of vegetative or rock cover.
- j) Maintain dust control during working hours and clean track out from paved surfaces at the end of the work shift/day. Track out must now extend 50 feet or more and must be cleaned daily, at the minimum.
- k) Stabilize sloping surfaces using soil binders until vegetation or ground cover can effectively stabilize the slope,
- l) Disposal of debris in consultation with the local authorities following proper environmental management practice.
- m) During construction work, including cutting of marbles, ambient noise level should not exceed more than 65 dB(A).

a Practices to be discarded: -

- a) Don't dispose of debris indiscriminately,
- b) Don't allow the vehicles to run at high speed within the work site.
- c) Don't cut materials without proper dust control/noise control facility.
- d) Don't keep materials without effective cover.
- e) Don't allow access in the work area except workers to limit soil disturbance and prevent access by fencing, ditches, vegetation, berms or other suitable barrier.
- f) Don't leave the soil, sand and cement stack uncovered.
- g) Don't keep materials or debris on the roads or pavements.
- h) Burning of old tyres in hot mix plant as a fuel during construction and repair of the roads for melting coal tar should be discarded ;

**NOW THEREFORE**, it is made clear that any developers, contractors or infrastructure developers either Govt. or Private failed to comply with the aforementioned statutory norms, Department of Environment and West Bengal Pollution Control Board will take necessary action under Air (Prevention & Control of pollution) Act, 1981 and Environment (Protection) Act, 1986 which may lead to stoppage and prohibition of the work including closure and other legal action as warranted under the law including imposition of the 'Pollution Cost'.

It is further directed that all Municipal Corporations, Municipalities and Panchayats should also be at liberty to take necessary action against the violators under the Municipal Laws and Panchayat Law.

But it is made clear that Local Authorities i.e. Municipal Corporations, Municipalities and Panchayats are responsible to implement the aforementioned guidelines meticulously for the purpose of curbing air pollution and other environmental hazards of their respective jurisdiction.



Local Police Station is also directed to render all necessary help to the Local Authorities to implement the aforementioned direction in a befitting manner.

This order will take effect from 01-01-2010 through out the State of West Bengal.

By Order,

Sd/-

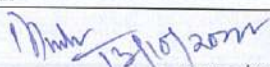
( M. L. Meena )

Principal Secretary to the Govt. of West Bengal.

Department of Environment.

## Advisory for use of Anti-Smog Guns

Issues	Guidelines
Capacity and nos. of ASG to be used	<ul style="list-style-type: none"> <li>■ Construction and Demolition sites having area more than of 20, 000 sq. m should have at-least 02 nos. of ASGs. These should be capable of producing water droplets in the range of 10<math>\mu</math> -50<math>\mu</math>.</li> <li>■ One ASG having throwing distance capacity 70-100 m and 01 no. of ASG having throwing distance capacity 30-50 m.</li> <li>■ This will also take care of water &amp; power saving, stand-by machine and use during small dust generating activities.</li> <li>■ Requirements of installations on wind-ward side and leeward side shall also be fulfilled.</li> <li>■ These machines will cover all sorts of dust generating activities as operation of machine is for around 30 minutes once in around 2-3 hours. On rotation basis, other areas of project can be covered.</li> <li>■ Regarding additional or max -mum number of machines, there cannot be any straight-line formula. This may be left to Project Proponent. He has to ensure compliance at all the times for entire area.</li> <li>■ Details regarding specification of nozzles, power of motor, pressure which can be generated and throwing capacity be engraved on the ASG by the manufacturer.</li> </ul>
Source of water	<ul style="list-style-type: none"> <li>• Class A or Class B Water without conventional treatment but only after disinfection so as to make water free from coliforms, viruses and bacteria [ details of Class A and B are presented in "Designated Best Use Water Quality Criteria" developed by CPCB.]. Criteria are available on website of CPCB.</li> <li>• Municipal Supply Water.</li> <li>• Use of treated sewage be avoided</li> </ul>
Amount of water to be used	<ul style="list-style-type: none"> <li>• Best quality nozzles capable of generating water droplets in the range of 10<math>\mu</math>-50<math>\mu</math> and optimum hydraulic pressure be used to generate atomized water droplets.</li> <li>• Environmental Clearance granted by MoEF&amp;CC, SEIAA and CTE granted by SPCBs / PCCs shall take this factor into account for estimating total water consumption.</li> </ul>
Source of fuel for the engine	<ul style="list-style-type: none"> <li>■ Care shall be taken that there will be minimum noise and emission into air during operation of ASG.</li> </ul>
Source of fuel for the moving van (if applicable)	<ul style="list-style-type: none"> <li>■ Hence, wherever possible, conventional electric supply must be obtained and used for operation.</li> <li>■ Alternatively, use of CNG, LPG operated Gensets be encouraged. Fossil fuels shall only be used in emergent conditions when aforementioned sources of powers are not available and subject to verification by SPCBs/PCCs and Local Authority.</li> </ul>
Time span of use	<ul style="list-style-type: none"> <li>■ Normally for 30 minutes as a continuous operation in every 2-3 hours. However, operation shall depend upon site conditions, types of construction activities going on at the site and local environmental conditions.</li> </ul>
Energy Meter	<ul style="list-style-type: none"> <li>■ Energy meter should be installed at ASG for checking/ monitoring use of ASG at site.</li> </ul>
Capacity of the Motor	<ul style="list-style-type: none"> <li>■ Be specified by manufacturing company. Details regarding specification of nozzles, power of motor, pressure which can be generated and throwing capacity be engraved on the ASG by the manufacturer.</li> </ul>
Others	<ul style="list-style-type: none"> <li>■ Logbook on operation and maintenance on use of ASG and associated facilities be maintained.</li> </ul>

  
 Chief Engineer  
 W. B. Pollution Control Board  
 Government of W.B.