



PROCEEDINGS OF THE GOVERNMENT OF KARNATAKA

Sub: Approval to the proposal of M/s. Vidya Herbs Private Limited to establish a unit for manufacture of “Instant Coffee” at Ammanagudi Kaval Village, Madhihalli Hobli, Belur Taluk, Hassan District.

Read: Proceedings of the 144th State Level Single Window Clearance Committee (SLSWCC) meeting held on 27.02.2024 & 01.03.2024.

Preamble:

M/s. Vidya Herbs Private Limited has proposed to establish a unit for manufacture of “Instant Coffee”, with an investment of Rs.245crore, generating employment to about 240 persons at Ammanagudi Kaval Village, Madhihalli Hobli, Belur Taluk, Hassan District.

In the 111th Land Audit Committee (LAC) meeting held on 17.02.2024, the representative of the company appeared before the committee and highlighted the project proposal and requested for approval of the project.

The representative of the company also informed that Vidya Herbs Private Limited (VHPL). VHPL is a 100% Export Oriented Unit (EOU) with turnover of Rs.98 crore for financial year 2021 coming from exports. The main objective of the company is manufacturing of herbal extracts, oil extracts, coffee extracts etc., by setting up the required infrastructure. The company is having manufacturing facilities at Jigani, Harohalli and at Amble, Chikkamagalur District.

The Committee noted the request of the company and after detailed discussions, resolved to recommend to SLSWCC to accord approval for the project proposal of M/s. Vidya Herbs Private Limited to establish a unit for manufacture of “Instant Coffee” in 22 Acres 38 Guntas of own industrially converted land at Sy Nos.15, 16, 20 and 21 of Ammanagudi Kaval Village, Madhihalli Hobli, Belur Taluk, Hassan District subject to clearance form concerned department.

The proposal of the company was placed in the 144th SLSWCC meeting held on 27.02.2024 & 01.03.2024 for discussions and decision. The committee noted the request of the company, land utilisation details and after detailed

discussions, resolved to approve the project proposal of M/s. Vidya Herbs Private Limited.

Government has examined the recommendations made by the SLSWCC in its 144th Meeting, in all aspects.

Hence the following order.

GOVERNMENT ORDER No. CI 131 SPI 2024, BENGALURU.
DATE 12.03.2024

Government is pleased to accord **in-principle approval** to the investment proposal of M/s. Vidya Herbs Private Limited to establish a unit for manufacture of "Instant Coffee", with an investment of Rs. 245 crore, generating employment to about 240 persons at Ammanagudi Kaval Village, Madhihalli Hobli, Belur Taluk, Hassan District with the following infrastructure assistances, incentives and concessions:

Land	22 Acres 38 Guntas of own industrially converted land at Sy Nos.15, 16, 20 and 21 of Ammanagudi Kaval Village, Madhihalli Hobli, Belur Taluk, Hassan District subject to clearance form concerned department.
Water	600 KLPD Water from Ground Water/ Rain Water Harvesting / Recycled.
Power	3000 KVA Power from CESCO
Incentives & Concessions	As per applicable Policy of the State

Sanction of the above infrastructure assistances, incentives and concessions is subject to the following terms and conditions:

1. Acknowledgement Certificate: The project proponents may opt to furnish Combined Application Form (Form-4, Rule 8(b) along with relevant fee and self certification for issue of acknowledgment certificate under Karnataka Industries (Facilitation) (Amendment) Act, 2020.

2. Environment: The company to obtain Consent for Establishment and Consent for Operation from KSPCB and environmental clearance from MoEF, Govt. of India or the Dept of Forest, Ecology & Environment, Govt. of Karnataka, if applicable.

3. Employment: The Company shall comply with the provisions of applicable Policy of the State of Govt. of Karnataka with respect to local employment on the

project. Prepare a plan for development of Human Resources required for the project, train local people. A copy of Human Resources Development plan shall be sent to the Commissioner for Industrial Development & Director of Industries and Commerce for monitoring.

4. Vendor Development: Wherever there is scope for vendor development for the project, the company shall prepare a vendor development plan, develop local vendors and procure the required inputs, components and sub-assemblies from these local vendor units. A copy of the vendor development plan shall be sent to the Commissioner for Industrial Development & Director of Industries and Commerce for monitoring.

5. Social Infrastructure Development: The Company is advised to take up social infrastructure development projects in the vicinity of the proposed location of the unit and comply with the stipulation of Company Act 2013. A copy of such projects shall be sent to the Commissioner for Industrial Development & Director of Industries and Commerce for monitoring.

6. Others:

- a. The company shall adopt rainwater harvesting, waste water recycling and water conservation techniques. Zero discharge facility should be adopted wherever applicable.
- b. The company shall take all statutory and other necessary clearances from the competent authorities including Govt. of India.
- c. As part of "Ease of Doing Business" Government vide order No. CI 89 SPI 2013, Dated: 20.12.2014 has accorded approval to operationalise e-Udyami Phase II for obtaining various clearances / approvals / licenses etc. through common e-platform for the projects approved through District Level Single Window Clearance Committee (DLSWCC) or State Level Single Window Clearance Committee (SLSWCC) or State High Level Clearance Committee (SHLCC) w.e.f. 01.01.2015.
- d. The approvals / NOCs of following Departments have been covered under Phase II of e-Udyami.
 - i. Karnataka Industrial Areas Development Board.
 - ii. Karnataka Small Scale Industries Development Corporation.
 - iii. Karnataka State Pollution Control Board.
 - iv. Factories, Boilers, Industrial Safety and Health Department
 - v. Industries and Commerce Department
 - vi. Town Planning Department and Local Planning Authorities
 - vii. Municipal Administration Department
 - viii. BESCOM/GESCOM/HESCOM/CESCOM/MESCOM
 - ix. Karnataka State Fire and Emergency Services Department
 - x. Water Resources Department.

- e. The login and passwords which are used for filing application through e-Udyami Phase I are also applicable for filing application through e-Udyami Phase II. E-Udyami Phase II web application may be accessed through www.ebizkarnataka.gov.in and online application along with necessary documents may please be filed for any of above Departments' approval / NOCs.
- f. Karnataka Udyog Mitra (KUM) would provide the necessary escort services for the speedy implementation of your project. You are requested to inform the progress made in the implementation of the project every quarter in the proforma.

This approval is valid for a period of **two years** from the date of issue of this Government Order.

By Order and in the name of the
Governor of Karnataka,

Shilpa S.R.
12/3/24
(SHILPA S.R.)

Desk Officer (Technical Cell),
Commerce & Industries Department.

To,

1. Principal Accountant General (G&SSA) / (E&RSA), Karnataka, New Building, 'Audit Bhawan', Post Box No. 5398, Bengaluru.
2. Principal Accountant General (A&E), Karnataka, Park House Road, Post Box No. 5329, Bengaluru.
3. Additional Chief Secretary to Government, Finance Department, Vidhana Soudha, Bengaluru.
4. Additional Chief Secretary to Government, Energy Department, Vikasa Soudha, Bengaluru.
5. Additional Chief Secretary to Government, Forest, Ecology & Environment Department, M.S. Building, Bengaluru.
6. Additional Chief Secretary to Government, Water Resource Department, Vikasa Soudha, Bengaluru.
7. Principal Secretary to Government, Revenue Department, M.S. Building, Bengaluru.
8. Secretary to Government, Department of Electronics, Information Technology, Bio Technology and Science & Technology, M.S. Building, Bengaluru.

9. Secretary to Government (Mines & SSI), Commerce & Industries Department, Vikasa Soudha, Bengaluru.
10. Commissioner for Industrial Development and Director of Industries and Commerce, Khanija Bhavan, Race Course Road, Bengaluru.
11. Commissioner of Commercial Taxes, Vanijya Therige Karyalaya, Gandhi Nagar, Bengaluru-09.
12. Chief Executive Officer & Executive Member, Karnataka Industrial Area Development Board, Khanija Bhavan, Race Course Road, Bengaluru-01.
13. Managing Director, Chamundeshwari Electricity Supply Company Limited (CESCOM), Mysuru.
14. Member Secretary, Karnataka State Pollution Control Board (KSPCB), No. 49, Church Street, Parisara Bhavan, Bengaluru-01.
15. Director (Technical Cell), Commerce & Industries Department, Vikasa Soudha, Bengaluru.
16. Additional Director (P&P), Directorate of Industries & Commerce, Khanija Bhavan, Race Course Road, Bengaluru.
17. Managing Director, Karnataka Udyog Mitra (KUM), Khanija Bhavan, Race Course Road, Bengaluru.
18. PS to Hon'ble Minister for Large and Medium Industries & Infrastructure Development, Vidhana Soudha, Bengaluru.
19. PS to Principal Secretary to Government, Commerce & Industries Department, Vikasa Soudha, Bengaluru.
20. M/s. Vidya Herbs Private Limited, N-3-3, Vidya Building, 24th Main Road, J P Nagar 1st Phase, Bengaluru-560078.
21. Guard File / Spare Copies.

