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Production and Marketing Process of Brick Industry Business in Virudhunagar District

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ABSTRACT

India is one of the fastest growing countries in world. Besides that the lot of resources available likes man, materials and machinery. Therefore many people depend upon agriculture and allied sector. But present situation many semi urban and rural area people doing business like allied sector from Brick industry. Brick industry is one of the valuable building materials like soil, water, cement. In India fired-clay bricks are produced in traditional business, this industry comes to cottage industry and small scale industries. Indian brick industry is also the second largest brick producer in the world after China. The industry has an annual turnover of more than 10,000 crores and it is one of the largest employment generating and simultaneously people socio economic will be improve for standard of living. The brick industry main requirement to soil and water is the main raw material but same time both materials need by a same place then only production and marketing cost it will reduce. In this research paper analysis what are the factor affecting production and marketing for brick industry in particular study area of Viruthunagar District. The main objective of socio economically improves for brick industry people. This research paper analysis with both primary and secondary data, the primary data collected proper sample study area and secondary collected ministry of industry.

Keywords: Production, Marketing, Brick industry Raw Materials, Socio- Economic Factors, Employment.

INTRODUCTION

A brick is building material used to make walls, pavements and other elements in masonry construction. Traditionally, the term brick referred to a unit composed of clay, but it is now used to denote any rectangular units laid in mortar. A brick can be composed of clay-bearing soil, sand, and lime, or concrete materials. Bricks are produced in numerous classes, types, materials, and sizes which vary with region and time period, and are produced in bulk quantities. Two basic categories of

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bricks are fired and non-fired bricks. Block is a similar term referring to a rectangular building unit composed of similar materials, but is usually larger than a brick. Lightweight bricks (also called lightweight blocks) are made from expanded clay aggregate. Fired bricks are one of the longest-lasting and strongest building materials, sometimes referred to as artificial stone, and have been used since circa 4000 BC. Air-dried bricks, also known as mudbricks, have a history older than fired bricks, and have an additional ingredient of a mechanical binder such as straw. Bricks are laid in courses and numerous patterns known as bonds, collectively known as brickwork, and may be laid in various kinds of mortar to hold the bricks together to make a durable structure.

STATEMENT OF THE PROBLEM

In this regards brick industry, labour crisis is one of the major problems of this industry. The United Progressive Alliance government implemented by new scheme MNREGA, after that the brick industry shortage of labourers which hamper production. In addition that Coal, Soil and Water is one of the major sources of energy of this brick industry. In recent times the increasing price of coal, coupled with increased transport cost have resulted into the increased production cost of bricks. These brick industry mainly demand all construction work. In the last few years, the demand has increased substantially but at the same time a lot of brick industry has already developed in different parts but some brick industry closed reason that government did not support and encourage for proper loan and subsidy system. The brick units at Srivilliputtur have faced so many problems in procuring sufficient raw materials, i.e. clay to the production process. They are due to inadequate finance, insufficient space for strong, impossibility of quarrying clay throughout the year as tanks are filled with rain water, reduction in the area for quarrying clay and prohibition of entry of vehicles into tanks due to babul plantations under social forestry, difficulty in getting vehicles in busy seasons, insufficiency of clay and sand permitted free of cost and continuance of quarrying clay without permit and higher cost of clay from leased private lands.

OBJECTIVES OF THE STUDY

1. To know the brick industry performance and growth in India.
2. To analysis the production and marketing procedures in the study area.

3. To offer findings, suggestions and conclusion.

REVIEW OF LITERATURE

A literature review is a text of a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are a basis for research in nearly every academic field. A narrow scope literature review may be included as part of a peer-reviewed journal, article presenting new research, saving to situate the current study within the body of the relevant literature and to provide context for the reader. Any research work needs a background information which helps to understand the nature of the issues associated with the particular topic and its significance in the future studies. With this aspect review of literature part has been framed to study various literatures relating to the particular problem and identified the gap.

Palash Patra et al, (2015) determined that the livelihood of a lot of people very much depends on this brick industry. So proper management should be taken to safeguard this industry so for it remains intact. The social life of labourers should also be upgraded so that they do not force their children to work as child labours in brick kilns. For abatement of pollution, the brick kiln owners must abide by the rule and regulation laid by the govt. in this regard.

Wanjule et, al (2015) focused that Rural Bricks industries is more important as far as rural industrialization concern. Brick production is known as seasonal and traditional operating units. Majority of the people of Maharashtra resides in rural area and the economy is recognized as rural and agrarian economy. Rural population of Maharashtra depends upon agriculture and allied business. Brick Industry is one of them. The assessment of the performance of the brick units in Jalana district indicated that the financial performance is fair but it needs to commercialize with advanced technology. The Brick industry also contributes to the development of small scale and village and cottage industry in rural area. It helps to development of rural industry in Maharashtra.

Rizwana Khan and Harish Vyas (2008) explain that that there are adverse effects of these industries on soil, water, air, vegetation and human health. Bricks are mainly made of soil and numbers of additives are added to the soil to increase

the strength of bricks. The use of excessive amount of soil causes soil degradation. These industries use huge amount of fuel and kiln process used at present in these industries is highly inefficient which leads to air pollution and causes damage to vegetation and human health. Besides these, the waste along with water flows back in the Kshipra river, increasing the total solids, suspended solids, dissolved oxygen, calcium hardness, total hardness etc. Kshipra River near these industries has been noticed, which could be possibly due to leaching of compounds from raw materials used in brick industries. It is not possible to prohibit these industries because they are essential for economic growth and development of the city.

Kadam Avinash (2007) concluded that demand of bricks has been growing very fast from the last two decades. It has a result of rapid growth of human population, urbanization, and industrialization. On the other hand, brick industry has been changing its nature in various regions of the world especially in the developed countries. It may say that the change in industry has for and by the demand of bricks also. The industry is being changed towards the use of superior technical instruments to produce qualitative products as scientific measures are concern. Demand for bricks has been growing very fast from the last two decades. Although, the industry works as a routine technical industry, it has seen that the way of use of raw material has not environment friendly. Soils have main raw material. The quality of soil resources, which is usually using in the industry, is more useful to agricultural sectors.

SCOPE OF THE STUDY

The brick industry is one of the very much profitable businesses in compare to agricultural sector. Therefore businessman as much as carefully started business and investment capital. This study has been made about the brick Industry at Srivilliputtur Block Virudhunagar District. The present Study covers mainly manufacture aspects the problems of production, marketing and finance of Brick industry at Srivilliputtur and did not consider workers aspects.

RESEARCH METHODOLOGY

Research methodology is one of the major parts of the research work, which decides the structure, and design of the research. Research methodology includes various factors such as nature of the research, source of data, and tools for data collection, sampling, and tools analysis of data.

Sources of Data

The present research study is descriptive in nature with the use of primary and secondary data. Primary data were collected with the help of structured interview schedule's which were distributed to the respondents of the brick industry manufacture. Secondary data were collected from the reports of Ministry of commerce and industry, journals, thesis, dissertation, magazines and books etc.

In the study area there are 120 unorganised brick manufacture units. Among the population units, the researcher has classified the units. According to the sources of information there are 20 small scale units, 90 medium scale units and 10 large scale units. The researcher has surveyed 20 respondents has investigate small scale units 45 respondents has investigate medium scale units and 15 respondents has investigate large scale units. The Table 1.1 exhibits the number of sample units selected for the study.

Sampling Design

TABLE No.:1
BRICK MANUFACTURE IN SRIVILLIPUTHUR BLOCK

Sl. No	Category	Manufacture	Sample Units
1	Small Scale Units	20	20
2	Medium Scale Units	90	45
3	Large Scale Units	10	15
Total Sample		**120**	**80**

. **Source:** Primary data

From the table no.1 it is explain that total number of manufacture120, of which 90 number of category medium scale units, 20 numbers of category small scale units and 10 number of category large scale units.

TABLE No.: 2
MARKETING CHANNEL

S.No.	Marketing	No.of manufacturer	Percentage
1	Direct customers	11	13.75
2	Broker	20	25.00
3	Retailer	33	41.25
4	Wholesaler & Retailer	16	20.00
	Total	**80**	**100.00**

Source: Primary Data

From the above table no.2 it is clear that 33 manufacturers sell bricks through retailers, 20 of them sell bricks through brokers, 16 manufacturers use wholesaler and retailer and 11 of them adopt direct selling method.

TABLE No.: 3
MODE OF SALES

S.No.	Mode of Sales	No.of Manufactures	Percentage
1	Cash Sales	45	56.25
2	Credit Sales	10	12.50
3	Both	25	31.25
	Total	**80**	**100.00**

Source : Primary Data

From the table no.:3 it is clear that out of 80 manufactures, 56.25 per cent of the manufacture cash sales, 31.25 per cent of the manufacture both cash and credit sales and 12.50 per cent of the manufacture credit sales.

TABLE No.: 4
SOURCES OF FINANCE

S.No.	Sources	No. of Respondents	Percentage
1	Owned	48	60.00
2	Borrowed Fund	10	12.50
3	Both	22	27.50
	Total	**80**	**100.00**

Source : Primary Data

From the table no.4 shows the fact that 60 per cent of the informants have used own funds to construct buildings and 27.50 per cent of them used to purchase of bricks from owned and borrowed funds and the remaining 12.50 per cent of them are constructing buildings of outside borrowings.

TABLE 5
SOURCES OF PURCHASE

S.No.	SOURCES	No. of Respondents	Percentage
1	Direct from manufacturers	35	43.75
2	Local traders	15	18.75
3	Broker	5	06.25
4	Mason	25	31.25
	Total	**80**	**100.00**

Source : Primary Data

From the table No.5 highlights the fact that 43.75 per cent of the purchase prefers the direct from manufacturer and 31.25 per cent of the customer to purchase the Bricks from through mason, 18.75 per cent of the respondents to purchase through local traders and remaining 6.25 per cent of customer are purchasing Bricks from through Brokers.

TABLE No.: 6
OPINION ABOUT THE PRICE

S.No.	OPINION	No. of Respondents	Percentage
1	High	15	18.75

2	Low	15	6.25
3	Reasonable	60	75.00
	Total	**80**	**100.00**

Source : Primary Data

From the table No.: 6 makes it clear that 75 per cent of the respondents have opined that the reasonable price in Srivilliputtur bricks, 18.75 per cent of the respondents opinion the bricks price is very high and remaining 6.25 per cent of the respondents the brick price is very lower them the compared with other area brick.

TABLE No.:7
PEFERENCE OF BRICKS

S.No.	Preference	No. of Respondents	Percentage
1	Durability	50	62.50
2	Color	12	15.00
3	Beautiful look	18	22.50
	Total	**80**	**100.00**

Source: Primary Data

From the table No.: 7 it is evident that 62.50 per cent of the preference of bricks durability, 22.50 per cent of the respondents preference of bricks beautiful look and remaining 15 per cent of the respondents are preference of the brick is good color.

TABLE No.: 8
MODE OF TRANSPORT

S.No.	Mode of Transport	No. of Respondents	Percentage
1	Lorry	35	43.75
2	Tracter	23	28.75
3	Mini door	05	06.25
4	Bulluck cart	17	21.25
	Total	**80**	**100.00**

Source : Primary Data

From the above table no.8 it is clear that 43.75 per cent of the respondents using transport from Lorry, 28.75 respondents are using transport from tracter, 21.25 respondents are using transport from Bulluck cart and remaining 6.25 respondents are used transport of bricks from Mini Door.

TABLE No.: 9
SUPPLY OF BRICKS

S.No.	OPINION	No. of Respondents	Percentage
1	Fast in delivery	54	67.50
2	Delay in delivery	19	23.75
3	Damages in delivery	7	08.75
	Total	**80**	**100.00**

Source : Primary Data

From the above table No. 9 it is evident that 67.50 per cent of the respondents are opinion from fast in delivery of bricks, 23.75 per cent of the respondents are opinion from delay in delivery and 08.75 per cent of the respondents are opinion from manufacturer is damages of supply.

FINDINGS

1. It is worthwhile to motion that 33 manufactures (41.25%) follow the channel of retail selling.
2. It is worthwhile to mention that 56.25 percent of the manufactures sell bricks for cash sales.
3. It is inferred that 43.75% of the respondents prefer direct from manufacturers for their Bricks.
4. It is inferred that most 75 per cent of the respondents the Srivilliputtur brick price is reasonable in nature.
5. It is observed that most of the respondents 62.50 per cent of clear that the preference of the bricks from the customer is preference of durability.
6. It is felt to note from the fact that 43.75 per cent of the respondents are getting bricks transport from lorry.
7. It is inferred that most 67.50 per cent of the respondent the supply of bricks from manufacture to customer is delay in delivery of bricks.

SUGGESTIONS

Brick manufactures my increase the production and marketing like domestic and international. There is a need to put the industry on the modern and scientific footing. Techniques and methods of production should be improved. The problem on productivity is essential to make use of available resources and constantly endeavoring to find out better. Cheaper, quicker and safe way of doing a job and manufacture a product should be identified. Brick manufactures may touch with from cooperative marketing society and sell at remunerative prices. This will help to avoid cutthroat competition. Further this will help to get loan from co-operative societies. The government may give support price for the bricks as most of the brick manufactures are village artisans leading hand to mouth life.

CONCLUSION

Government may sponsor programme to improve the techniques and method of production. New implements and modern tools may be provided at nominal rates. Research should be focused on how to make bricks at low cost without

change the basic characteristics of labour-intensive industry. Necessary modifications in clamps should be made to minimize the loss of energy. In addition that Commercial banks, Co-operative bank and rural banks can play a major role in the provision of finance at economical rate of interest and subsidy determines the profitability of brick manufactures. If sufficient funds are at their disposal, they can store sufficient clay, purchase desired type of fuel at the favorable terms, pay wages and advances in time, which will reduce labour turnover and increase their profit. To achieve this, the bank may liberally lend at differential rate of interest to the brick manufacturers. Security need not be insisted and purpose alone may be insisted. These measures will help to relieve the brick manufacturers from the clutches of moneylenders who take away a considerable portion of the profit. The bank may grant subsidy loan to the brick manufactures. It will reduce the burden of advancing to the workers and may reduce the chances of switching over of loyalty by the workers due to paucity of funds.

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