A STUDY OF RURAL BRICKS INDUSTRIES WITH SPECIAL REFERENCE TO MAHARASHTRA REGION

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ABSTRACT:
The Bricks industry is one of the materials provider units for the construction of buildings. In India, there are 250 billion bricks in 2012 which was 140 billion in 2001. The production of bricks is estimated to be 78 per cent during 10 years and its growing at a rate of 4 per cent per year. India is the second largest producer of fired clay bricks with more than hundred thousand brick kilns in operation. The contribution of 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. In this context this paper reviews the performance of the rural bricks industry in Maharashtra. The performance of the brick industry in the Jalna district is studied as a representative sample of this paper. The performance of the brick industry in the Jalna district is studied as a representative sample of this paper. Primary data is collected through 16 sample respondents units from 08 talukas of Jalna District. The financial performance of these units is analyzed. The parameters are Capital, Employment Generation, Cost of Production and Sales and Margin of the Bricks Industry. Simple statistical techniques are used in this study. 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.

KEYWORDS: Bricks Units; Cost of Production, Capital, Employment.

REFERENCES:

