

## Chapter VIII

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### **Summary of Findings and Conclusion**

In concluding chapter it is important to relocate the findings of the study in short and to summarise contents. Every research has its limitations and strengths as well as a particular perspective. It is important for any research work to go through scrutiny before conclusion.

Urbanization, infrastructure and industrial development has led the rising demand for bricks in the state of West Bengal in particular and in India in general. The study illustrated that for the rising population, country needs to build infrastructure and generate employment. To build such infrastructure, vast quantity of bricks is needed. Likewise, to fulfil the demand of bricks as building materials in the state of West Bengal needs more than 600 crores bricks annually. But state has capacity to produce on an average 300 crores bricks annually. Districts like 24 Paraganas, Medinipur, Hooghly, Howrah, Nadia and Murshidabad are the major producers of bricks in West Bengal.

District of Murshidabad is one of the leading producers of bricks in the state of West Bengal. Majority brick producing units of the district's spread over vast area of agriculture land taking from small and marginal farmers. The emergence of brick industries offer new opportunities to few hundred small and marginal farmers to generates additional income by lease out portion of their agricultural land for top soil quarrying. In addition to that the development of brick industries in the district provides employment to about sixty thousand local landless labourers and made significant contribution in their annual income. However, development of brick industry brought many challenges in the district with respect to agricultural land degradation, environmental pollution; and many more socio-economic challenges.

The rapid increasing demand of bricks as building materials further increases the possibility of degrading more agricultural land and related environmental consequences.

The study on brick industries carried out within and outside India taking into account different environmental and socio- economic aspect of brick industries. Studies on brick industries across the globe (outside India and within India) mainly emphasises on the adverse aspects of the brick industries on society and environment. Their studies have given additional focus on the issues related to the land degradation and environmental pollution.

Particularly, studies conducted by scholars outside India given little attention on socio- economic aspects of the brick industries. The studies confined within the socio-economic issue of the labourers. Their studies simply ignore the class and caste dimension of the labourers of the brick industry. In addition to it their studies also ignored the changing production behaviour of landless labourers in relation to the brick industry in larger context. They can be considered as the legal heir of orientalist discourse.

On the other hand, studies by Indian scholars tries to highlight the issues of class, caste, gender and little bit political dimension of the brick industry. But their study also failed mentioned about causes of development and changes in social and production relation of the labourers with regard to brick industry. Therefore, existing research on the brick industry either outside India or in India, mainly focuses on the issue like impact/outcomes of the brick industry on the physical aspect of environment like on land, air and water. The existing works also highlighted the health issues of the workers, those who directly involved in the industry and people residing there. Further, studies also highlighted the condition of female, child labour

and migrant labourers. Thus, study on brick industries mainly highlighted the outcomes of the adverse industries. But, the basic questions regarding brick industries have not been addressed by any scholars. Their study does not pay any attention to the factors behind the emergence of brick industries or their works that as follows; how the brick industry came into existence? Who are the owners of the industry and why they are interested in brick industry? Which agencies are involved in the emergence of brick industry? How they are interlinked? What are the consequences for the brick industry of the agrarian relation?

In addition to that, how brick industries target new areas for conducting soil quarrying and industrial expansion? Why most of the land givers belong to small and marginal farmers? How industry changes the social fabric of the village society, especially the socio economic condition of the landless labourers? How and to what extent the brick industry influence the livelihood of the people involving in the industry? How agricultural practices and cropping pattern of the area are affected due to industrial expansion? What is the government policy towards brick industry? therefore, here is the significance lie of present study. The present study have been addressed all these questions in effort to understand the agencies, processes and outcome of brick kiln industry in the Murshidabad District of West Bengal.

The study has been carried out entitle “Human and Environmental dimensions of Brick Industries in District Murshidabad, West Bengal” To identify and critically examined the interactions between agents, and processes involved in the development of the brick industry. It also tries to examined the outcomes of such interactions in the agriculture production system, economy, livelihood, social relations and the environment. The study reveals that the Murshidabad is one of the densely populated district of West Bengal. Majority of district population lives in villages and by and

large involves in agriculture for livelihood. The workforce structure of the district Murshidabad has gone through significant changes from 1981 to 2011. Study shows that the share of agriculture sector continuously decreases in the district. From the discussion it is very clear that the share of agricultural sectors continuously declined in the district of Murshidabad.

Within agriculture sectors, the share of cultivators is declined in alarming rate in last decades whereas share of manufacturing and other workers is increasing in significant pace. Within others workers; sector like construction, trade, commerce and communication and other services (Real Estate, business and renting, public administration and defence, Financial Intermediation, Public, social security, Health, Education, social and personal services, social work, private household with employed Persons and employment in Extra territorial Organisations and Bodies) shows rising trends in their share in the district in last three decades. Thus, study clearly indicates the major shift in economic activities in the study blocks as well as in the district of Murshidabad. The shift in economic activities recorded from agriculture sector to manufacturing sectors and other working sectors.

This Study examines the spatial and temporal distribution of brick industries in the study area as well as little bit history of brick industries in the district of Murshidabad, its functional mechanism, pattern, nature and also tried to understand to what extent brick kiln industry qualify the status of an industry. The study found that:

1. Very few commercial brick making/manufacturing units were established between 1980- 1990. After 1990s, a steady growth of the brick manufacturing sector was observed in the various parts of Murshidabad. Real growth of brick industries in the district has taken place after 2000.

2. Almost all brick industries located on agricultural land in *Bagri* region of the district. Within the *Bagri* region blocks like Berhampore, Domkal, Hariharpara, Beldanga I, Lalgola and Jalangi shows maximum concentration of brick industry. The above mention blocks have more fifty brick industries each. In addition to this other seven blocks of *Bagri* region have less than 40 brick industries but above 20 brick industries.
3. Share of unauthorised brick industries is also very high among the blocks like Berhampore, Domkal, Hariharpara, Murshidabad – Jiagan, Beldanga I, Lalgola, Raninagar I & II, Bhagawangola I & II and Jalangi.
4. Brick industries function on the line of division of labour, coordination and under control environment. A strict and strong network is working in brick industries comprises by owners, soil contractors, labour contractors, trucks and tractors owners, etc. Labourers are divided based upon the skills and employed in different section of production process to maximise the output.
5. Further, study also shows that the brick kiln industries developed parallel to the road/highways along the periphery of the urban, city centres and towns.
6. The study further demonstrated that the brick kiln industry has fulfilled almost all the criteria to become an industry. But, the brick kiln industry is still considered a manufacturing unit rather than an industry.

Study critically examined the role played by the different agencies in the development of brick industries in the district of Murshidabad. In this regard, study classified the total agencies into two sub groups namely;

1. Concerned government Official
2. Other stakeholders.

The study revealed that the concerned Government Departmental Officials like Department of Land and Land Reforms Officer, regional office of West Bengal State Pollution Control Board and official, Department of Environment and official, PWD official, Trade Licensing official and Gram Panchayat at village have tried their best to extend their support to the brick industrial owners by ignoring the important facts related to agricultural land use, land conservation and environmental protection. These Government officials just simply ignore the interest of the larger section of the society. They are very much reluctant to protect the interest of brick industries.

The Government authorities ignoring the important facts related to agricultural land use, land conservation and environmental protection. In this way Government official simply ignore the interest of the larger section of the society or very much reluctant to protect the interest of brick industrial owners or unable to take any action against the violators. Thus, elite nexus dominate the whole process.

Further, these political influential brick industrial owners may influence the government authorities, to make the rules flexible at ground in respect of brick industries. Thus it is all about corrupt political culture of the state where financially influential people are able to manage the policy implementing authority at ground in favour of them. The owners of the brick industries wisely exploit the corrupt system to run their industries without obeying the rules and regulation. They are also able to manage a network to take advantage of the financially stressful small and marginal farmers to exploit their land with the help of land contractors. These all factors create an environment of socio - economic oppression.

The supply of cheap landless labourers by the labour contractors added additional advantage to these owners to make the use of them in exploitative

production process. The absence of any form of union with regard to these labourers further expands the scope of production and reproduction by exploiting the labourers.

In addition to these government agencies, a considerable number of private agencies or stakeholders like the small, petty businessman, soil (land) and labour contractors as well as trucks and tractors owners played their respective role in the development of the brick industry in the district of Murshidabad. Further, the sympathy of the regulating official, larger market economic interest, owners influence on the officials make the officials to ignore the interest of poor masses even their means of livelihood are getting exploited by the brick industrial owners.

Association of the owners with the ruling political party and active donor of ruling party allow the owners to ignore many functional issues regarding brick industry. In addition to it, making soft target to the people who are really concerned about adverse consequence of industry on people and environment; brick industrial owners and its strong association prevent them to act against the industry. The continuous surveillance on researchers and other people those are working on different aspects of brick industry, prevent them (researchers) to get desired information. If anyhow they are managing to get the desired information, the Brick Field Owners Association request them (researchers) not to use harsh language or not to write harsh reality of brick industries. On the other hand, they are trying to convincing the researcher to work on the positive side of the brick industry and allow him/her space to become part of that nexus. Therefore, mutual support, coordination among owners, contractors and other stakeholders, co- operation among the agencies, continuous rising demand of bricks, moreover management of opposing agencies through the exploiting political tools; strong association of brick industrial owners and

use local pressure groups to stop the opposing voice led to rapid development of brick industry in the study area.

Study discussed about the contribution of brick industries in socio-economic development of the area. Study shows that, majority of the brick industrial labourers belongs to the social- economically poor and marginalized section of the rural society. The rapid development of the brick industry has changed the structure of economic activities and production system in the villages in relation to the landless labourers from agriculture based production system to industry based production system.

Study noted that the division of labour is very much sharp in the brick industry. The major chunk of these brick industrial labourers belong to young and youth age group. Youth people employs to perform the hard manual works like soil quarrying, moulding, shaping and transporting of bricks and aged skilled people are appointed as mistry and firemen. Study also revealed that brick industry has provided 150 -180 days employment to these landless poor labourers. The income of these brick industrial labourers ranges between Rs. 5000- 9000 per month. The majority of brick firemen and makers have monthly income is about Rs 7001- 9000 whereas monthly income of *Mistry* and *Rubbishmen* ranges from Rs. 5000- 7000.

In addition to it the income of brick transporters varies from individual to individual because the payment is based on number of bricks transported/carried by each individual and ranges between Rs 4500- 7000. This study further reveals that major portion of the yearly income spent to buy food and allied items. A Little part of their income is remained available for spending other sectors like children education fee and buying necessary household goods.

Study further demonstrated that though good percent of the brick industrial labourers has shifted their houses from the Kachha to Semi Pucca and semi Pucca to

Pucca house. But, a considerable percentage of these labourers are still living in Kachha houses. The share of semi Pucca and Pucca houses are higher among the brick makers and brick firemen due to relatively good monthly income from industry as compare to other category of workers. The study revealed that majority of the respondent depend on Tubewell for drinking water supply but a considerable percent of brick industrial workers' families don't have the access to the improved sanitation facility.

The income from the brick industry constitutes major part of annual income of these labourers. Majority of these workers were depending on agricultural daily wage labour, daily casual wage labour, daily wage from other sectors, and daily wage labour from construction sector before joins brick industries as labourers.

Further, the brick industries have changed the production system in the study area in relation to the landless labourers. Earlier these labourers were mainly involved in agricultural and allied based production system but now major part of their yearly labour force is devoted to industrial based production process. Thus, brick industry gradually shifted the source of income of these landless labourers by making them industrial labour.

Study further observed that, lack of basic work place safety measure, deprived from available protective equipments and lack of awareness exposes the industrial labourers numerous occupational health hazard. The health problems among the labourers are very much related to their task performed inside the brick industry. Majority of brick makers, rubbishmen, and brick transporter suffers from joints related problem whereas mistry and firemen exposes from health problems like suffocation, eye irritation and skin burnt.

Considerable number of small and marginal farmers of study area are also benefited from brick industries by getting an opportunity to lease out part of their land and earn lump sum money as royalty. These money may help them to meet many essential needs like celebration marriage ceremony (mainly daughter) or may give relief for time being to repay the existing debts, treat illness, pay offspring education fee, etc.

Study also found that, industries employed few migrant labourers coming from the states like Jharkhand, Bihar and (a small percentage) Eastern Utter Pradesh. Study reveals that majority of these migrant workers are recruited by the labour contractors and very few of them come with their fellow workers who are already working in different brick industries.

In addition to it study demonstrated that though they are coming from different states but so many things are common among them. 1. All of them belong to socio-economically deprived section of society especially from Schedule Caste and Schedule Tribe (ST); 2. Either they are working as firemen or brick makers. 3. All of them are net buyer of food items throughout the year. Majority of these migrant labourers are living in Kachha or semi Pucca houses. They are deprived of basic facilities like sanitation, safe drinking water and health facilities in working place as well as at their native villages.

Study revealed that the concept of decent work is totally absent in relation to brick industrial workers. They are deprived from all type of socio-economic benefits like pay leave, parental leave, bonus, gratuity, medical facility for family and children, old age pension etc. They are deprived from the social dialogue like negotiation on daily wages, time of work, duration of work etc. Here it is important note that the lack of awareness about the rights, lack of organizational capacity and

lack of helps from other agencies like trade unions and NGOs prevent them to gets their due benefits. It is also found that the informal nature of operation, exclusion of brick kiln industries from the domain of industry and factory laws, organizational and political influence of owners on the institutions and lack of labour union in favour of workers causes of deprivation of these workers and getting their due benefits.

Study unfolded that brick industries play an important role in further marginalization of small and marginal farmers. These small and marginal farmers have lost part of their agricultural land due to top soil quarrying to meet present need. These small and marginal farmers were somehow managing their livelihood by cultivating their small patch of land. The degradation of important source of livelihood may put them in vulnerable situation in near future. The destruction of part of their productive agricultural land to meet the present need may push them under question of food security (Sebesvari, Sehiller and Ortelepp (2015).

Study also unfolded that brick industries help in transfer of ownership of local resources. It also facilitates to transformation of fixed resource (land) into mobile asset by converting it into bricks. The land resource of small and marginal farmers gradually shifted from these farmers to brick industries for making bricks which ultimate exported to urban centre. In such way brick industries helps to transfer the ownership of soil and land resources from socio-economically marginalized poor farmers to brick industrial owners and ultimately facilitates to enter into large market.

Study further disclosed that brick industries play a vital role in capital formation for the owners. The clay rich soil play significant role in creation of wealth and capital by providing an option to develop brick industries. In this regard, the deprivation of the labourers from their actual wages and profits from bricks selling are the two main source of accumulate the capital owners to. In addition to it, the upper

hand of owners in deciding daily wages, lack of bargaining body or voice in favour workers, also helps the owners to amass huge profits which ultimate lead to capital formation.

Study further revealed that the brick industry helps in emergence of new classes in the study area. The village society is very homogenous in nature in term of economy. Majority people of the villages are farmers and agriculture and allied activities are their main source of livelihood. Therefore, disparities in term of economy among these people are very small or minimum. The emergence of brick industry helps in creation of new classes like influential Owners and voiceless marginalized industrial labourers in the study area. These economically affluent owners are now active player of decision making process in the villages in particular and in the study area in general.

Function of brick industries brings many issues with regard to environmental degradation and agricultural practices. The kiln burning of brick industries generates and discharges huge amount of carbon dioxide and suspended particulate matters into the local atmosphere every season. The amount of pollution load generate form the brick industries are varied from one another. A movable kiln chimney is responsible for highest quantity of pollution and generation and discharge into local atmosphere as compare to fixed chimney and Hawa chimney. The discharge of such huge quantity of pollution load within small area affects the local water bodies, air and environment.

These pollutants in the form of dusts, fumes, shoots etc travel by air and affected the waterbodies located close to the brick industries. The study further shows that the addition of such pollutant materials changed the physical as well as chemical characteristics of surrounding water bodies. Study further revealed that the kiln

burning is responsible for significant changes in soil toxic level. Maximum changes in soil toxic level due to kiln burning are recorded in Murshidabad- Jiaganj block.

Unlike kiln burning, brick industrial top soil quarrying also responsible degrading considerable amount of agricultural land every year. A typical movable chimney kiln brick industry degrades on an average about 0.17-hectare agricultural land for top soil quarrying per production season. Similarly, a fixed chimney industry degrades about 0.22 hectare land for top soil quarrying per production season, and Hawa kiln brick industry degrades about 0.28 hectares land in a production season.

The top soil quarrying activity has changed the physical feature of the agricultural land like; depth, altitude and orientation. The average depth of the topsoil quarrying land in the study area lies in between 3.0 feet to 6.6 feet. The highest average depth of topsoil quarrying land is recorded in Domkal block that is 5.26 feet.

Study further unveiled the fact that the top soil quarrying activity responsible for significant changes in soil pH, Nitrogen, Phosphorus and soil Potassium. The study found that the soils of the study area are very much neutral in nature and its value lies in between 7.36 – 8.20. But the top quarrying activity has significantly raised the soil pH level. It is also found that the removal of top soil layer for brick industrial use has turned the soil into basic to strong basic. The study also found that there is a positive relationship existed between the increasing depth of quarrying ground and the availability of soil pH.

Likewise soil pH, the availability of soil Nitrogen also depleted in the agricultural land due to top soil quarrying. The average amount of Nitrogen in the soil of the study area is about 129.23 Kg/Ha. But top soil quarrying is responsible for reducing the average amounts of nitrogen to 87.03 Kg/ Ha. The highest loss of Nitrogen recorded in Domkal block (38.16 percent). Similarly, higher average amount

of soil Phosphorus recorded in Berhampore block that 22.40 Kg/Ha, but the highest loss of soil Phosphorus recorded in Murshidabad –Jiagan block (37.75 percent). In addition, the average amount of soil potassium in the agricultural soil of Berhampore is 54.38 Kg/Ha, followed by Murshidabad-Jiagan 51.52 Kg/Ha and Domkal is 35.28 Kg/Ha. But maximum losses of potassium due to the top soil recorded in Berhampore block (43.18 percent).

Therefore, the top soil quarrying adversely affects the availability of important soil elements which directly affects the fertility status of agricultural soil. Study further demonstrated that the cropping suitability is significantly reduced on the top soil quarrying agricultural lands in the study area due to changing agriculture land characteristics. The crop suitability has reduced by 40 percent in the study area.

The loss of crop supporting soil nutrients adversely affected the crops yields in the study area. The top soil quarrying and removal activity of brick industries is responsible for reducing the yields of rice about 23.58 percent in the study area. But it varies from block to block. The yields of rice has decreased by 23.16 percent in the Berhampore, 23.34 percent in the M. J block and 24.24 percent in the Domkal block respectively. Similarly, the yields of wheat has declined by about 22.78 percent in the study area. Maximum loss of wheat yields recorded in Berhampore (25.40 percent) and minimum loss of wheat yields is recorded in Domkal block (21.30 percent). In addition to it the yields of the Jute also decreased by 27.78 percent in the study area due to top soil quarrying. The average loss jute yields recorded in study blocks are as follows; 23.83 percent in Berhampore, about 28.75 percent in M. J and about 31.18 percent in Domkal respectively. As a result, the cultivation of food crops on top soil quarrying land increases the amount of investment and reduced the yields and affects the profit margin due to loss of crop supporting soil nutrients.

The losses of supporting top fertile layer not only affects the yields of the crops but also significantly changes the agricultural land value in the study area. The agricultural land value is decreasing by 27 percent in the study area due changing of land characteristics. The maximum loss of land values recorded in Domkal block whereas minimum changes in land value is recorded in Murshidabad-Jiagan block. The agricultural land has been dropped by 26.95 percent in the Berhampore, 26.22 percent in Murshidabad - Jiagan and 29.05 percent in the Domkal block.

The removal of top soil by brick industries causes of steep changed of slope within the small area. The changes in slope altered the lands orientation in the study area. The respondents (farmers) reported that the changes in relative slope and direction have an adverse impact on their land management practices. The managing the land boundary becomes a new emerging challenge for farmers of the study area. Top soil quarrying activities on agriculture land is responsible for changing existing slope of those land. During the rainy monsoon season these steep slopes accelerated the flow of rainwater to downwards and remove huge amounts of in-compact soil and responsible for loss of top fertile layer.

Top soil quarrying on respondents land, makes their land relatively deeper than their neighbour farmers land. As a result of developing of new orientation of their land, forces them either changed the source of irrigation or relocate the source of irrigation. The changing slope and orientation of land ultimately forced the farmers to change the agricultural land use practice in the study area.

The land which was normally used to grow crops like vegetables, potato, Brinjal, lady fingers, onions, chilly, pulses and jute during rainy season now all these crops replaced by paddy due to water stagnation in the field during rainy monsoon. The water stagnation is harmful for the standing crops and it damages the natural

growth of those standing crops. During early monsoon entire crops spoiled or immature crops harvested and it is a matter of economic losses. To avoid such risk and economic losses farmers are trying to adjust themselves by replacing cash crops by food crops like paddy in summer and wheat in winter.

Seasonal water logging is a newly phenomenon in the study area due to the appearance of degraded, fragile landscape due to unchecked quarrying of topsoil in the study areas. Water logging means the flooding of the lower (quarrying agricultural land) area during the rainy season. Due to changes in the slope of the existing low land, rain water get accumulated in the quarrying land. The accumulation of rainwater on quarry pits, make these top soil quarrying pits or land as waterlogged area. Cultivation of crops on such land became a risky task for farmers due to chance of getting suddenly waterlogged.

The temporal water logging on agricultural land frequently delayed the crop sowing time. Sometime farmers lose one or more crops due to water logging situation remain for few months. It is also found that standing crops are getting damaged due to sudden rain. Farmers having their land immediate to top soil quarrying land also faces the problem like top soil erosion, boundary damage, loss of irrigation water mostly due to land boundary failure. Further, very often land contractors left the soil quarrying lands in an abandoned condition which have set numerous challenges for the farmers to reclaim such land for further agriculture.

**Thus,** the development of the brick industries in the study area are accompanied by the contribution and cooperation of the numerous agencies and groups from the Governments, private and individuals as well as continuous rising demand for building materials among the people within and outside the district. The function of brick industries provides an opportunity for the thousands of landless

labourers to get an employment for a period of 5- 6 months at their doorstep which prevent them from the out-migration for time being. In this way by employing in brick industry, gradually replaced the production relation of these rural landless labourers from agriculture based production to industry based production system.

Though, brick industries provides few thousand employments to the landless and casual daily labourers from the local villages as well as few hundred migrant labourers coming from the nearby district and the states but, industry does not bring any radical change in the life of these labourers due to its exploitative nature.

As a result, these labourers are still living with lack of basic facilities and struggling for fulfilling their daily basic needs. The exploitative, captivate and controlling nature of the production process as well as an advance payment system in brick industries are the main hurdle for the labourers to get out of the vicious cycle of poverty. Brick industries also offered an opportunity to many farmers to generates a quite good amount of money by lease out a portion of their land which helps them to get escape from economic stress and poverty for time being or build a small house or repay the existing debts or celebrate social functions or paid the offspring tuitions fees; but it permanently degraded important source of livelihood which put them under further marginalization by making their agricultural land infertile, fragile, degraded, marginal and unsuitable for many crops but as well as by puts a numerous hurdle in front of them to reclaim their already degraded land.

In addition to it the ignorance of the functional guideline regarding soil utilization and exploitation of top agricultural soil by the brick industries further intensifies the adverse impact of brick kiln quarrying on agricultural practices. Thus, brick industry gradually putting these small and marginal farmers in vulnerable situation with regard to their future livelihood. On the other hand, the function of

brick industry helps in capital formation for the owners of the industries. The under wages and profits are the two important sources of surplus capital generation for the owners. Further, brick industry also helps in transfer of ownership of land resources by exploiting the land of poor farmers in the study area .

Furthermore, function of brick industries help in emergence of new classes in the village in the form of capitalist owners and voiceless, poor, unskilled labour class. As a result, social relation of these people are largely getting changed. Now these owners are the main actors of decision making in the villages.

The unchecked growth and the use of traditional technology in the brick kiln burning are responsible for the generation of huge amount smoke, carbon dioxide, SPM and other gases. The discharge of these pollutant materials into the local environment is responsible for changing the quality of the soil, water and the atmosphere. The changing quality of the soil, water and air has an adverse impact on the human health.

Moreover, the uncertain nature of brick industries with regards to function and will create the situation for free labour by adding additional few hundred small and marginal farmers as landless labourers in near future. Therefore, to keep away from the above such possible future adverse outcomes from brick industries in the study area; Government should ensure that the brick industries should avoid the use of agricultural land for top soil quarrying as well as adopt available alternative raw materials based bricks production. In this regard, fly ash based brick manufacturer is an important alternative. It was found that the fly ash brick is relatively cheaper than the fire clay bricks, yet people prefer to use the fire clay bricks due to prevailing popular notion about the highest longevity of the fire clay bricks as compare to the other available alternative form of bricks including fly ash bricks. It is due to colonial

influence in the mind of the people. The common belief among the people is that the brick with '*Red bright Ring Tune*' is a best building material with high longevity. This perception and notion should be changed.

In this regards, media can play the positive role to change the people's perception by popularizing the utility and benefits of the Fly Ash bricks as well as other alternatives from of building materials which can reduce the pressure on agriculture land for raw materials. On the other hand, switches from the traditional brick kiln burning techniques to the improved Vertical Shaft Brick Kiln (VSBK) technology may reduce the fuel consumption by 40 - 60 percent energy as well as the same amount of pollution load in the form of carbon dioxide which is ultimately reduced the severe environmental implication.

The ill and irregular implementation of Government rural employment programmes, political biases towards the village poor by the ruling parties, irregular and long waited payment or payment procedure discourage these landless labourers to join the Government run rural employment scheme. On the other side, regular payment system in the brick industry encourages these landless labourers to work in such hazardous and exploitative Industry.

Therefore, proper implementation of Government employment scheme could help these landless labourers to get out the labourers from this exploitative Industry. In this regard, taking brick industry and its labourers under industrial laws could minimized the level of exploitation as well as help these labourer to get their due benefits. Government should encourage the owners to establish agro based industries by providing the tax holiday and subsidy to accommodate the rural surplus labour forces. Everyone of us needs development; but it is not in the cost of others. Development should be inclusive and sustainable.