



### Stimulating the Demand and Supply of Fly Ash Bricks

The Green Enterprise Mela was held on 30<sup>th</sup> January 2018 in Patna, Bihar. It was a joint action under the projects - Innovation-Science and Technology Based Entrepreneurship Development (i-STED), Shakti Foundation and Green Economy Coalition (GEC) – of the Development Alternatives (DA) Group. Aimed at promoting the Fly Ash Bricks (FAB) sector in Bihar, the event served as a platform that brought together a diverse group of stakeholders from the government and private sectors, including existing and potential FAB entrepreneurs, regulators and policy makers, civil society members, technology providers, builders and contractors, and representatives from banks and FAB associations. They were introduced to different technologies of FAB demonstrated by DA and others at the exhibition conducted during the event. The concerns of FAB industry, which were relatively less known to the masses, were explained in a simple and comprehensive manner, also suggesting its applicability to daily operations. The half-day event, consisting of discussions and dialogues, focused on the supportive ecosystem required for scaling-up and sustaining FAB enterprises in Bihar, by drawing out an extensive list of parameters for stimulating the demand and supply of FAB. Dr. Naveen Kumar, Assistant Scientific Officer, Bihar State Pollution Control Board (BSPCB), set the context by highlighting the need for cleaner technologies and the importance of having a 'neutral technology', which saves both energy and other material resources. Other eminent speakers were from National Thermal Power Corporation, Department of Industries, National Accreditation Board for Certification Bodies, State Bank of India, and Bihar - Fly Ash Bricks Industries Association. The DA Group shared its expertise on FAB and enterprise development, throwing light on the 'Support Services for New Entrepreneurs and Existing Manufacturers'. A presentation was also made by Dr. Soumen Maity (Assistant Vice President, DA Group), on 'Fly Ash Bricks: Manufacturing Process and Alternatives to Sand'. The Green Enterprise Mela received an overwhelming response, pointing out that the current issue is not only of the material security of supply, but rather the impact of this consumption on the rest of the ecosystem.