

# STORIES OF CHANGE



**Imran**  
creating significant  
impact on environment

Imran, an MBA graduate with expertise in finance and business management, tried different avenues for earning a livelihood, soon after completing his post-graduation. But he could not succeed, and later joined his father's construction business. While he was still exploring new business ideas, a friend suggested him to invest in a fly ash brick manufacturing unit. Imran was amazed with this opportunity and immediately applied for a loan under the Prime Minister's Employment Generation Programme for setting up a manufacturing unit. With the help of a loan of INR 2 million, Indus Fly Ash Bricks was set up with an initial investment of INR 5 million in October 2016, in Supaul, Bihar.

Manufacturing and other operations in the unit started in May 2017. At present, the unit has one machine with a capacity to manufacture 18,000 bricks per day. The enterprise has been able to create a significant impact on environment. 126 tonnes of coal was saved from burning during manufacturing processes and 19.2 tonnes of carbon emissions from burning of coal were reduced. Also, 1,800 tonnes of topsoil was saved from being excavated. Imran aims to explore newer markets in the industry and also aims to attract more investments in his enterprise through non-governmental organisations to increase his income.

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**EARLIER, I WAS EXPLORING DIFFERENT AVENUES FOR EARNING LIVELIHOOD. TODAY, THE FLY ASH BRICK ENTERPRISE HELPED ME TO LEAD A BETTER LIVELIHOOD.**

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