



# A tale of Profitable Sustainable Enterprise



**S**udhir Kumar's journey in the sector of Fly Ash Brick (FAB) manufacturing underscores the remarkable profitability that can emerge from innovative ventures rooted in environmental sustainability. Having earned post-graduation in Economics, Sudhir embarked on a path that would not only yield economic gains but also contribute significantly to ecological sustainability.

His first manufacturing venture, Abhinav Prefab Industries, commenced in 2003, through which he aimed for prosperity through eco-friendly business. The inception of his enterprise coincided with challenges - unburnt ash was a rarity due to the absence of functional thermal power plants in Bihar. A limited supply from power station in Muzaffarpur hardly sufficed. Additionally, the demand for FAB in the state was sluggish, initially causing financial setbacks that prompted him to relocate operations to Delhi NCR in 2009.

In Delhi NCR, Sudhir Kumar's fortunes witnessed a turnaround. His business found a lucrative niche by supplying to government construction projects like the Rajiv Ratan Awas Yojana and those under the aegis of Delhi Development Authority. This phase marked the ascent of Abhinav Prefab Industries for its innovative and sustainable products. The profitability of Sudhir's venture was evident not only in the financial gains it accrued but also in its ability to address significant environmental challenges.

Reinvigorated by success, Sudhir returned to Bihar in 2016, fostering local growth by establishing a FAB production plant in Motihari. The years since 2017 have witnessed an exceptional output from Abhinav Prefab Industries - an astounding 46,00,000 FAB, woven into the fabric of large-scale construction projects in East Champaran, West Champaran, and Gopalganj districts. The significance of this achievement extends far beyond the realm of financial profitability. Through the utilisation of approximately 1800 tons of Fly Ash and 7700 tons of bottom ash, Sudhir's enterprise has effectively addressed a looming challenge faced by the nearby NTPC Kanti thermal power plant - the disposal of Fly Ash. This symbiotic relationship with a power plant underscores how profitability can be forged through mutually beneficial collaborations that also resolve pressing environmental concerns.

The monetary gains reaped from Abhinav Prefab Industries FAB production venture are augmented by its substantial positive impact on multiple fronts. Not only has it galvanized budding entrepreneurs by generating business opportunities, but it has also elevated the construction sector by creating green and secure jobs. This twofold advantage, where financial profitability converges with socio-environmental betterment, exemplifies the essence of Sudhir's venture.

The ongoing application of FAB continues to resonate and empower the growing awareness of its multifaceted benefits. Confidence amongst entrepreneurs, workers, government agencies, and the general populace has swelled, mirroring the deep appreciation for the holistic effects of FAB. Sudhir Kumar's narrative stands as a testament to the fact that profitability, when intertwined with sustainable practices, can reshape industries, bolster economies, and champion environmental stewardship. His journey underscores the potential to build not only structures but also resilient, profitable, and greener futures for communities and ecosystems alike.

Development Alternatives (DA) has evolved Bihar's brick manufacturing sector by promoting eco-friendly Fly Ash Bricks (FAB). In collaboration with the Bihar State Pollution Control Board, DA facilitated the adoption of FAB, utilising hazardous Fly Ash waste. Through training and innovative quality systems, DA boosted high-quality FAB production. Market share surged from 0% in 2006 to 6.7%, with over 500 enterprises now. DA's efforts influenced policies, promoting sustainable practices in the construction industry, fostering a greener future for Bihar and has many more sustainable entrepreneurs like Sudhir.

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