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| Abstract |  |
| Over the recent years, the brick industry of the state has been facing competition from several other building materials. These include cement and cement blocks. In most developing countries, brick makers make only a unique type and color of brick, leaving the user very little choice. As a result, substitute products enter the market which have the same function but are cheaper, more regular and pleasing in look. These substitutes satisfy the consumers more than bricks do. Although in general, the output of bricks is quite elastic, in the sense that increased construction activities are closely followed by an increase in brick production, the brick industry does have certain challenges posed by competition from substitutes. It is evident from the fore going discussion that bricks face stiff competition from alternative building materials. Therefore, in order to remain competitive, the clay brick industry will have to contain cost, increase module size, reduce mortar usage and improve ease of layering in order to retain and increase market share in the building and construction industry. Bricks in general are preferred, even if they are of low quality, because of their inherent and perceived characteristics of strength and moisture resistance. The industry will therefore have to emphasize if positive characteristics and options in order to compete with the alternative building materials which have a similar function. The brick industry, being ancillary to the construction industry, is intimately connected with the growth of the latter. Any attempts for market assessment should therefore focus on estimation of demand, supply and price position in the construction industry. There is little doubt that in the foreseeable future there will be an increasing demand for housing, particularly in cities and urban areas. To provide shelter for all, all construction sectors, including traditional sectors should be involved in providing affordable housing for the urban as well as the rural poor people. If these poorer sections of the population are to be assisted to build durable as well as affordable housing, the focus of attention will have to be placed on the provision of suitable and affordable building materials. Unfortunately, it appears that in developing countries, the major thrust in the building materials industry has been placed on the more modern building materials. However, in most countries there is a need for cheap and good quality local building materials such as bricks, wood, bamboo etc. These are the materials most people of these countries can afford. If locally produced materials using local resources are utilized, which are often renewable, the cost will be low and income will be generated at the local level. Therefore, the development of the local building materials industry must receive close attention and utmost care. The objective of the local building materials industries should be not only to make available the materials traditionally used by the low income sections of the community but also to modify production processes and construction techniques to enable construction of houses which are structurally more durable and functionally more adequate. However, this books deals with brick manufacturing and its history details to provide updated information to the readers. Therefore, throughout the book, different authors present very interesting works related to the brick manufacturing in home and abroad. There is no doubt buyers will benefit by getting an excellent piece of this book. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | **Goal 8** | **Decent Work and Economic Growth** |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |