

# Siyaram Rathore, Champa, Chattisgarh

## Plant at a glance



Mr. Siyaram Rathore has benefited immensely from investment in the Vertical Shaft Brick Kiln (VSBK) during the first year of brick production itself. His plant at Champa, which started trial production in March 2004 and full fledged production from November 2004, is a working example of

technological excellence. Mr. Rathore, owner of the plant is highly excited by the coal savings of the plant. During the past brick season the average coal consumption was only 1 ton per lakh of fired bricks. His traditional Movable Chimney BTK unit has been constantly consuming around 18 tons per lakh of fired bricks. His annual savings this year were to the tune of 300 tonnes of coal for a production of 18 lakh bricks. His co-operation, hard work, dedication and above all complete faith in VSBK technology and the implementation team has resulted in a wonderful cost saving solution. To reduce external fuel consumption, sponge iron waste, in the form of dust was added with the soil during the raw brick preparation. It was supplied free of charge to him from a nearby Sponge Iron Industry. While the coal available from the market is now touching at Rs 2400 per ton. Hence the saving is huge with no compromise on quality and reduced breakage.

Name:	Siyaram Rathore
Tel. no.:	9425223146
Plant:	At Janjgir-Champa Road, Near Hasdeo river Champa, Chattisgarh
Plant type:	1 VSBK (2 shafts)
Production capacity:	25,00,000 bricks per year
Year of establishment:	November 2004
Coal consumption:	
External	1 ton/100,000 bricks
Internal	15 ton/100,000 bricks (Sponge iron waste)

## Unique feature

The most outstanding feature in this kiln is the construction of the superstructure at a lower elevation. This saved the cost of RCC ramp for transportation of green bricks since it was made from soil filling. The space between the filling and the cooling chamber has been turned into a rest room for workers. It is the Mecca of VSBK since entrepreneurs continuously through the site to observe amazing low coal consumption unheard in brick firing even in the whole world.



## Background



Born in a family with strong business acumen, Shri. Rathore from his childhood days dreamt of having his own business. Thus before even completing his graduation he followed the footsteps of his joint family tradition. Initial attempts in aggregate transportation and small rice mill were only failures which made him even more determined to succeed. Thus he brought a small manual stone crushing unit after selling his newly wed wife's jewellery. Thus started an enviable history of success. After modernization of the stone crusher he invested into a movable chimney which was also a roaring success. Investing into a fuel saving VSBK technology consolidated his position in the market due to better

quality and increased margins. He possesses future plans of expanding his two shaft VSBK unit into a four shaft one and produce approximately 40 lakhs of fired bricks in a season. Thus a true example of "Failures are the Pillars of Success" has just matured.

***"In my lifetime I have always inspired to be able to do things in a different manner. Be it stone crusher or bricks. My stone crusher unit was the first one in Chattisgarh to employ pollution control measures. VSBK technology gives me freedom from environment hassles and has improved by profitability and quality than my movable chimney. VSBK also gives me freedom to employ local manpower than depending on other areas."***