

# Grow Rich By Starting your Own Business

**Author:** Vinay M. Sharma

**Format:** paperback

**Code:** NI52

**Pages:** 236

**Price:** Rs 325 | US\$ 50

**Publisher:** NIIR PROJECT CONSULTANCY SERVICES

**Shipping:** 5 days

## About the Book

Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges. To start a business of your own you need to understand the environment to set up an enterprise of your own. Setting up a business requires many things. Understanding yourself, understanding market, availing funds are certain basic things that one must mandatorily know before making a business decision. In fact before starting a business also one has to be thorough with the requirements of current line of industry.

### Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range.

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

### What is Startup India offering to the Entrepreneurs?

Stand up India backed up by Department of Financial Services (DFS) intends to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years.

PM announced that "There will be no income tax on startups' profits for three years"

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy

freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.

The book contains the aspects to plan any business strategy step by step. The book explains about business plan, effective marketing matters, facing the competition, adding employees, choosing right location and more aspects that will help start and maintain a new business. The book also contains the list of organizations that help small business in India, important organizations for entrepreneurs and technical consultancy organizations for small scale sector.

This book will guide you step by step to get your business up and running. You will see how to choose a business that is right for you and find the fund you need to begin and support it. This book will help you how to handle all aspects of running your own business setting up your office, marketing your product or service, getting the help your cash flow and collection, adding employees to expand more, fighting the defaulting customers and more. And you will also find out the challenges and opportunities that running a new business of your own presents. You will see how your dream to be your own boss becomes a reality.

## Contents

### 1. You And Your Business Plan

Why A Business Only?

Your Motivations And Goals

Financial Motivations

Family Motivations

### 2. Choosing A Business

Your Hobbies And Interests

Market's Present And Future Needs

Will Your Business Succeed?

Important Points To Remember

### 3. Plan To Make Your Business Successful

Your Strategic Plan

Location Of Your Business

Resistance To Change

Synchronizing Your Goals And Those  
Of The Company

Adding Employees Or Partners

Important Points To Remember

### 4. Your Business Plan

You And Your Potential Investors

Contents Of Your Business Plan

Index

Summary

Your Products/Service

Market And Industry Analysis

The Competition

Marketing Strategy

Management Team

Operations Plan

Financial Analysis  
Appendix  
Important Points To Remember  
5. Choosing Your Business Form  
Sole Proprietorship  
Partnership  
Corporation  
Publicly Held Corporation  
Privately Held Corporation  
( Close Corporation)  
Franchises  
6. Effective Marketing Matters The Most  
Target Marketing  
Pricing Strategies  
Product/Service Life Cycle  
Marketing Message And Positioning  
Getting The Public Attention  
Publicity  
Other Ways  
Advertising  
7. Selling Your Product  
Manipulative Selling  
Professional Selling  
Criteria For Closing The Deal  
Selling Through Distribution And Your Own Sales Force 38  
8. Facing The Competition  
Strategic Or Tactic Threats  
Competitive Information  
Price War  
Market Makers And Followers  
Using Market Niches  
9. Importance Of Accounting  
Earned Income  
Types Of Accounting  
Cash Basis Of Accounting  
Advantages  
Disadvantages  
Accrual Basis Of Accounting  
Advantages  
Disadvantages  
Financial Statements  
10. Dealing With Banks  
Your Relations With Banks  
Relationship With Loan Officer  
Your Business Plan  
11. Significance Of Cash On Hand  
Success May Turn Lethal  
Improve Your Cash Position  
12. Facing Collection Problems  
Avoid Deadbeat Clients  
Your Bad-Debt Ratio

Legal Action Against The Defaulting Customers

Role Of Collection Agencies

13. Adding Employees

How To Get A Good Employee

Your Relation With Your Employees

Effective Interviewing

14. Choosing The Right Location

Home Office

When Do You Need A Regular Office?

15. Helping Your Success

Your Success

Your Business Ego

Small Expenses

16. Government And Non-Government Organizations Supporting Entrepreneurship Development In Our Country

Small Scale Sector

The National Small Industries Corporation Ltd. (Nsidc), New Delhi

Prime Minister's Rozgar Yojana For Educated Unemployed Youth (Pmry)

Delhi Financial Corporation

Commissioner Of Industries Office

Dsidc (Delhi State Industrial

Development Corporation)

Opportunities In Haryana

Industrial Assistance Group

Haryana State Industrial Development Corporation (Hsidc)

Haryana Financial Corporation (Hfc)

Haryana State Electronics Development Corporation (Hartron)

Haryana Agro Industries Corporation (Haic)

Haryana State Small Industries And Export Corporation (Hssi & Ec)

The Himachal Pradesh State Industrial Development Corporation Ltd.

Himachal Pradesh Financial Corporation

Karnataka State Financial Corporation (Ksfc)

Entrepreneurship Development In Lakshadweep

Major Facilities Available Under Centrally Sponsored Scheme

Maharashtra Industrial Development Corporation (Midc)

Udyog Sahayak, Directorate Of Industries, Punjab

Punjab Financial Corporation

Rajasthan Financial Corporation

Interest Rate Structure

Semfex Loan

Industrial Development Bank Of

India (Idbi)

Small Industries Development Bank Of India (Sidbi) 108

I. Schemes Of Refinance Assistance

II. Schemes Of Direct Assistance

III. Bills Schemes

17. Important Organizations For Entrepreneurs 123

I. National Financial Institutions

II. State Financial Institutions

Andhra Pradesh

Assam

Bihar  
Chandigarh  
Delhi  
Gujarat  
Haryana  
Himachal Pradesh  
Jammu & Kashmir  
Karnataka  
Kerala  
Madhya Pradesh  
Maharashtra  
Orissa  
Pondicherry  
Punjab  
Rajasthan  
Tamil Nadu  
Tripura  
Uttar Pradesh  
West Bengal

#### 18. Technical Consultancy Organizations For Small Scale Sector

Andhra Pradesh  
Assam  
Bihar  
Gujarat  
Haryana  
Himachal Pradesh  
Tamil Nadu  
Jammu & Kashmir  
Karnataka  
Kerala  
Madhya Pradesh  
Maharashtra  
Manipur  
Punjab  
Orissa  
Rajasthan

#### 19. Organisations That Help Small Businesses In India

Andhra Pradesh Industrial &  
Technical Consultancy Organisation  
Appropriate Technology Development Association  
A.P. Women's Co-Operative Finance Corporation Ltd. Association Of Women  
Entrepreneurs Industrialists  
Of Maharashtra (Wima) Awake, Association Of Women Entrepreneurs Of Karnataka  
Bhagavatulla Charitable Trust  
Bihar Industrial & Technical Consultancy Organisation Ltd.  
Canadian International Development Agency (Cida)  
Canara Bank Platinum Jubilee Rural Development Trust (Cbpjrd)  
Central Building Research Institute  
Central Drug Research Institute  
Central Electro-Chemical Research Institute  
Central Food Technological

Research Institute  
Central Fuel Research Institute  
Central Institute Of Fisheries  
Technology  
Centre For Entrepreneurship  
Development  
Centre For Management Development  
Council For Advancement Of People's Action And Rural Technology  
(Capart)  
Council Of Scientific And Industrial Research (Csir) Department Of Science And Technology  
Department Of Women And Child Development, Govt. Of India.  
Development Alternatives  
Development Corporation Of  
Vidharbha  
Eastern India Womens' Association  
Economic Development Corporation  
Of Goa, Daman & Diu Ltd.  
Electronics Trade And Technology Development Corporation Ltd (Et&T)  
Entrepreneurship Development  
Institute Of India  
Ford Foundation  
Friedrich Ebert Foundation  
Gram Vikas  
Handicrafts And Handloom Exports Corporation Of India  
Haryana Industrial Consultants Ltd  
Himachal Consultancy  
Organisation Ltd.  
India Development Services  
Indian Gramin Service  
Indo-German Dhauladhar Project  
Industrial & Technical Consultancy Organisation Of Tamil Nadu  
Institute Of Entrepreneurship Development  
International Centre For Entrepreneurship And Career Development (Icecd)  
Jammu & Kashmir Industrial &  
Technical Consultancy Organisation Limited  
Jan Vikas  
Jnana Prabodhini  
Karnataka Leather Industries Development Corporation Ltd.  
Karnataka Silk Industries  
Corporation Ltd. (Ksic)  
Karnataka State Central Coir Cooperation Development Production And Marketing Board  
Karnataka State Electronics Development Corporation Limited (Keonics)  
Karnataka State Handicraft Development Corporation Ltd.  
  
Karnataka State Women's Development Corporation Limited  
Kerala Industrial & Technical Consultancy Organisation Ltd.  
Kerala State Women Industries Association  
Khadi And Village Industries  
Commission  
Kutch Mahila Vikas Sanghathan  
Maharashtra Industrial And

Technical Consultancy  
Organisational Ltd.  
Marketing Organisation Of Women Entrepreneurs (Moowes)  
Meghalaya Industrial Development Corporation Ltd. 169  
Ministry Of Food Processing  
Industries  
Myrada  
National Bank For Agriculture  
And Rural Development  
(Nabard)  
National Institute For  
Entrepreneurship And Small  
Business Development (Niesbud)  
National Institute Of Small Industry Extension Training (Nisiet)  
National Productivity Council  
National Research And Development Corporation Ltd. (Nrdc)  
National Small Industries  
Corporations Ltd. (Nsic)  
Norad (Norwegian Agency For Development)  
North Eastern Industrial & Technical Consultancy Organization Ltd.  
North India Technical Consultancy Organisation Ltd.  
Organisation In Human Welfare & Research Foundation

Overseas Development Administration, British High Commission  
Professional Assistance For Development Action (Pradan)

Rajasthan Consultancy  
Organisation Ltd.  
Rayalaseema Seva Samithi (Rass)  
Regional Engineering College  
Royal Netherland's Embassy, Development Cooperation/Women Development  
Rural Development And Self-Employment Training Institute (Rudset Institute)  
Sri Jaya Chamarendra College Of Engineering Science And Technology  
Park (Sjce-Step)  
Shree Kshetra Dharmasthala Rural Development Project (Skdrdp)  
Small Industries Development  
Bank Of India  
Small Industries Service Institute  
Social Alliance Of Women  
Entrepreneurs  
State Bank Of India Consultancy  
Bureau  
State Financial Corporation  
Sumangali Seva Ashrama  
Udyogini  
Usaid (United States Agency For International Development)  
Ushagram Trust  
Village Planning Forum  
West Bengal Consultancy  
Organisation Ltd.  
Womens Entrepreneurs Association

Of Rajasthan

Youth Charitable Organisation

20. Annexure 1 : Addresses Of National Bank For Agriculture And Rural Development (Nabard) Offices In India

21. Annexure 2 : Addresses Of Rural Development And Self-Employment Training (Rudset) Institutes In India

22. Annexure 3 : Small Industries Service Institutes, Branch Institutes, Extension Centres

Andhra Pradesh

Assam

Bihar

Goa

Dadra & Nagar Haveli

Gujarat

Haryana

Himachal Pradesh

Jammu And Kashmir

Karnataka

Kerala

Madhya Pradesh

Ujjain

Maharashtra

Manipur

Meghalaya

Nagaland

Orissa

Punjab

Rajasthan

Sikkim

Tamil Nadu

Tripura

Uttar Pradesh

West Bengal

Arunachal Pradesh

Andaman & Nicobar Island

Delhi

Mizoram

Pondicherry

---

**NIIR PROJECT CONSULTANCY SERVICES (NPCS)** is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Market Research, Manufacturing Process, Machinery, Raw Materials, Project Feasibility, Investment Opportunities, Technical Consultancy and Startup Help.

NPCS also publishes process technology books, technical books, startup books, directory, business database, detailed project reports and market research reports.

Our Detailed Project Report aims at providing all the critical data required by entrepreneurs for starting new business ventures.



AN ISO 9001 : 2015 CERTIFIED COMPANY

---

**NIIR PROJECT CONSULTANCY SERVICES**

106-E, Kamla Nagar, New Delhi-110007, India

**Email:** [npccs.india@gmail.com](mailto:npccs.india@gmail.com) **Website:** <https://www.niir.org/>