

**Startup Books for Entrepreneurs, Small Scale Industry (SSI) Business Ideas, Hi-Tech Projects, Self Employment, Women Entrepreneurship, Home Businesses, Profitable Small & Cottage Industries, Books on Startup Business Plan**

[Opportunities for Women Entrepreneurship \(with Project Profiles\)  
2nd Edition](#)

**Author:** NIIR Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI27

**Pages:** 232

**ISBN:** 9788178331300

**Price:** Rs. 575.00 US\$ 100.00

Traditionally, entrepreneurship has been a male-dominated chase however several of today's most impressive and rousing entrepreneurs are women. Women have broken down the glass ceiling of the traditional thought long prevailing in world and have emerged as successful entrepreneurs. Many factors like urbanization, technical progress, women education, etc., have profoundly changed these traditional conditions even in a developing country like, India. These days India has been the depiction of women in the top echelons of banking and financial services and many more sectors and even has emerged as powerful entrepreneurs. Women in India have already started to follow the direction that the women of the western world took more than eighty years ago. Women are increasingly becoming conscious of their existence, their rights & their work situations. Women entrepreneurs are defined by Government of India as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. An estimation made by a daily newspaper revealed the fact that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage increasing every year. If the current trends persist, it is possible that in another five years, women will comprise 20% of the entrepreneurial force. 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 present book has made an attempt to present some of the very successful business profiles taken by women entrepreneurs. This book tries to contribute to the emerging leadership of women entrepreneur and contains number of project profiles suitable for women entrepreneurs. Projects covered in this book start from conventional projects that are pickles, murabbas, squashes, spices, soya bean bariyan, pan masala, readymade garments, socks knitting to some project with which many women are not very familiar while others have managed to carve a niche for themselves with this project.



These are: Corrugated Sheet Board and Boxes, Canning and Preservation of Fruit and Vegetables, Printed Circuit Boards, Surgical Bandages, Agarbatti Industry, Fast Food Parlour and many more. The book also aims to empower those entire new women entrepreneur thinking to bring a change. Women entrepreneur should explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordinate administration & control of business & providing effective leadership in all aspects of business. The book contains some very easy profiles that can be taken up normally if properly understood. The book is an attempt to provide a proper understand.

## [Modern Technology of Soaps, Detergents & Toiletries \(with Formulae & Project Profiles\) 4th Revised Edition](#)

**Author:** P. K. Chattopadhyay

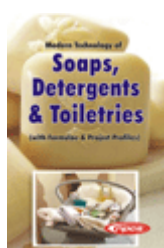
**Format:** Paperback

**Book Code:** NI34

**Pages:** 448

**ISBN:** 9789381039700

**Price:** Rs. 1,275.00 US\$ 125.00



There has been consistent rise in Indian toiletries Industry. Novelty in ideas and marketing seems to be the major subject matter of the Indian soap industry. With increasing popularity there has been increase in potential competitors but it still has the opportunity of further exploitation. The soaps, detergent and toiletries product industry is vivacious, varied, creative and tricky, and has the prospective to provide a gratifying career. Since these are basic requirements throughout the world undoubtedly the toiletries industry is one of the fastest growing and most profitable markets in international arena has been for the past many years. Total quality management has its importance in managing every industry so is its importance and relevance in Oils, Soaps, and Detergents Industries. Featured as one of best seller the book modern technology of soaps, detergent and toiletries is another resourceful book written by P. K. Chattopadhyay. The author is highly experienced consultant to cosmetics and toiletries industries. The book contains the formulae of diverse types of soaps, detergents (cake, powder and liquid) toiletries, methodical testing method, quality control of complete products, packing criterion of cosmetics and toiletries along with project profiles, machinery photographs and addresses of raw material, plant and machinery suppliers. The book contains detail chapter on: Principal Groups of Synthetic Detergents Classification, Detergent Bar, Washing Soap: Laundry Soap Formulation, tooth paste, after shave lotion, Hair Shampoo, Fundamentals of Science, Testing of Finished Goods, Finished Product Quality Control Procedures, Natural Essential Oils in India : A Perspective, Essential Oils in India and Trade Summary and Conclusion, etc. Basic information in entering a market and the opportunities and requirements of the potential sector has been the best way to penetrate in a market. How and what if properly answered can take you to a long way. The first hand information on different types of toiletries product have been properly dealt in the book and can be very useful for those looking for entrepreneurship opportunity in the soap industry.

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## [Handbook on Soaps, Detergents & Acid Slurry \(3rd Revised Edition\)](#)

**Author:** NIIR board

**Format:** Paperback

**Book Code:** NI38

**Pages:** 800

**ISBN:** 9788178330938

**Price:** Rs. 1,575.00 **US\$** 150.00



Novelty in ideas and marketing seems to be the major subject matter of the Indian soap industry. The soaps, detergent and acid slurry product industry are vivacious, varied, creative and tricky, and have the prospective to provide a gratifying career. Soaps and detergents are used frequently in our daily life. We use them to wash our hands and clean our clothes without ever really paying attention to how they work. Beneath the plain white surface of a bar of soap lie an intriguing history and a powerful chemistry. It has been said that amount of soap and detergent consumed in a country is a reliable measure of its civilizations. There was a time when these products were luxury; now it is a necessity. Acid slurry is a sulphonation product made by sulphonation of linear alkyl benzene by oleum or  $\text{SO}_3$  or sulphuric acid or combinations of above. It is used in manufacturing of various detergents. The Soap and Detergent industry is profoundly lucrative with splendid market potential as well as bright future scope. In order to meet the requirement of market demand, many more new units are recommended to be established on small and cottage scale. Soaps and detergents are very similar in their chemical properties. However, there is a significant difference between them; soaps are produced from natural products, and detergents are synthetic, or manmade. The market is expected to grow at rates ranging from under 4% to around 4.5%. These are very modest rates considering that the lifestyles not only of urbanites, but even of well off rural folks are changing at a very high pace. The analysts are expecting the industry to continue to grow in both the industrialized as well as developing nations. The present book has been written keeping in view the basic difficulties of the entrepreneurs. Nominal investment is required for this industry which comprises simple method of processing for manufacturing of various types of soaps, detergents and acid slurry. The book contains chapters on: acid slurry, detergent manufacturing, detergents of various types, principal groups of synthetic detergents, inorganic components of detergents, synthesis of detergents, liquid detergents, packaging of soaps and detergent and many more such chapters. The enclosure also contains a list of suppliers of raw material (overseas) and list of plant and machinery suppliers (overseas). Fundamental information in venturing a market and the opportunity and prerequisite of the potential sector has been the superlative way to make a way into in a market. How and what if correctly taken care can take you to a long way. The first hand information on different types of soaps, detergent and acid slurry products have been properly dealt in the book and can be very useful for those looking for entrepreneurship opportunity in the said industry.

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## [Profitable Small, Cottage & Home Industries](#)

**Author:** NIIR Board

**Format:** Paperback

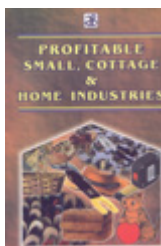
**Book Code:** NI46

**Pages:** 554

**ISBN:** 8178330636

**Price:** Rs. 800.00 US\$ 100.00

The small scale sector is assuming greater importance every day. Hundreds of thousands of people start their own businesses at home every year, and untold more dream about the possibility of becoming their own bosses. Starting a business at home is the best when you do not have enough funds. While entrepreneurship has its many potential rewards, it also carries unique challenges. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. In fact, before starting a business also one has to be thorough with the requirements of current line of industry. Above all taking advantage of various schemes provided by government and other financial institutions. For the reason that rest of the challenges for setting up, a business is based on the type of the product and fund to invest. Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. An entrepreneur requires a continuous flow of funds not only for setting up of his/ her business, but also for successful operation as well as regular up gradation/modernization of the industrial unit. To meet this requirement, the Government (both at the Central and State level) has been undertaking several steps like setting up of banks and financial institutions; formulating various policies and schemes, etc. All such measures are specifically focused towards the promotion and development of small and medium enterprises. In both developed and developing countries, the Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. It is a seedbed of innovations, inventions and employment. 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. Some of the major fundamentals of the book are steps in setting up an SSI, preparation of a project report, constitution of the firm, need for planning, registration/licences for SSI, resourcing, non



financial, national level, state level, market survey, demand supply gap, major buying countries, plant economics, plastic granules from scraps/waste, process of manufacture to produce colourless transparent plastic granules from waste, P.V.C. hand gloves, plant & machinery suppliers, H.D.P.E. tarpaulins, fibre reinforced plastics, polyester resin, plastic cooler body, disposable plastic cups and glass etc., bleaching, dyeing & finishing of textiles, etc. The book contains the aspects to plan any business strategy step by step. The book explains about business planning, effective marketing matters, facing the competition, resourcing, economics of plants and more aspects that will help start and maintain a new business. The identification of a suitable project within the investment limit of a new entrepreneur is very difficult. The present book strives to meet this specific entrepreneurial need. The book contains processes formulae, brief profiles of various projects which can be started in small investment without much technical knowledge at small place. This is very resourceful publication for new entrepreneurs, professionals, libraries etc.

## [50 Projects To Start With 5,00,000 \(Reprint Edition\)](#)

**Author:** Jamuna Muralidharan

**Format:** Paperback

**Book Code:** NI54

**Pages:** 296

**ISBN:** 9788178330600

**Price:** Rs. 475.00 US\$ 75.00



The small scale sector is assuming greater importance every day. 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. 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. 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. Basically this book gives you the opportunity to choose your ideal project among the 50 projects described. Some of them are: dish antenna manufacturing unit, voltage transformer, S.M.P.S unit, sanitary article shop, screen printing, computer centre, detergent powder, liquid indigo, liquid phenyl, leather jacket, airbag and purse, handmade bricks, bamboo sticks, goat farming etc. This book also explains employment assurance scheme, how to increase the sales, knowing more about bank loan, loan facilities for women entrepreneurs, small scale service business enterprise, etc. The book has been written for the benefit of small entrepreneurs who do not wish to invest large amount and case has been taken to present the matter in a very simple and comprehensive language so that person without much technical background can grasp the subject easily. More than 50 profitable products have been included in this book with brief project profiles, processes, addresses of machinery and raw material suppliers. This is very helpful book for new entrepreneurs, consultants, libraries etc.



## **50 Best Home Businesses To Start With Just 50,000**

**Author:** Vinay M. Sharma

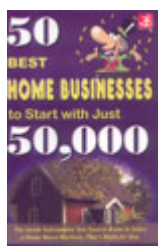
**Format:** Paperback

**Book Code:** NI69

**Pages:** 218

**ISBN:** 9788178330983

**Price:** Rs. 425.00 **US\$** 75.00



The small scale sector is assuming greater importance every day. Hundreds of thousands of people start their own businesses at home every year, and untold more dream about the possibility of becoming their own bosses. Starting a business at home is the best when you do not have enough funds. While entrepreneurship has its many potential rewards, it also carries unique challenges. Entrepreneurship is an act not a born tact, you need to understand the environment to set up an enterprise of your own. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. In fact, before starting a business also one has to be thorough with the requirements of current line of industry. Above all taking advantage of various schemes provided by government and other financial institutions. For the reason that rest of the challenges for setting up, a business is based on the type of the product and fund to invest. Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. 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) intents 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. This book gives you the opportunity of choosing a perfect business from 50 projects, which can be started with just 50,000. Some of the projects described in the book are book packager, desktop publisher, feature agency, editing, freelance artist or illustrator, freelance writing, proof reading, translator, business broker and so on. This book also includes some inspirational chapters for entrepreneurs for starting and running the business successfully for example; promotion from exceptional work, misers of time, art of advertising, keeping up with the times, art of winning peoples confidence and so on. This book is the most authentic and detailed book containing 21st century most profitable businesses. The writer has collected important data from many research reports renowned all over the world. In todays context the given businesses have tremendous future prospects. An entrepreneur with a

petty amount of Rs. 50,000 can start any of businesses given in the present book. A must for all entrepreneurs, students, housewives, unemployed youth, libraries, consultants, schools, universities, education institutes, industries, information centres etc

**Laghu V Kutir Udyog (Small Scale Industries) 5th Revised Edition**  
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Author: NPCS Board of Consultants & Engineers

Format: Paperback

Book Code: NI90

Pages: 664

ISBN: 9789381039656

Price: Rs. 1,150.00 US\$ 125.00

Note: This book is in Hindi Language 5th Revised Edition (Hindi Language) 5th Revised Edition (Hindi Language)

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every day. Hundreds of thousands of people start their own businesses every year, and untold  
more dream about the possibility of becoming their own bosses. Starting your own business is  
one of the few remaining paths to wealth. Entrepreneurship is one of the critical decisions to be  
made and it involves number of risk and has its own advantages also. But the charm of being a  
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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 planning, government facilities available for small scale businesses, registration of small scale business, choosing right location, loan related information, availability of raw materials, national fund facility and more aspects that will help start and maintain a new business. Some of the important projects described in the book are book binding, tiffin supply center, supari cutting, typing institute, paper pin production, herbal shampoo, powder production, shuttle cock for badminton, screen printing etc. The identification of a suitable project within the investment limit of a new entrepreneur is very difficult. The present book strives to meet this specific entrepreneurial need. The book contains processes formulae, brief profiles of various projects which can be started in small investment without much technical knowledge at small place. This is very useful publication for new entrepreneurs, professionals, libraries etc. (This book is available in Hindi Language only) Tags

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## Just for Starters: Selected Projects to Start with 30,00,000

**Author:** NIIR Board

**Format:** Paperback

**Book Code:** NI124

**Pages:** 364

**ISBN:** 8178330229

**Price:** Rs. 475.00 US\$ 50.00

Everyone wants to do something that gives them chance to earn more money and it is possible by becoming an entrepreneur. Starting your own business is one of the few remaining paths to wealth. Entrepreneurship is one of the critical decisions to be made and it involves number of risk and has its own advantages also. But the charm of being a master of you is always above any other form of work. To start your own venture you have to decide on many things. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. For the reason that rest of the challenges for setting up a business is based on the type of the product and fund to invest. To start a business of your own you need to understand the environment to set up an enterprise of you own. The small scale enterprise sector is a dynamic and vibrant segment of the Indian Economy. This sector is the nursery for the development of entrepreneurial talent and has grown into an important component of the production chain. In both developed and developing countries, the Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. It is a seedbed of innovations, inventions and employment. You do not need to be a genius to run a successful small business, but you do need some help. And that is exactly what this book is, a guide into the stimulating world of small business ownership and management. 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 major contents of this book are manufacturing of batting gloves, noodles, public address amplifiers, surgical dresses, wrought iron furniture, quality control and standards, market potential, present manufactures, textile screen printing, technical aspects etc. This book gives an insight to the products to start with in order to become a part of this growing section of industries with their plant machinery, Raw material requirements as well as market and manufacturing details.



## Just For Starters: Selected Projects to Start with 15,00,000

**Author:** NIIR Board

**Format:** Paperback

**Book Code:** NI128

**Pages:** 276

**ISBN:** 8178330237

**Price:** Rs. 475.00 **US\$** 50.00

Everyone wants to do something that gives them chance to earn more money and it is possible by becoming an entrepreneur. Starting your own business is one of the few remaining paths to wealth. Entrepreneurship is one of the critical decisions to be made and it involves number of risk and has its own advantages also. But the charm of being a master of you is always above any other form of work. To start your own venture you have to decide on many things. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. For the reason that rest of the challenges for setting up a business is based on the type of the product and fund to invest. It is necessary for the entrepreneur to have qualities like ability to plan, maintain good public relation, reasonable risk taking capacity and of course have adequate financial resources. The first step towards setting up an industry is the identification of product and feasible product line after a thorough study of the market for the product, its demand and supply position, peoples changing attitudes, competition in the line, method of distribution etc. In both developed and developing countries, the Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. It is a seedbed of innovations, inventions and employment. You do not need to be a genius to run a successful small business, but you do need some help.



And that is exactly what this book is, a guide into the stimulating world of small business ownership and management. 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) intents 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. This book is meant to help new entrepreneurs in product identification along with market survey studies, cost estimation, profitability calculation and various other aspects. Although guidance is available from the various promotional agencies, consultants etc., the initiative and zeal for setting up of industrial ventures must come from the entrepreneur himself. Some fundamentals of the book are market potential, basis and

presumptions, implementation schedule, technical aspects, process of manufacture, quality control and standards, plant economics of various projects like auto miniature lamp, gold plating on metallic optical frames and jewelry, hockey sticks, multipurpose computer centre for IT enabled services/ cyber cafe etc. The identification of a suitable project within the investment limit of a new entrepreneur is very difficult. This book offers you to choose from many businesses which you can start with Rs. 1500,000. The present book strives to meet this specific entrepreneurial need. Undoubtedly, this book is a gateway leading you to become your own boss.

## Just for Starters : Selected Projects to Start with 35,00,000

**Author:** NIIR Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI161

**Pages:** 336

**ISBN:** 8189579002

**Price:** Rs. 475.00 US\$ 50.00

Starting your own business is one of the few remaining paths to wealth. Everyone wants to do something that gives them chance to earn more money and it is possible by becoming an entrepreneur. 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. Entrepreneurship is one of the critical decisions to be made and it involves number of risk and has its own advantages also. But the charm of being a master of you is always above any other form of work. To start your own venture you have to decide on many things. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. For the reason that rest of the challenges for setting up a business is based on the type of the product and fund to invest. It is necessary for the entrepreneur to have qualities like ability to plan, maintain good public relation, reasonable risk taking capacity and of course have adequate financial resources.

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 first step towards setting up an industry is the identification of product and feasible product line after a thorough study of the market for the product, its demand and supply position, peoples changing attitudes, competition in the line, method of distribution etc. In both developed and developing countries, the Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. It is a seedbed of innovations, inventions and employment. You do not need to be a genius to run a successful small business, but you do need some help. And that is exactly what this book is, a guide into the stimulating world of small business ownership and management. Some of the fundamentals of the book are aluminum fabrications, bed sheet with pillow covers set, computer key boards (membrane type), cotton lycra (spandex) knitted wears, infant garments, leather





travelling bag, nickel alloy wires, rotogravure printing, rotogravure printing, modem, mustard oil, jackfruit products, electronic weighing scales, crimped wire connectors etc. The economic environment is going to be more and more responsive to enterprising activities and tremendous potential is likely to enhance for the devolvement of small scale sector at all level of investment. This book provide technical assistance and special guidance to the entrepreneurs in identifying profitable projects to be started with in Rs. 35,00,000. The book contains processes, project profiles, raw material and machinery list with the addresses of their suppliers. The book is very helpful for entrepreneurs, consultants, institutional libraries etc.

## Profitable Small Scale Industries

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI187

**Pages:** 347

**ISBN:** 9788190439817

**Price:** Rs. 475.00 US\$ 50.00



The small scale sector is assuming greater importance every day. Starting a small scale venture is a reality that has created wide open opportunity and success for those who decided to take the plunge just as it can for you. Setting up a small scale industry is also the easiest and least expensive way to become an entrepreneur. 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. To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. An entrepreneur requires a continuous flow of funds not only for setting up of his/ her business, but also for successful operation as well as regular up gradation/ modernization of the industrial unit. To meet this requirement, the Government (both at the Central and State level) has been undertaking several steps like setting up of banks and financial institutions; formulating various policies and schemes, etc. The Government has announced series of steps to promote industrial development by way of rationalization of the policies to encourage the new entrepreneurs as well as existing units. Any unit or new entrepreneur, establishing or implementing the project needs a complete set of plan and finance for making it successful. You do not need to be a genius to run a successful business, but you do need some help. And that is exactly what this book is, a guide into the stimulating world of business ownership and management. 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 major contents of the book are measuring tapes (steel), carbon potentiometers, auto pistons, wafer biscuits (new), automatic curtain opener, tumbler locks, cement concrete tiles and paving blocks, woven labels, electro cardiogram paper (E.C.G. paper), tomato products, leather

chappals, distribution board, v. belts and fan belts, baby bloomer suits, electronic quartz analog clocks, power pack/battery eliminators, table fan, potato/banana wafers, laminated safety glass, HRC fuse links, 1000 VAC, directory section etc. The present book is a chain of guidelines, which will help you in selection of an appropriate industry in low investment. The project covered in this book can be started with in twenty lakhs, without having much technical knowledge. This will be very helpful to those who want to become an entrepreneur.

## Profitable Cottage and Tiny Industries

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

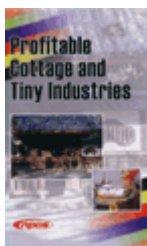
**Book Code:** NI188

**Pages:** 320

**ISBN:** 9788190439824

**Price:** Rs. 475.00 US\$ 50.00

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. Starting a business involves planning, making key financial decisions and completing a series of legal activities. To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. The Government has announced series of steps to promote industrial development by way of rationalization of the policies to encourage the new entrepreneurs as well as existing units. In both developed and developing countries, the Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. It is a seedbed of innovations, inventions and employment. You do not need to be a genius to run a successful small business, but you do need some help. And that is exactly what this book is, a guide into the stimulating world of small business ownership and management. Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. 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 major contents of the book are electronic burglar alarm system for automobiles, chokes for sodium/mercury vapour lamps, heat treatment servicing unit, squashes and syrups, electronic, industrial timers, desk top publishing centre, castings for auto locks, ball pen ink, cashew nut shell liquid, automatic wheel alignment & wheel balancing workshop, neck ties, electric toaster, plaster of paris, transistor radio sets (am/fm), soya products, shuttle cocks for badminton, neon sign boards etc. The industries covered in this book can be started with the investment of below ten lacs with the help of financial assistance provided by Banks, Financial Institutions, KVIC etc. This book will give you

the better way to select an appropriate industry within your limit. The book covers project profiles of various industries, among which you can select one. The book is a must read for any person who wants to make their life better by starting their own industry working for themselves.

## [Directory/ Database/ List of Small & Medium Enterprises \(SME\) in India \(8th Edition\)](#)

**Format:** CD-Rom

**Book Code:** NID179

**Price:** Rs. 6,608.00 **US\$** 200.00

Offline Business directory is the best thing in today's business world. If you are searching for Buyers, then this Directory/Database is the perfect tool for you. By having the right business leads, you would be able to have immediate communication with prospective businesses, partners and customers through this boundless list of Small & Medium Enterprises (SME), Companies, Traders, Manufacturers, Businesses & Industries in India in csv excel editable format (easy sorting and filtering). We offer an extensive suite of Directories/ database to assist you in reaching the right and targeted businesses and people quickly and easily. Business, B2B&Irm;, Industrial Directories, Mailing List are used for sales planning, finding Buyers, Sector, Business House and marketing research to perform business analysis. With our company database/Directory, you will have access to company list, Corporate/Leading Companies, Small & Medium Enterprises (SME), you will find a business list consisting of company contact details. We compiled list of companies in excel format to give you access to over hundred thousands of major & minor businesses and companies. From small business to Corporate Houses, our data is complete with business contact information to help you connect with the right companies or buyers. This database collection is a great resource for Buyers and those suppliers who offer their goods and services to Trade, Manufacturing industry, Small & Medium Enterprises (SME), Firms, Companies & Industries in India. Information in this Indian database List Contains details of over 1,40,000 Small & Medium Enterprises (SME's) in India. Details include Company Name, Postal Address (1,38,900), Contact Person (77,800), Phone (1,00,000), Fax (35,900), E-mail (53,600), Website (15,500). Note: All Records does not contain all fields of information. However, maximum information has been incorporated.

Format: MS Excel



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## [Money Making Business Ideas- You Can Start from Home with Low Costs](#)



**Author:** Rashi Gupta

**Format:** Paperback

**Book Code:** NI285

**Pages:** 360

**ISBN:** 9789381039588

**Price:** Rs. 750.00 US\$ 100.00

A large number of people today dream of starting something of their own and wish that they did not have to utilize their capabilities while making money for someone else. If you are one of the above, then this book could be the end of your search. The first few concerns while you start something of your own are the right choice of business and the associated investment requirement. This book places a full stop to your search for lucrative business that you can start from your home with low costs. It lists down more than 30 businesses that can give you good returns and can be operated from the comfort of your home. 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. If you look around yourself, surely you will find a friend or a relative or a friend's friend or your neighbor pursuing their hobby as a business (full time or part time) and most of which will be home based. And are you, on the other hand, still struggling with the choice of business? Has that made you feel left out or indecisive or unconfident? The correct choice of business is an extremely essential step in the process of 'being your own boss'. The book 'Money Making Business Ideas- You Can Start from Home with Low Costs' discusses in detail all the vital steps and concerns of operating a business from home like why your chosen business will work, what is the business model, how will you generate money from it, What can you sell, How will you market your business and what are the raw materials/machinery required. After gathering the above mentioned details of a business, the decision of choosing an appropriate one will no longer be a cumbersome process. This book is designed to help you climb the ladder of success by being your own boss and essentially qualifies as an entrepreneurial tool for anyone who wishes to be self-employed and doesn't have the desired knowledge to go ahead. A growing number of housewives today are willing to work in order to bring in additional money in their households and make a mark for themselves. And working from home is their first preferable choice for earning their identity.



A large number of home makers are turning on their entrepreneurial caps and are in a constant search for home based business that can help them fulfill their goals and desires. This book aims at equipping such people with the required knowledge and motivation to start something of their own by sharing the concerns, decisions and choices involved in the process. Once you have made the choice of your business, it helps you to understand the ways in which you can source the capital required and the ways you can operate your small venture. After reading this book, the dilemma surrounding the decision to go solo will be cleared up and you will be all equipped to take on the battle with a shining armor.

**ABOUT THE AUTHOR** Rashi Gupta, born and brought up in Delhi, has pursued her graduation from Delhi University and has thereafter completed her diploma in financial planning. An Associate Financial Planner (AFP) by profession, she has served various fields like business management, market research and financial planning. She has an unmatched expertise in market research and has worked extensively on a wide array of industries like Food & Beverage (Food Processing, Food Service, Alcoholic & Non Alcoholic Beverages), Fast Moving Consumer Goods (Personal Care & Homecare), Technology, Logistics and Medical Equipments. She has worked closely with leading business consultants and her research portfolio boasts of detailed research reports which explores length and breadth of the industry by covering vital aspects like demand drivers, growth inhibitors, SWOT Analysis, Porters 5 force Analysis, Herfindahl-Hirschman Index (HHI), Demand-supply analysis, industry forecasts, project feasibility, project identification and financial comparison of the industry players. Her profound experience in business management, research and entrepreneurship are the key contributors in authoring this book. She has also explored other creative writing avenues like food reviews, which has earned her many appraises.

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inventions and employment. Small Scale Industries guides in Self Employment and Management areas. Small, Cottage and Household Industries / Projects motivates new entrepreneurs and potential entrepreneurs towards the establishment and promotion of the business, So that they could be able to contribute to the economic development of the Country. The major objective of this book is to provide information to entrepreneurs relating to entrepreneurship development in the Country for setting up new Business. 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 processes formulae, brief profiles of various projects which can be started in small investment without much technical knowledge at small place and providing information regarding manufacturing method of various products, market survey, total land area and total capital required to start new industry. This book contains the addresses of raw material suppliers, plant & machinery suppliers with their photographs. The book explains about business planning, assisting institutions available for small scale businesses, registration of small scale business, choosing right location, availability of raw materials and more aspects that will help start and maintain a new business. Some of the important projects described in the book are Flour Production, Bakery Industry, Herbal Shampoo Industry, Vermicelli Industry, Noodle making Industry, Sanitary Napkin, Biscuit Industry, Corn Flakes Production, Potato Chips, Macaroni, Popcorn, Cake & Pastry, Vermiculture Industry, Ice Cream Cone Industry, Lipstick Industry, Agarbatti Production, Face Powder, Mosquito Coil, Surgical Cotton, Wooden Toothpick, Detergent Powder and Spices. This book is very useful to those who want to become an entrepreneur, professional and for libraries. Tags

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## **Best Businesses You Can Start with Low Cost**

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI291

**Pages:** 304

**ISBN:** 9788178331607

**Price: Rs. 575.00 US\$ 75.00**

You know you want to start a business, but what do you do next? Here's how to find the perfect idea for your business. Today we find several young people, college students, housewives who are aspire to earn money by starting small business and are always looking for business ideas with low cost. Some people belief that starting a business needs large amount of investment but this is not true for every type of business. In fact, there are many types of small businesses that are not only relatively inexpensive to start, but also have the potential to produce significant profits. 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) intents 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. As such there are hundreds of small businesses which can be started without worrying for a heavy investment, even from home. In the present book many small businesses have been discussed which you can start with low cost. The book has been written for the benefit of people who do not wish to invest large amount and gives an insight to the low investment businesses/ projects with raw material requirements manufacturing details and equipment photographs. Undoubtedly, this book is a gateway leading you to become your own boss. Major contents of the book are cooking classes, handmade jewellery making, in house salon, cake & pastry making, home tutoring, internet business, cleaning business, detergent making, pet sitting business, gardening business, home based photography, recruitment business, banana chips making, potato chips and wafers, leather purse and hand bags, biscuit manufacturing, papad manufacturing , pickles manufacturing, spice manufacturing, ice-cream cones manufacturing, wax candles manufacturing, chilli powder manufacturing, soft toys manufacturing, soap coated paper, baking powder making, moong dal bari making etc. This handbook is designed for use by everyone who wants to start-up as entrepreneur.



## **Startup Projects for Entrepreneurs: 50 Highly Profitable Small & Medium Industries**

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI295

**Pages:** 400

**ISBN:** 9789381039724

**Price:** Rs. 1,675.00 US\$ 150.00

The first step to initiate planning is to identify a suitable project. To start your own venture you have to decide on many things. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. There are no set rules to identify a suitable project, though this is one decision on which the success of your entire venture hinges. So, don't take hasty decisions. Most prospective entrepreneurs tend to display the herd tendency and go for a project, which people have already ventured into. This is not a healthy attitude as success of one in a particular field does not guarantee success of the other. While identifying a suitable project, you should make a SWOT analysis of your own strengths and weaknesses. 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 next step, after you have selected your project, is to collect all information about it. The most important information is about the potential market of the items you selected. This book aims at providing a thorough understanding and analysis of the 50 highly profitable industrial projects that you can start. It describes formulae, properties, raw materials used and manufacturing processes of different products. Undoubtedly, this book is a gateway leading you to become your own boss. The important projects described in the book are Linear Alkyl Benzene, Soy Flour & Milk Processing, Urea Formaldehyde Resin Adhesive, Toothpaste Production, Gypsum Board, Surgical Absorbent Cotton, Starch Derivatives Production, Wet – blue leather, PVC paste Resin, Saccharin, Sodium Chlorite, Phosphate Fertilizer, Tomato Paste, Paint, Autoclaved Aerated Concrete (AAC Blocks), Carbon Black, Caffeine, Sodium hydrosulfite, Magnesium Sulphate (Fertiliser Grade), TMT Bar, Glass Fibre, Plastic (P.V.C.) Laminated Collapsible Tubes, Complex fertilizers, Copper Powder By Electrolysis Process, Atomized Metal powder, Electro Plating, Activated Carbon from Wood, Rubber Powder from Waste Tyres, Precipitated Calcium Carbonate, PVC Flex Banner Production, Reclamation of Used Engine Oil, Edible



Corn Oil, Malt Production, Ethyl Oleate, Wheat Flour Mill, Instant Noodles, Zinc, Castor Oil & Pomace, Garlic Oil and Powder, Silica from Rice Husk, Thermocol Cups, Glass and Plates, Match Box (Automatic Plant), Camphor, LDPE/LLDPE Pouch Films, E-waste recycling, Cattle Feed, Saw Pipe, Polyethylene Wax, Disposable Plastic Syringes, Cement. It will be a standard reference book for professionals and use by everyone who wants to startup as entrepreneur.

# **Entrepreneur's Startup Handbook: Manufacturing of Profitable Household (FMCG) Products with Process & Formulations**

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI296

**Pages:** 352

**ISBN:** 9788178331645

**Price:** Rs. 1,275.00 US\$ 125.00

" 'Startup India, Stand-up India' "Can India be a 'Startup Capital'? Can the youth in the states have the opportunities in the form of start-ups, with innovations, whether it be manufacturing, service sector or agriculture? --- Narendra Modi, Prime Minister of India 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. India Government is promoting finance for start-up ventures and providing incentives to further boost entrepreneurship, manufacturing and job creation. The correct choice of business is an extremely essential step in the process of 'being your own boss'. This handbook contains few formulations of cosmetic products, properties and manufacturing process with flow diagrams of various products. After gathering the above information of products, the decision of choosing an appropriate one will no longer be a cumbersome process. The Fast-Moving Consumer Goods (FMCG) sector, also called the consumer packaged goods (CPG) sector, is one of the largest industries worldwide. FMCGs are generally cheap products that are purchased by consumers on a regular basis. FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. The FMCG market is estimated to treble from its current figure in the coming decade. Fast Moving Consumer Goods Companies have been expanding rapidly. Most of the product categories like jams, toothpaste, skin care, shampoos, etc, have low per capita consumption as well as low penetration level, but the potential for growth is huge. The industry has developed both in the small scale sector and organized sector. Major contents of the book are banana wafers, biscuits, bread, candy, chocolates, potato chips, rice flakes (poha), corn flakes, baby cereal food, fruit juice, milk powder, paneer, papad, ghee, extruded food (kurkure type), instant noodles, instant tea, jam & jelly, khakhra, soft drinks, spices, sweet scented supari, detergent powder, detergent soap, face freshener tissue, floor cleaner, glass cleaner, henna based hair dye, herbal creams, herbal hair oil, herbal





shampoo, incense sticks, lipsticks, liquid detergent, mosquito coils, nail polish, air freshener (odonil type), naphthalene balls, phenyl, shoe polish, tissue paper, toilet cleaner, tooth brush, tooth paste, toothpicks, utensil cleaning bar, packaging. It will be a standard reference book for professionals, entrepreneurs and food technologists. "

## [Handbook on Small & Medium Scale Industries \(Biotechnology Products\)](#)

**Author:** Dr. H. Panda

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**Book Code:** NI301

**Pages:** 480

**ISBN:** 9788178331713

**Price:** Rs. 1,695.00 US\$ 150.00



The Indian biotechnology industry is one of the fastest growing knowledge-based sectors in India and is expected to play an important role in small & medium enterprises industries. Biotechnology is not just one technology, but many. There are a wide variety of products that the biotechnology field has produced. Biotechnology as well all know, is the field of combination of various fields such as genetics, environmental biology, biochemistry, environmental, general, agriculture, fermentation, etc. Biotechnology has a long history of use in food production and processing. It has helped to increase crop productivity by introducing such qualities as disease resistance and increased drought tolerance to the crops. Biotechnology used in processing of wines, beers, Coffee, Tea, Cabbage and Cucumber, etc. Fermentation is biotechnology in which desirable microorganisms are used in the production of value-added products of commercial importance. The products of fermentation are many: alcohol and carbon dioxide are obtained from yeast fermentation of various sugars. Lactic acid, acetic acid and Organic acid are products of bacteria action; citric acid, D-Gluconic acid, Coffee, Tea, Cabbage & Cucumber and Yeasts are some of the products obtained from fermentation. The worldwide demand for biotech products is the only indication; the speed of its advance is the only set to accelerate. Indian Biotechnology industry is considered as one of the sunrise sectors in India. The industry is divided into five major segments: Bio-Pharma, Bio-Services, Bio-Agri, Bio-Industrial and Bio-Informatics. Biotechnology industry's growth in India is primarily driven by vaccines and recombinant therapeutics. The biotechnology sector of India is highly innovative and is on a strong growth trajectory. The sector, with its immense growth potential, will continue to play a significant role as an innovative manufacturing hub. The high demand for different biotech products has also opened up scope for the foreign companies to set up base in India. Today in India there are more than 350 Biotechnology companies in India providing employment for over 20,000 scientists. The authors cover different aspects of biotechnology such as production of fermented foods, functional foods, enzymes in food processing. The Book contains production of Wines and Beers, Production of Amino Acids, Lactic Acid, Acetic Acid and Organic Acid, Processing of Coffee, Tea, Cabbage, Cucumber, Yeasts and Photographs of Plant & Machinery with Supplier's Contact Details. The book provides a better understanding about biotechnology production of value-added products, improve productivity, and enhance product quality in the agro food processing sector. The book is highly recommended to new entrepreneurs, professionals, existing units who wants to start manufacturing business of biotechnology products.

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## [Surfactants, Disinfectants, Cleaners, Toiletries, Personal Care Products Manufacturing and Formulations](#)



**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI303

**Pages:** 552

**ISBN:** 9789381039793

**Price:** Rs. 1,695.00 **US\$** 150.00



Surfactants, Disinfectants, Cleaners, Toiletries, Personal Care Products Manufacturing and Formulations (Phenyl, Naphthalene Ball, Mosquito Coil, Floor Cleaner, Glass Cleaner, Toilet Cleaner, Utensil Cleaning Bar, Liquid Detergent, Detergent Powder, Detergent Soap, Liquid Soap, Handwash, Hand Sanitizer, Herbal Shampoo, Henna Based Hair Dye, Herbal Cream, Shaving Cream, Air Freshener, Shoe Polish, Tooth Paste) The term surfactant comes from the words surface active agent. A surfactant is briefly defined as a material that can greatly reduce the surface tension of water when used in very low concentrations. These are one of many different compounds that make up a detergent. They are added to remove dirt from skin, clothes and household articles particularly in kitchens and bathrooms. They are also used extensively in industry. A disinfectant or agent that frees from infection is ordinarily a chemical agent which kills disease germs or other harmful microorganisms and is applied to inanimate objects. The specific way in which a disinfectant agent is used is dependent on both the desired objective and the infectious agent present. Growing emphasis on health, safety and sanitation is fuelling demand for disinfectants & surfactants across industries such as food processing, healthcare and consumer. Personal care industry in India is very huge and is one of the main key drivers for Indian surfactants market. Surfactants industry has a large market for consumer products. This handbook contains processes formulae of various products and providing information regarding manufacturing method. It covers raw material suppliers, photographs of plant & Machinery with supplier's contact details and some plant layout & process flow sheets. The Major Contents of the book are phenyl, floor cleaner, glass cleaner, toilet cleaner, mosquito coils, liquid detergent, detergent powder, detergent soap, naphthalene balls, air freshener, shoe polish, tooth paste, shaving cream, liquid soaps and handwashes, herbal shampoo, heena based hair dye, herbal creams, utensil cleaning bar, hand sanitizer etc. It will be a standard reference book for professionals, entrepreneurs, those studying and researching in this important area and others interested in the field of surfactants, disinfectants, cleaners, toiletries, personal care products manufacturing.

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## About NIIR

**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.

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NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

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