

# Just For Starters: How To Become A Successful Businessman? (3rd Revised Edition)

**Author:** NPCS Board

**Format:** paperback

**Code:** NI30

**Pages:** 336

**Price:** Rs 475 | US\$ 75

**Publisher:** NIIR PROJECT CONSULTANCY SERVICES

**Shipping:** 5 days

## About the Book

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. 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. Above all taking advantage of various schemes provided by government and other financial institutions. 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. To start you 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. But it is a perception that for owning a business you should have handsome amount of money. Now it is possible with small scale 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 is an attempt to provide certain basic knowledge for starters. Starting a small scale enterprise requires understanding steps in setting up an SSI, Registration/Licenses for SSI(Small Scale Industry), Resourcing, Technical Know How and so on the book has chapters on the concerned subject for better understanding of a starter. Various Policies and programmes for rural development, Prime Minister Rozgar Yozna, rural women entrepreneurship in India, bright prospects, industrial innovations by small and medium sized enterprises, Indian small industry, organisation, supporting entrepreneurship, development in India etc are also the subject matter of the book. Every chapter has several other sub chapters making the topic clear and better to understand. In the end of the book a directory section is enclosed containing Industries Department addresses, Service Institutes, Branch Institutes, and Extension Centres in various Indian States.

## Contents

### 1. INTRODUCTION 1

Advantages of Self-Employment

Am I Built to Become an Entrepreneur?

Entrepreneurial Opportunities

Types of Enterprises

Manufacturing Industries

What is Industry?

Size of Industry

Definitions of SSI

(I) Modern Small Scale Industrial Undertaking

(II) Ancillary Industrial Undertaking

(III) Tiny Industrial Units

(IV) Village or Rural Industrial Unit

(V) Artisan Industrial Unit

(VI) Cottage or Household Industry

(VII) Small Scale Service Establishment

Items of Plant & Machinery

### 2. SMALL SECTOR IN INDIA : STATUS, GROWTH AND DE-RESERVATION 15

Introduction

Data and Methodology

Impact of De-Reservation

India’s Exports to World Pre and Post De-Reservation



SSI's in India  
 Strengthening De-reserved Units  
 Marketing and Market Information  
 How do Laws, Rules, Regulations Affect doing Business for SSIs  
 Setting up a Unit  
 Conclusion  
 3. STEPS IN SETTING UP AN SSI 26  
 Step 1 : Know Yourself  
 Step 2 : Training  
 Step 3 : Project Identification Selection  
 Step 4 : Location of the Enterprise  
 Premises Owned Vs Hired  
 Typical Question  
 Step 5 : Preparation of a Project Report  
 Typical Questions  
 Step 6 : Arranging Technical Know How  
 Step 7 : Constitution of the Firm  
 Step 8 : Registration  
 Step 9 : Arranging Finance  
 Other Sources  
 Need for Planning  
 Margin Money  
 I Needn't Be Rich  
 Step 10 : Statutory Licences/Approvals/Clearances  
 Step 11 : Arranging Land & Building  
 Step 12 : Procuring Plant & Machinery  
 Step 13 : Utilities : Power Connection/Water Supply  
 Step 14 : Recruitment of Personnel  
 Step 15 : Procurement of Raw Materials  
 Step 16 : Registration with Excise/Sales Tax Authorities  
 Step 17 : Trial Production  
 Step 18 : Commercial Production  
 Step 19 : Marketing  
 Step 20 : Accounts and Record-Keeping  
 Step : 21 Market Research  
 Step 22 : Quality Control  
 Step 23 : Updating Yourself  
 Step 24 : Growth  
 Step 25 : Avoiding Typical Pitfalls  
 4. REGISTRATION/LICENCES FOR SSI 77  
 Special Approvals  
 Pollution Control Board  
 5. RESOURCING 87  
 Banks  
 Composition and Current Scenario  
 Non-Banking Financial Companies (NBFCs)  
 Financial Institutions  
 National Level Institutions  
 State Level Institutions  
 Government Funding and Schemes  
 Capital Market

Regulatory Framework  
Policy Measures and Initiatives  
Venture Capital  
6. STEPS IN STARTING & MANAGING YOUR BUSINESS 121  
Managing a Business  
Client Relationship Management  
Sourcing Process, Raw Materials, Machineries and Equipments  
Process Selection  
Raw Materials  
Machinery and Equipments  
Setting up Infrastructure  
Naming and Registering a Business  
Pricing your Product  
Setting the Pricing Objective of the Firm  
Determining the Demand for the Product  
Estimating the Costs and Profits  
Determining the Competition for the Product  
Distribution  
Considering the Governmental Regulations  
Selecting a Suitable Pricing Method/Policy  
Financing a Start up Business  
Hiring Human Resource  
Choosing the Location of the Industry  
Creating a Business Plan  
The Benefits of Business Planning  
Choosing a Form of Business Organization  
Taxes  
Promotion  
Regulatory Requirements  
Managing your Intellectual Proficiency  
Marketing and Sales  
Managing your Finance  
Insurance  
7. TECHNICAL KNOW-HOW FOREIGN COLLABORATIONS 154  
8. MARKETING 157  
Size of Market  
Competition  
Market Segmentation  
Products Differentiation  
Distribution Channels  
Costing & Pricing  
Sales Strategy  
Advertising/Publicity  
After Sales Service  
Government Purchases  
9. LESSONS FROM EXPERIENCE 162  
Profit Generation  
Repayment of Loans  
Financial Planning  
Legal Violations  
Copy Cats

Insurance

Ancillarisation

Women

Industrial Sickness

Avoiding Sickness

Incentive and Subsidies

## 10. POLICIES AND PROGRAMMES FOR RURAL DEVELOPMENT 169

Concept of Rural Development

Goals of Rural Development

Rural Development Schemes

Rural Development Policy

Development and Incidence of Poverty

Evaluation

Need for Human Resources Strategy

## 11. PRIME MINISTER'S ROZGAR YOJANA (PMRY)

### AND SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI) 180

Introduction

Prime Minister's Rozgar Yojana (PMRY)

Contingency Funds for Scheme Administration

Project Profiles

Assistance from States/UTs

Monitoring & Guidance for PMRY

Monitoring and Guidance at District Level

Monitoring and Guidance at State/UT Level

Monitoring and Guidance at Government of India Level

Cumulative Status of Progress Under PMRY during X Plan and 2007-08

Budgetary Assistance

Evaluation Studies of PMRY

Initiatives Taken For Strengthening PMRY

Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

Prime Minister's Employment Generation Programme

## 12. WOMEN ENTREPRENEURSHIP IN INDIA 193

Introduction

Categories of Women Entrepreneurs

Categories of Women Entrepreneurs in Practice in India

Supportive Measures for Women's Economic Activities and Entrepreneurship

Direct & Indirect Financial Support

Yojna Schemes and Programme

Technological Training and Awards

Federations and Associations

Women Entrepreneurship in India

Women Work Participation

Rural & Agricultural Economic Development for Women

Growing Role of Women Entrepreneur in India

Problems of Women Entrepreneurs in India

## 13. KHADI AND VILLAGE INDUSTRIES

### COMMISSION (KVIC) 210

Introduction

Objectives

Functions

Procedure for Implementing R&D Projects in (KVIC)

High Power Committee Recommendations

Who can undertake R&D Projects?

How Proposals are to be Made

Procedure

Implementing Agencies

Mahatma Gandhi Institute for Rural Industrialization (MGIRI)

14. INDUSTRIAL INNOVATIONS BY SMALL AND MEDIUM SIZED ENTERPRISES 226

Introduction

Industrial Innovations

Technological Competence

Competence for Development of the Firm

Systematic Learning

Innovations in Small and Medium Sized Firms

Role of Innovative Small and Medium Sized Firms

15. MICRO, SMALL & MEDIUM ENTERPRISES 238

Micro Finance Programme

Government Policies and Support Measures: Brief History

Present Policy Framework and Focus Areas

Indian MSMES: Areas of Cooperation

Mechanism for Operating the Scheme

Subsidy Scheme for Technology Up Gradation

Quality Up gradation/Environment Management for Small Scale Sector

Features of the Scheme

Cluster Development Programme (MSE-CDP)

Objectives

National Award Scheme in MSME

National Manufacturing Competitiveness Programme (NMCP)

Scheme of Micro Finance Programme

Features of Micro- Finance Programme

Mini Tool Room & Training Centre Scheme

Existing Tool Room & Training Centres

16. POLLUTION CONTROL BOARD (PCB) 263

Introduction

Functions

Functions of the Central Board at the National Level

Functions of the Central Board as State Boards for the Union Territories

Environmental Laboratories with Valid Recognition

17. MICRO SMALL MEDIUM ENTERPRISES (MSME) BRANCH OFFICE & DEVELOPMENT INSTITUTE IN INDIA 275

Development Institutes

Testing Stations

MSME Technology Development Centres

Testing Centres

Central Tool Room and Training Centres

---

**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,



AN ISO 9001 : 2015 CERTIFIED COMPANY

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.

---

**NIIR PROJECT CONSULTANCY SERVICES**

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

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