

# Select & Start Your Own Industry (4th Revised Edition)

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**Format:** paperback

**Code:** NI29

**Pages:** 448

**Price:** Rs.475US\$ 50

**Publisher:** NIIR PROJECT CONSULTANCY SERVICES

Usually ships within 5 days

Entrepreneurship is one of the critical decisions to be made. 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 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 that an entrepreneur decides. Getting thorough knowledge is a must.

## 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.

Starting your own business is one of the few remaining paths to wealth. 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. 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. To help budding entrepreneurs this book contains more than 350 project profiles with project capacity, cost of project, rate of return etc.

Identification, the first stage of the project cycle, is a crucially important process leading to the initial screening of projects. This book serves useful purpose for Project identification and helpful to project consultants, engineers, chartered accountants, corporates, individuals including entrepreneurs, financiers, contractors, investors and those who wish to gather at a glance information on the various projects.

## 1. Project Identification and Selection

Business Opportunity

Principles of Investment

What is Investment or a Project

Sources of Project Ideas

Important Factors to Identify a Project

Market Research

Reaching Consumers

Sought After Product/Service

Importance of Project Identification

## 2. How to Initiate the Project Identification Process with the Help of This Book

## 3. Activated Carbon

Activated Carbon from Coconut Shell

Activated Carbon from Coconut Shell by Continuous Rotary Kiln Activated Carbon from Bamboo

## 4. Adhesives and Glues

Adhesive (Fevicol Type)

Glue from Leather Waste Adhesives

## 5. Alcoholic Beverages

Beer Plant

Beer & Wine

Rice Beer

Indian Made Foreign Liquor

## 6. Aluminium and Aluminium Products

Aluminium Extrusion Plant

Aluminium Secondary Billet Casting Plant Alumina from Bauxite Aluminium Pilfer Proof Caps

## 7. Automobile

Fastener (Automatic Cold Forge Process)

Tyres and Tubes for Bicycle and Rickshaw

U-Bolts and Centre Bolts  
Bicycle Tubes and Motorcycle Tubes  
Plastic Injection Moulding Plant for Auto Parts  
Brake Fluid  
Lube Oil Bleeding Plant (Engine Oil, Gear Oil & Grease)  
Automotive Tyre Plant  
Peelable Coating for Automobile and Construction Industry  
Radial Tyres for Cars & Trucks Automobile Brake Shoes Coolant (Automotive) & Grease  
(Ctb/Axle) Rivets (Clutch Facing/Brake Linings) Automobile Piston Rings  
8. Bakery & Confectionery Products  
Bakery Unit (Rusk & Cookies)  
Hard Boiled Candy Chewing Gum Chocolate & Confectionery Biscuit Plant  
9. Banana Products  
Banana Powder  
Banana Chips  
10. Biotechnology  
Biopesticides (Trichoderma Harzianum, Pseudomonas Fluorescens,  
Beauveria Bassiana) Enzymes  
11. Cereal Processing (Rice, Dall (Pulses), Wheat)  
Rice Flake (Poha)  
Wheat Flour Mill  
Atta Chakki Plant  
Roller Flour Mill (Atta, Maida & Suzi)  
Integrated Unit (For Rice Mill, Rice Bran Oil Extraction with  
Captive Power Plant) Dall (Pulses) Mill  
Kuttu (Buckwheat) Seed Dehulling  
12. Chemicals (Organic, Inorganic and Industrial)  
Precipitated Calcium Carbonate  
Potassium Iodate  
Glycerol Monostearate  
Glycerine  
Zinc Sulphate (33%, 21% & 12%)  
Hydrogen Peroxide  
Manganese Sulphate  
Hydrazine Hydrate  
7-Aminocephalosporanic Acid (7-ACA)  
Ethylene Oxide  
Acrylic Acid and Its Derivatives  
(Butyl Acrylate, Methyl Acrylate, Ethyl Acrylate)  
Precipitated Silica  
Sodium Silicate  
Zinc Sulphate 21% (Agriculture Grade)  
Methyl Methacrylate (Monomer) from Acrylic Scrap  
Sodium Petroleum Sulfonate  
Antiscaling/Descaling Forming Chemicals  
L-Ascorbic Acid  
Source of L-Ascorbic Acid  
Sulfuric Acid  
Ethanol from Rice/Rice Straw/ Rice Husk/Rice Bran  
Furfural Alcohol From Furfural (Hydrogenation)  
Carbon Black from Oil of Tar  
Cadmium Brightener  
Guar Hydroxy Propyl Triammonium Chloride

Cobalt Octoate  
Soda Ash ( $\text{Na}_2\text{CO}_3$ )  
B-Naphthol Methyl Ethyl (Yara-Yara)  
Caustic Soda  
Sodium Hypochlorite (Bleach Liquor)  
Hydroxyl Amine Sulphate  
Methyl Acrylate  
Gold Potassium Cyanide  
Ephedrine Hydro Chloride  
Zeolite 4A  
Bleaching Powder  
Solid Carbon Dioxide-Dry Ice  
13. Cold Storage and Cold Chain  
Cold Chain  
Cold Storage for Potatoes & Mahua  
14. Computer Products and Information Technology (IT) Based  
Information Technology (IT) Training Centre  
Online Shopping Mall  
Satellite Broadcasting T.V. Channel  
Computer Software  
Computer Assembling Unit  
15. Construction & Building Materials  
Concrete Block & Ready Mix Concrete  
Cement Plant  
Clinker Grinding for Cement  
Ready-Mix Concrete  
Artificial Sand from Stones and Waste Metals  
AAC Blocks (Autoclaved Aerated Concrete Blocks) Fly Ash Based  
Pre-Tensioned Prestressed Railway Sleepers  
Artificial Granite Tiles  
Precast Concrete Compound Wall  
Ceramic Wall and Floor Tiles  
16. Copper and Its Products Vegetable Crude Oil (Solvent Extraction Plant) Solvent Extraction  
Plant for Rice Bran  
20. Educational Institutes  
Marine Engineering College  
CBSE Primary School  
Dental College  
Medical College with Hospital  
21. Electrical & Electronic Products  
Lead Acid Battery  
Electric Energy Meter  
Electric Motor  
Set Top Box  
Electrical Control Panel  
Insulator  
Distribution Transformer  
22. Essential Oils, Phytochemicals and Aromatic Chemicals  
Patchouli Oil  
Menthol Oil, Clove Oil & Citronella Oil Extraction of Jasmine Flowers Camphor Sheet from  
Camphor Powder  
Rose Oil Extraction  
Spice (Chilli) Oleoresin

Essential Oil from Flowers (Rose Oil)  
Essential Oil from Lily, Mogra, Nishigandha  
23. Fast Moving Consumer Goods (FMCG)  
Instant Noodles  
Mishri (Sugar Candy)  
24. Ferrous & Non Ferrous Metals and Alloys  
High Carbon Ferro Manganese  
Iron ore Pelletization  
Manganese Oxide (Ferrite Grade)  
Reduction of Manganese Dioxide to Manganese Oxide 42%  
(By Rotary Kiln)  
Ferro Alloys-Ferro Manganese, Silico Manganese, Ferro Silicon Based  
on Aluminothermic Process  
25. Food Processing and Agro Based Products  
Caramel Colour from Sugar  
Frozen Finger Chips  
Stevia Extract: Stevioside  
Vermicelli, Noodles and Cherry (Tooti Fruity)  
Sorbitol  
Furfural from Corncobs, Rice Husk & Sugarcane Bagasse  
Soyabean Nuggets (Bariyani) (Automatic Plant)  
Macaroni, Vermicelli & Noodles Manufacturing  
Sesame Seed Hulling  
Fish Meal  
Iodised Salt Free Flowing from Sea Water  
Sugar Plant with Co-Generation Power Plant and Green Field  
Sugarcane Cultivation  
26. Fruits & Vegetables and Its Products  
Coconut Processing Unit (Complex)  
Mango Pickles  
Drumstick Powder  
Dry Lemon Powder and Lemon Oil  
Tomato Paste (Tomato Concentrate)  
Fruit Processing  
(Mango, Lychee, Pineapple, Orange & Pomelo for Concentrates,  
Juice in Cans)  
Cashew Nut Shell Liquid & Kernel Processing  
27. Ginger Processing and Ginger Products  
Dry Ginger from Green Ginger  
Ginger Powder  
Ginger Paste in Pouch/Black Container  
Glazing & Preservation of Ginger  
Ginger Oil (Super Critical CO<sub>2</sub> Process)  
Ginger (Dry, Powder, Flakes, Oil) & Garlic (Powder, Flakes, Oil)  
Processing Unit  
Ginger Oil  
Instant Ginger Powder Drink  
28. Glass and Flat Glass  
Hot and Cold Fusion of Glass  
Glass Sheet/Flat Glass/Float Glass Glass Density Hydrometer Glass Industry Glass Sheet  
Optical Lenses  
29. Health Care Projects  
Diagnostic Centre

Surgical Sutures Materials

I. V Cannula and Butterfly Needles

Infusion Set and Blood Transfusion Set

30. Herbs and Herbal Based Products

Herbal Cosmetics

Aloe Vera Cultivation & Extraction

Integrated Unit (Herbal Hair Oils, Herbal Cosmetic, Ayurvedic Pharmacy)

Herbs Plantation (Medicinal)

31. Hospital, Specialized (Super Specialty) Hospitals

Cancer Hospital

Hospital (200 Bedded)

32. Hotel and Hospitality Projects

Hotel Industry (5 Star)

Five Star Hotel, Business Centre (Shopping Centre), P.V.R., Health Club & Banquet Hall

33. Jute and Its Products

Jute Twine (Jute Rope) & Gunny Bag from Raw Jute

Jute Yarn, Jute Sutli & Hessian Cloth Weaving Integrated Unit Jute Garments

34. Leather, Leather Goods and Leather Tanning

Leather Tanning

Leather Garments Leather Finishing Leather Binder (Resin Based)

35. Livestock Farming & Allied Products Hydraulically Regulated Door Closer Forging on Open

Die Hammers

40. Medical Disposable Products

Disposable Plastic Syringes

Blood Bags

Surgical Disposable Manufacturing Unit

41. Milk & Dairy Products

Dairy Farming for Milk

Dairy Milk Processing with Power Plant

42. Minerals

Zero Qi Pitch for Graphite

Fly Ash Bricks from Limestone Bentonite Processing

43. Mining and Quarrying

Iron Ore Mining

Coal Mining

44. Miscellaneous

Safari Park

Extraction of Pectin from Citrus

Tennis Ball (Used in Playing Cricket)

Water Softener

NPK Complex Fertilizer Plant

Hydrogen Gas from Methanol Cracking

Flexographic Inks

Batching Plant for Asphalt

Exercise Note Book and Register

Power Laundry

Coal Tar Pitch Distillation

Lube Oil Blending Based on Imported Base Oil

Hot-Dip Galvanizing Plant

Ceramic Foam Filters

Welding Electrodes

45. Non-Alcoholic Beverages

Instant Tea (Without Premix of Milk & Sugar)

Soft Drink (Aerated Water)

Instant Coffee

Flavoured Drinking Water

Canned Carrot Juice & Bottle Gourd/Long Melon (Lauki Ka Juice) in

Tetra Pack

46. Packaging Industry

Packaged Drinking Water, Soda Water and Pet Bottles

HDPE/PP Woven Sacks by Circular & Plain Looms with Lamination & Printing

Pouch Packing Automatic Plant (Flexible Packaging) Bopp Pressure Sensitive Self-Adhesive Tape

47. Paints, Pigments, Enamels, Varnishes, Solvents and Thinners

N.C.Thinner

Industrial Paints Paint Industry Water-Based Lacquers

48. Pan Masala, Guthka and Zarda

Pan Masala, Tobacco, Zarda & Kimam

Menthol Crystals

Pan Flavouring (Kashmeri Sugandh)

49. Paper and Its Products

Carton Boxes

Paper from Waste Paper Paper Bags from Waste Printed Paper Shopping Bags

Kraft Paper from Waste Carton Boxes

Paper Napkins, Toilet Roll & Facial Paper from Tissue Paper Rolls

Paper from Shoot of Banana Plant

Exercise Note Book and Offset Printing

50. Pharmaceuticals, Drugs and Fine Chemicals

Ciprofloxacin HCl-Cipro

Pharmaceutical Unit (Tablet, Syrup & Injectables) Gelatin Sponge Pharmaceutical Grade Sugar Glucose Saline

51. Pipes and Tubes

PPR Pipes and Fittings

HDPE Pipes & Fittings PVC Pipes

52. Plantation and Cultivation

Cut-Rose (Floriculture)

Jatropha Plantation Oil Palm Cultivation

53. Plastics, Polymers and Resins

Unsaturated Polyester Resin

PVC Flex Banner (Frontlit, Backlit & Vinyl)

Expanded Polyurethane Foam

Plastic (HDPE) Water Storage Tanks

Polyvinylidene Fluoride

Rigid P.V.C. Film (For Pharma & Thermoforming Packaging)

Biodegradable Plastic Products (Bags, Plates & Glasses)

PVC Compounds from PVC Resin

Bio Plastic Products

PVC Doors

PVC Water Storage Tanks

Acrylic Resin (Emulsion Type)

Coating of Titanium Dioxide on Plastic Surfaces

Pet Bottle from Pet Resin

Blow Moulded Containers (HM, HDPE)

54. Potato Processing and Potato Based Products

Modified Potato Starch

Potato Powder, Flakes  
Potato Flakes  
Potato Powder (Automatic Plant)  
Potato Powder, Granules & Flakes  
Potato Chips  
(Different Recipe and Flavours)  
55. Power Generation  
Biomass Power Generation Plant  
Co-Generation Power Plant Based on Bagasse Gas Based Power Plant Solar Photovoltaic  
Power Plant Solar Thermal Power Plant Thermal Power Plant (5 Mw)  
56. Printing and Allied Projects  
Rotogravure Printing  
Photo-Emulsion for Rotary Screen Printing  
Flexographic Printing  
Flexible Packaging with Gravure and Flexo Printing with Extrusion  
In 3/5/7 Layers  
57. Rice Husk Based Products  
Precipitated Silica from Rice Husk Ash  
Particle Board from Rice Husk Sodium Silicate from Rice Husk  
58. Rubber and Its Products  
Rubber Sheet  
Butyl Rubber-Polyisobutylene Rubber  
59. Soaps and Detergents (Cleaning Powder and Toilet Soap)  
Toilet Soap  
Soap and Detergent Powder  
Soap Noodles  
Surfactants  
Dynamics of Surfactants at Interfaces  
60. Spices and Oleoresins<sup>2</sup>  
Curcumin (Turmeric); The Indian Solid Gold  
Spice (100% EOU)  
Whole Spices Processing (Cleaning / Grinding & Packaging)  
61. Steel and Its Products  
Reinforcement Steel Bar/Tor Bar  
Butt Welded Carbon Steel Fitting and Steel Flanges  
Steel Rolling Mill  
Cold Rolled Stainless Steel Plant from HR to CR  
Fusion Bonded Epoxy Coated TMT Rebars  
TMT Bars (Sariya) Project  
Steel Project (Iron, Sponge Iron to Billet to Rods)  
62. Tamarind and Tamarind Based Products  
Tamarind Pulp from Tamarind  
Corrugated Carton Boxes Gum Powder (Tamarind Kernel Powder Base)  
Tamarind Based Products  
Extraction of Oil from Tamarind Seeds  
63. Textile  
Textile Weaving Mill  
Undergarments (Men & Women)  
Readymade Garments for Children & Teenage  
64. Township and Resort  
Township  
Holiday Resort (Three Star Grade)  
65. Waste Management and Recycling



E-Waste Recycling Plant  
(Electronic waste, e-waste, e-scrap, or Waste Electrical and Electronic Equipment (WEEE))  
Carbon Black from Waste Tyres (Waste Tyre Prolysis)  
Waste Tyre Pyrolysis  
Kraft Paper from Waste Cartons  
Furfural from Bagasse & Corncobs  
Plastic Granules from Waste  
Chip Block (Compressed Wood)  
Municipal Waste Treatment  
Bio-Coal Briquettes from Agricultural Cellulosic Waste  
66. Wire and Related Products  
Rosin Cored Soft Soldering Wire  
R-F Coaxial Cable  
PVC Electric Wires & Cables  
Stitching Wire  
67. Wood and its Products  
Wooden Toothpicks  
Wooden Furniture  
Wooden Laboratory Furniture  
Pre Laminated Particle Board

## 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.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

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.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

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