

# **Disposable Products (Medical, Surgical, Thermocol, Plastic, Paper, Domestic and General Products) - Use and Throw Items, Single Use Items, Disposable Take-Away Packaging, Disposable Items Manufacturing**

**[Handbook on Medical and Surgical Disposable Products \(Blood Bags, Plastic Gloves, I.V. Cannula, Infusion Set, Gowns, Masks, Catheter, Cotton and Bandage, Surgical Wear, Syringes\)](#)**

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

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Handbook on Medical and Surgical Disposable Products (Blood Bags, Plastic Gloves, I.V. Cannula, Infusion Set, Gowns, Masks, Catheter, Cotton and Bandage, Surgical Wear, Syringes)

Medical and surgical device manufacturers worldwide produce a multitude of items that are intended for one use only. The primary reason is infection control; when an item is used only once it cannot transmit infectious agents to subsequent patients. Like medicines and other health technologies, they are essential for patient care – at the bedside, at the rural health clinic or at the large, specialized hospital. The demand of these goods is not only because of their “one time use” property but also due to the hygienic methods adopted to produce them. From manufacturing to Marking, production of disposable goods is stacked with numerous standards and regulations. This book includes the basic manufacturing method and labeling requirements, required for the bulk production of such life saving devices. General medical disposables that are being in demand in domestic as well as in international market includes: medical gloves, syringes, gowns, catheters, blood transfusion units and so on. The information provided is not only confined to the different methods involved in the manufacturing of medical disposables but also describes the raw material used and other information related to product, which are necessary for the manufacturers knowledge. The details given will be very good for an individual/entrepreneur who is willing to invest in the field of medical disposables. The main demand of medical disposables are, nowadays not limited to the super specialty hospitals but is also continuously increasing in rural hospitals and clinics. The work provides an idea to reader about the final product, hygiene, safety, packaging, uses, manufacturers and suppliers of the machinery, raw material involved in the processes etc. The book covers various aspects concerned with the disposable medical devices and presents an overview of the processes involved with their machineries and specifications. The work provides the complete details of the suppliers and manufacturers with machinery photographs for better understanding of the reader.

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## **[Disposable Products Manufacturing Handbook](#)**

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Disposable Products Manufacturing Handbook (Plastic Cups, Cutlery, Paper Cups, Banana Leaf Plates, Facial Tissues, Wet Wipes, Toilet Paper Roll, Sanitary Napkins, Baby Diapers, Thermocol Products, PET Bottles) Everyday life products manufacturers worldwide produce a multitude of items that are intended for one use only. A disposable is a product designed for a single use after which it is recycled or is disposed as solid waste. The term often implies cheapness and short-term convenience rather than medium to long-term durability. The term is also sometimes used for products that may last several months distinguish from similar products that last indefinitely. The fast moving life and modernization simultaneously lead to the necessity of disposables in one's life. One cannot wash utensils all the time, neither can afford to arrange fine and good cutlery of glass or steel in a party for the guest. At such times, people rush for the disposables available in the market with variety of colors and designs. For a manufacturer, to produce disposables is a good deal keeping in view the present demand and growth in the market. This handbook is a complete well to do package for a layman to understand the basic steps to be followed for setting up a plant for a particular disposable product. The book contains raw material details, product manufacturing process, machinery details, images with raw material and machinery suppliers. The Disposable Products Manufacturing Handbook is about producing Plastic Cups, Cutlery, Paper Cups, Banana Leaf Plates, Facial tissues, Wet Wipes, Toilet Paper Roll, Sanitary Napkins, Baby Diapers, Thermocol Products, PET Bottles that are used by masses in their day to day life. This well-established text provides a comprehensive coverage of the manufacturing processes adopted to manufacture various disposable products. It gives a holistic view of products produced, which has inputs from diverse fields. The book discusses the importance and objectives of processes and material used for the production of disposable products. Many examples have been provided to illustrate the concepts discussed.

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**[Medical Devices & Disposables Industry in India \(Disposable Plastic Syringes, Disposable Mask & Gloves, Blood Bags, X-Ray,](#)**

**Ultrasound, ECG, Pacemakers, IV Fluid Sets and Other Devices)**  
**Market Analysis, Trends & Opportunities, Growth Drivers, SWOT**  
**Analys**

**Author:** NPCS Team

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Medical Devices & Disposables Industry in India (Disposable Plastic Syringes, Disposable Mask & Gloves, Blood Bags, X-Ray, Ultrasound, ECG, Pacemakers, IV Fluid Sets and Other Devices) Market Analysis, Trends & Opportunities, Growth Drivers, SWOT Analysis, Industry Size, Outlook and Forecasts Upto 2023 The market research report titled “Medical Devices Industry in India (Disposable Plastic Syringes, Disposable Mask & Gloves, Blood Bags, X-Ray, Ultrasound, ECG, Pacemakers, IV Fluid Sets and Other Devices) Market Analysis, Trends & Opportunities, Growth Drivers, SWOT Analysis, Industry Size, Outlook and Forecasts Upto 2023” released by Niir Project Consultancy Services, provides a comprehensive analysis of Indian medical devices industry. The report begins by giving an overview of the global medical device industry mentioning the global market size of the industry. It further moves to analyse the Indian scenario by citing information like structure and classification of the sector. Despite a high demand for medical devices, India depends heavily on imports of devices to meet domestic demand. It imports ~80% of the devices required. The last few years have seen an increase in domestic manufacturing of medical equipment backed by strong governmental support. The report analyses the medical devices sector in profundity by covering data points like industry growth drivers, emerging trends coupled with SWOT analysis of the market and the regulatory framework. The report scrutinizes the potential of the sector by way of measuring its growth drivers. Indian medical device industry is poised for significant growth in coming years backed by factors like booming medical tourism, rising health awareness among Indian populace, growing incidence of lifestyle diseases and the growth of healthcare services in India. Indian medical device industry though dominated by imports has immense potential for growth for industry players to tap. Growing health insurance sector in the country is a key indicator of rising health awareness among Indians. Although India remains as one of the least insured nations in the world, the health insurance penetration is rising gradually. Rising disposable household income, awareness around health and rising lifestyle ailments plaguing Indians are some of the causes driving the demand for medical devices in the country. Indian medical devices industry has been in the limelight

recently due to increased government focus on encouraging the domestic production in the industry. Indian government has announced a heavy package over various schemes to uplift the industry. Some of the trends hitting the sector are rising usage of home care devices, remote patient monitoring devices, unprecedented demand for disposables and use of refurbished equipment. India has been experiencing winds of change with the changing cultural attitudes and the millennial consumer. High levels of stress lack of work-life balance and growing need for real time monitoring are some contributing factors to a mounting demand for home healthcare. Also, due to current COVID-19 pandemic situation, India has seen unprecedented growth in the demand and usage of medical disposables such as face masks and gloves. To encourage the domestic production of medical devices in the country, government has announced various schemes supporting the growth of the sector. The report further scrutinizes the industry with the help of SWOT Analysis. Growing Indian population, favourable demographics and recession proof nature of the industry are some of the strengths of the industry. Indian population has been growing at a steady rate which ensures stable demand for medical devices in India. The growth of the healthcare sector in the last decade has been phenomenal majorly driven by Indian demographics, rising incomes, growing health awareness and increased government focus on improving healthcare situation in India. Medical devices industry constitutes ~4-5% of the overall healthcare industry and is a direct beneficiary of any growth in the healthcare sector. Similarly, change in the Indian demographic situation is another positive factor for the industry's growth. Indian market offers immense opportunities for sector to tap in terms of rising incomes, escalating government spending on healthcare and low penetration of medical devices in the country. The medical device penetration in India is extremely low which serves as a massive opportunity for the device companies. Plan outlay for healthcare sector has increased from INR 500 billion in 2017-18 to INR 690 billion in 2020-21. Such increased government focus on healthcare puts Indian medical devices industry in a sweet spot. Industry faces challenges from stiff competition from the existing players and also from heavy dependency of industry on imports. The industry although being a high potential industry is bogged down by its high capital requirements. Indian medical device industry is capital intensive by nature and setting up a manufacturing plant requires significant investment. Indian medical device industry, being a part of healthcare industry, is plagued by all the challenges and weaknesses of its giant mother industry.

The healthcare situation in India is not very encouraging when compared to other parts of the world and it remains one of the biggest challenges for the Indian medical device industry. Even though India offers the most affordable healthcare services globally, yet the treatment for its own population remains inaccessible and unaffordable to quite an extent. The report further expounds the domestic demand/supply situation of the industry along with the international trade scenario. Indian imports of medical devices have been growing at a CAGR of ~13% during 2016-20. Indian exports of medical devices grew from INR 82 billion in 2016 to INR 127 billion in 2019, thus registering a CAGR of over 15% during this time. The report further provides financial information of the key players in the segment. Indian medical devices industry, though small, has been growing tremendously in the past few years. Favourable Indian demographics, rising incomes coupled with encouraging government initiatives and rising disease patterns in the country augurs well for the industry as a whole. India, with its large population base and increasing health awareness among its populace, offers a valuable and incomparable opportunity for the medical devices segment. Indian medical device industry is poised for significant growth in coming years. The market size of the Indian medical device industry stood at INR 339 billion in 2017 and is expected to reach new levels by 2023. Reasons for Buying this Report: • This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure and classification • The report provides market analysis covering major growth driving factors for the industry, latest market trends and insights on regulatory framework in the industry • This report helps to understand the present status of the industry by elucidating a comprehensive SWOT analysis and scrutiny of the demand supply situation • Report provides analysis and in-depth financial comparison of major competitors • The report provides forecasts of key parameters which helps to anticipate the industry performance Our Approach: • Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years. • The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players • We use reliable sources of information and databases, information from which is processed by us and included in the report Key Words: Medical Devices Industry ,disposable Plastic Syringes, Disposable Mask & Gloves, Blood Bags, X-Ray, Ultrasound, ECG, Pacemakers, IV Fluid Sets, surgical devices, surgical gloves, import, export,

healthcare sector, healthcare services, hospital sector, medical tourism, homecare devices, medtech devices, public spending, healthcare penetration, recession proof, The Medical Devices (Amendment) Rules 2020, CDSCO, DCGI, CDA, ventilators, PPE coveralls, PPE kits, Production Linked Incentive (PLI) Scheme, Promotion of Medical Device Parks, hospital beds, cancer incidents, diabetes patients, lifestyle diseases, health insurance premium, health insurance penetration, health awareness, medical tourists, favorable demographics, Urbanization, market outlook, Diagnostic imaging, disposables, IV Diagnostics, Dental products, orthopaedic & Prosthetics, Patient Aids, HINDUSTAN SYRINGES & MEDICAL DEVICES LTD, Opto Circuits, Wipro GE Healthcare Market Research Reports, India and Global Industry Analysis ,Market Trends, Market Insight, Market structure, Market outlook Indian Industry Size, Share, Trends, Analysis and Forecasts report, sector Growth Driver, company profiles, key financials, ratios



**Market Research Report on FEMININE HYGIENE PRODUCTS  
(Sanitary Napkins & Pads) in India Opportunities, Demand Analysis,  
Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017**

**Author:** NPCS Team

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The Market Research Report on FEMININE HYGIENE PRODUCTS (Sanitary Napkins & Pads) in India- Opportunities, Demand Analysis, Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis on the sanitary napkin industry in India. The report provides sector analysis along with the technical textile sector segmentation and sanitary pad industry classification. The report aims at establishing a detailed study on the current and future prospects of sanitary napkins in India. It entails details like opportunities and challenges faced by the sector, a meticulous demand analysis of the product along with its foreign trade, market sizing, comparative analysis of key players, outlook and forecasts of important numbers for the next 5 years. The industry is dominated by MNC's like P&G Hygiene and Healthcare Ltd (PGHHL) and Johnson & Johnson Ltd leaving very little scope for the other players to operate. It also provides profiles of the above mentioned players along with Kimberly Clark Lever Ltd, a JV between Kimberly Clark Corporation and Hindustan Unilever Ltd. The report provides analysis of the opportunities that are present for the sanitary pads/feminine hygiene sector in India along with the challenges faced by the segment. Rising awareness among Indian women about menstrual hygiene is the biggest opportunity for the sector to reckon. As women literacy rates in India rises, the awareness and importance of feminine hygiene products is bound to rise. The report gives graphical representation of all the relevant data in opportunities for the sector. Growing share of women population in Indian population distribution coupled with rising urbanization and disposable incomes with population are anticipated to drive the growth of sanitary napkins in India. The challenges identified by the report are issue of sanitary waste disposal and feminine hygiene still being a taboo in the nation. The next segment of the report includes exhaustive study on the market potential of sanitary napkins in India. The segment aims at providing market size of the sector along with forecasts, sensitivity analysis of sanitary napkin consumption by Indian women at various penetration levels and enumeration of new players entering the industry attracted by its high growth rates. It also elucidates import export numbers of sanitary napkins for the past 5 years. Further the report elaborates on key player data like key player profiles, Herfindahl-Hirschman Index (market share of players) and

comparative analysis of two lead players in the industry- PGHHL and Johnson & Johnson Ltd. It compares the two companies' performance in the feminine hygiene segment and provides details like sanitary napkin brands owned by the companies, segment volume trend, segment sales and sales contribution over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the sanitary napkin segment. It covers contact information like address of registered office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios. The industry, as we anticipate, has all the triggers in place to experience explosive growth. It has already been growing at the rate of ~21% in the past and we estimate it to grow at 25% in the near future. The growth in the sanitary napkin consumption will be harnessed by factors like growing awareness among Indian women about feminine hygiene, availability of low cost sanitary napkins in the market as well as rising women population in our country. Escalating disposable incomes will also make sanitary napkins more affordable and will contribute in augmenting its usage. We anticipate the industry to grow to INR 45.9 billion by 2017. Reasons for Buying this Report:

- This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure, classification and opportunities for the sector
- This report helps to understand the present status of the industry by providing a scrutiny of the demand situation with forecasts
- Report provides analysis and in-depth financial comparison of major players/competitors
- The report provides in-depth analysis of the two major players of the segment- PGHHL and Johnson & Johnson Ltd, which will help highlight the performance of the companies in the feminine hygiene segment
- The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

# **India Vacuum Blood Collection Tube Market - Industry Size, Share, Trends, Analysis and Forecasts to 2027**

**Author:** Ajay Kumar Gupta

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The India Vacuum Blood Collection Tube Market is expected to drive owing to technological advancement coupled with R&D activities across the country. The vacuum blood collection tube market reached USD 71.09 million in 2019 and is likely to reach USD 160.87 million by the end of 2027 by registering a 10.82 % CAGR across India. It is attributed to the propelling incidence of infectious diseases, which is anticipated to boost the market. Contagious diseases have made the most significant contribution to any cause to hospital admissions. In recent years, emerging and re-emerging infectious diseases in developed countries, including India, are presenting a public health danger. Additionally, the need for blood tests to distinguish different diseases using blood specimens is essential. In order to collect and preserve blood for processing, a vacuum blood collecting tube is used. The advancement of the vacuum blood collection tube industry depends on the needs and alternatives required for blood storage. The demand for vacuum blood collecting tubes is being powered by government subsidiaries and healthcare, which are expected to drive the market. However, the lack of skilled personnel & risk associated with blood transfusion is predicted to create an obstacle in the market's growth. In addition, the low popularity of vacuum blood collection tubes across India is likely to hinder the market growth over the forecasted period of 2020-2027.

**Product Segmental Overview in the India Vacuum Blood Collection Tube Market Based on Product,** the market is segmented into Gel & Clot Activator Tube, Glucose Tubes, Heparin Tubes, EDTA Tubes, Serum Separating Tubes, and Others. The EDTA Tubes segment is dominating the market during the forecasted period of 2020-2027. EDTA stands for Ethylenediaminetetraacetic acid. By binding calcium into the blood and preventing the blood from clotting, EDTA works. As the anticoagulant of choice for hematological research, EDTA has been prescribed because it ensures the best protection of cellular components and blood cell morphology.

**Material Segmental Analysis Based on Material,** the market is segmented into Polypropylene, PET, and Tempered Glass. The Polypropylene segment is dominating the market during the forecasted period of 2020-2027. Polypropylene is inexpensive to purchase, even in larger quantities, which is likely to fuel the market at a considerable rate. Additionally, they have a relatively low level of friction when polypropylene tubes are positioned side by side, which means very low energy levels are created when the tubes are rubbed together. Polypropylene is

particularly resistant to moisture and certain acids and alkali corrosion, which is predicted to boost the market over the forecasted period. Application Segmental Analysis Based on Application, the market is segmented into Blood Routine Examination, Coagulation Testing, Biochemical Test, and Others. The Blood Routine Examination segment is dominating the market during the forecasted period of 2020-2027. It is due to the propelling prevalence of lifestyle diseases, which is estimated to boost the market. However, the Coagulation Testing segment is expected to have the fastest growth rate across India. End-User Segmental Analysis Based on End-User, the market is segmented into hospitals, Clinics, Pathology Laboratories, and Others. The Hospital segment is dominating the market during the forecasted period of 2020-2027. It is attributed to the rising prevalence of infectious diseases, and demand for blood processing equipment and instruments in medical facilities has been ensured by the increase in the number of emergency cases, as well as for C-sections and organ transplants. However, the Pathology Laboratories segment is likely to have a considerable growth rate over the forecasted period of 2020-2027. Regional Overview in the India Vacuum Blood Collection Tube Market By geography, the India Vacuum Blood Collection Tube Market segmented into North India, South India, West India, and East India. The North India vacuum blood collection tube market is predicted to grow significantly during the forecasted period of 2020-2027. It is attributed to the well-developed healthcare infrastructure across the region, which is estimated to propel the market. Additionally, the mounting number of blood donation activities coupled with the presence of leading market players across the region is likely to fuel the market. India Vacuum Blood Collection Tube Market: Competitive Landscape Companies such as Becton, Dickinson, and Company, Narang Medical Limited, CML Biotech, Terumo Corporation, Bio – X, Labtech Disposables, Sunphoria Ltd., Greiner Bio-One International, Biosigma, Hebei Xinle Sci &Tech Co. Ltd., Medtronic plc., and Other Prominent Players are the key players in the India Vacuum Blood Collection Tube Market.

# India IV Cannula Market

**Author:** Ajay Kumar Gupta

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India IV Cannula Market- Growth Rate, Covid 19 Impact, Economic Impact, Size, Share, Trend, Drivers, Competitive Landscape, Opportunity, Limitations, Technological Landscape, Regulatory Framework, PESTEL Analysis, PORTERs Analysis and Demand Forecast upto 2027 The India IV Cannula Market is likely to boost due to the growing number of minimally invasive surgery procedures, increased demand for easy administration of medications or drugs, and reduced need for infections and needle pricks. The India IV cannula market size was valued at USD 8.99 million in 2019 and projected to reach USD 14.42 million by 2027, growing at a CAGR of 6% during the forecast period, 2020-2027. It is due to the increasing patient pool, rise in the number of hospitalizations and increasing number of surgeries. Further, the rise in investigational medical procedures like infusing medication or obtaining blood samples will augment the growth of the India IV cannula industry in the forecast periods. Additionally, the rising number of minimally invasive surgery (MIS) procedures and surging geriatric population is expected to foster market growth. The development of IV cannula by leading players such as the next-generation cannula designed to reduce health risks related to needle injuries and reduce the overall cost substantially will bolster India IV cannula market share in the coming years. Moreover, the increasing healthcare expenditure by the government bodies and rising incidence of chronic & lifestyle-related diseases will stimulate the market share. Furthermore, the increased implementation of product bundling strategy, rising parenteral drug approval rate and growing demand for injectable drugs will accelerate the growth of the India IV cannula industry. Product Overview in the India IV Cannula Market Based on the product type, the India IV cannula market is segregated into IV cannula with wings with injection port, IV cannula with wings without injection port and IV cannula without wings without injection port. The IV cannula with wings with injection port segment holds the largest market share with 56% in 2019 and is estimated to generate maximum revenue of USD 8 million by 2027. It is due to high adoption for surgical procedures because of its ability to offer a convenient and safe intravenous infusion of medicational fluid. It provides extra support while insertion and an additional injection port for the infusion of medicines or fluids without interfering with the



current ongoing therapy. In addition, the wings offer easy fixation and prevent slipping & rolling of cannula over the patient's body, and the injection port facilitates extra medication and prevents backflow. Application Overview in the India IV Cannula Market Based on the application, the India IV cannula market is classified into hospital, clinics, ambulatory care centers, and others. The hospital segment accounted for a maximum market share in 2019 and is projected to generate maximum revenue by 2027. It is attributed to the rising prevalence of chronic diseases, a rise in hospitalization rate, and the subsequent increase in the number of patients. Moreover, the hospitals have several departments that are equipped to treat a wide array of medical issues and can admit patients for different types of surgical procedures, which leads to the growing demand for hospital treatment. Region Overview in the India IV Cannula Market By region, the India IV cannula market segmented into North India, South India, West India and East India. West India dominated the India IV cannula market with the largest market share in 2019 and likely to generate the highest revenue by 2027. The growth in the region can be attributed to the presence of a well-established healthcare system, rise in general surgical procedures coupled with the increasing incidence of chronic diseases, growing government investments & funding to upgrade & improve healthcare infrastructure. India IV Cannula Market: Competitive Landscape Companies such as B. Braun, Becton, Dickinson and Company, Denex International, GPC Medical Limited, La-med healthcare, Mediplus India Ltd., Mais India Medical Devices, Narang Medical Limited, and Hindustan Syringes & Medical Devices Ltd are the key players in the India IV cannula market. About Us: NIIR PROJECT CONSULTANCY SERVICES (NPCS), an ISO 9001:2015 company is one of the leading reliable names in industrial world for providing one of the most comprehensive suites of technical consulting services. We at NPCS are dedicated with passion and enthusiasm for helping young entrepreneurs is a real encouragement to proceed with a business start-up right from providing basic information to technology evaluation, sourcing and assimilation of detailed project reports, market survey studies and research through our advanced Industrial, Business and Commercial Databases. NPCS is a well-known technical consultancy providing focused services and we have been following stringent system and procedure to ensure only top quality strictly in conformity with delivering the needs of our clients in this rapidly growing & changing market. We have a full fledge of highly qualified Technical Consultants, Engineers, Economist and Technologists specialized in

various disciplines and we take great pride in working as a team, and share the common goal of exceeding excellence. Our team is behind the success of many clients in their investment. Over the years, NPCS has become a well-known name in the industrial world for delivering a wealth of technical services and solutions to clients, both large and small. We provide the services through comprehensive knowledge of equipment and practices through our excellent team at a very economical price.

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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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