

Perfumes, Flavours, Flavors, Aromatic Chemicals and Essential Oils Formulation and Technology

**Modern Technology Of Perfumes, Flavours And Essential Oils (2nd
Edition)**

Author: NIIR Board

Format: Paperback

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Since primeval times Flavors and Fragrances has been an element of our life. We have been making it a part of life. By different means we all utilize perfumery and flavor materials, in our everyday life. Fragrances have a key part in religious ceremonies as it was considered to possess strengths to cure and protect from evil. We in our routine life starting from morning till night make different uses of products for personal care and cleanliness which have perfumes. Even consumables like confectionary contain some type of perfume or flavors. Most fragrance comes naturally from many plants. This smell is known as aroma which is a Latin word and those flora which have this aroma are known as aromatic plants. These aromas are extracted from some odoriferous material called essential oils. There is no dearth of aromatic plants in India. The country is famous for its rich endowment with aromatic plant. In fact the Vedic literature one can find many references of Ayurveda Gandhshastra the science of odor which deals with the cosmetics and fragrances. The famous aromatic plants in India with medicinal uses are mint, Tulsi etc. The book tries to give a brief note on the fragrance and essential oils and has been one of the bestseller. The book contains chapter on Standards on Essential Oils in India, Fragrance and Flavors Industry in India, Process Flavorings, The Perfumer's Raw Materials: Products of Natural Origin Essential Oils, Terpeneless Oils, The Perfumer's Raw Materials: Products of Synthetic Origin, Synthetic Ingredients of Food Flavorings, Beverage Flavorings and Their Applications, The Perfumer's Raw Materials: Products of Synthetic Origin, Citronella Oil and many more detailed chapters. This versatile book takes way out to most realistic formulae on diversified perfumery products, flavors, essential oils etc. Taken as a whole, the book furnishes complete formulae with processes along with the technical aspect which are enormously innovative and profoundly utilitarian for new entrepreneurs as well as will act as a source of motivation to the existing units in quality improvement and cost reduction. Flow diagrams for various methods of preparation are vivid representations of the process sequence, Sequence. The enclosure section in the book also has a directory on Sources of raw materials; plant and machinery.

Essential Oils Handbook

Author: H. Panda

Format: Paperback

Book Code: NI48

Pages: 744

ISBN: 818662371X

Price: Rs. 975.00 US\$ 100.00

Essential oils are more widely used in modern products than one might expect usually extracted through distillation, they are used to fragrance bathing products, incense, perfumes and cosmetics, as well as in some types of household cleaner. In terms of alternative medicine, essential oils are most frequently used today in aromatherapy. Some essential oils are well known for their efficiency in treating minor ailments. There are huge numbers of useful plant extracts which can be used or aromatherapy. Essential oils can have physical and mental benefits. When essential oils make contact with the skin, they go deep beneath the pores and into the cell tissues where it is thought that they improve circulation and immunity. Other suggested benefits include relief from pain including headaches; antibacterial and antiseptic properties for treatment of minor cuts and wounds; relief from anxiety and depression and improving overall emotional state of a person. About 98% of the essential oils produced worldwide are produced for the cosmetic/perfume or food flavouring industries. In these industries, the therapeutic effect of the oil is not a consideration; and so, the oils are produced in a manner is that is totally unsuited for oils to be uses in aromatherapy. The total share in world export of essential oils and perfumery material it is only 0.4% thus, future hold great promise for India in the fast charging global economy as for as production and trade of natural raw material is concerned. Some of the fundamentals of the book are development of essential oil crops in India, oil of lavender, oil of lavadin, oil of rosemary, kuromoji oil, laurel leaf oil, sassafras oil Brazilian, nutmeg oil and mace oil (myristica oil), oil of michelia fallay, oil of lysimachia foenum, oil of chlorophyll carotene paste needles and twigs, flavonoids of liquidambar, turpentine oil, essential oil in the kitchen, essential oil in therapeutics, analysis of essential oils, annatto oil, oil of piper bettle, senecio quinquelobus, milletia ovalifolia, oil of vitis vinifera, dill seed and herb, oil siyah zeera (carum bulbocastanum), oil of eugenia jambolana, rosha oil, Indian petitgrain oils, Indian mandarin oils, extraction of citrus oil, etc. With the development of science and technology, essential oils are becoming popular due to its uses in the manufacturing of different products. This versatile book takes recourse to most pragmatic formulae on diversified essential oils. Overall the book contains formulae, processes which are immensely

innovative and profoundly utilitarian for new entrepreneurs as well as motivate the existing units in quality improvement and cost reduction.

[The Complete Technology Book of Essential Oils \(Aromatic Chemicals\)Reprint-2011](#)

Author: NIIR Board

Format: Paperback

Book Code: NI58

Pages: 640

ISBN: 9788178330662

Price: Rs. 1,275.00 US\$ 125.00

Essential oils are also known as volatile oils, ethereal oils or aetherolea, or simply as the oil of the plant from which they were extracted. Essential oils are generally used in perfumes, cosmetics, soaps and other products, for flavoring food and drink, and for adding scents to incense and household cleaning products. Various essential oils have been used medicinally at different periods in history. Medical applications proposed by those who sell medicinal oils range from skin treatments to remedies for cancer, and often are based solely on historical accounts of use of essential oils for these purposes. Interest in essential oils has revived in recent decades with the popularity of aromatherapy, a branch of alternative medicine that claims that essential oils and other aromatic compounds have curative effects. Oils are volatilized or diluted in carrier oil and used in massage, diffused in the air by a nebulizer, heated over a candle flame, or burned as incense. This book describes about the physicochemical properties, chemical composition, distillation, yield, quality of essential oils, process of extraction of essential oils, manufacture of essential oils, products derived from essential oils and so on. The book in your hands contains formulae, processes, and test parameters of different types of essential oils derived from different natural sources. This is very helpful book for new entrepreneurs, professionals, institutions and for those who are already engaged in this field.

[The Complete Technology Book on Herbal Perfumes and Cosmetics \(2nd Revised Edition\)](#)

Author: Dr. H. Panda

Format: Paperback

Book Code: NI59

Pages: 688

ISBN: 9789381039069

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

Herbal perfumes and cosmetics have been into usage from time immemorial and are made using natural herbs and ingredients that are healthier and beneficial for the skin. These are less likely to cause any damaging effect and the radiance they add to the skin. These days a number of beauty products that are using the herbal formulae have got lot of attention and have been witnessing a huge rise in demand not only nationally but on international arena. Bath and beauty products use herbs for both their scents and therapeutic qualities. Herbal products are replacing the synthetics products because of its harsh nature. To exploit the knowledge that has got the genesis in our country the book aims to provide recourse of pragmatic formulae of diversified herbal perfumes and cosmetics. Over all, the book contains formulae, processes, technicalities which are immensely innovative and profoundly utilitarian for new entrepreneur as well as motivate the existing units in quality improvement and cost reduction. The major contents of the book are creation of herbal perfumes, blending of fragrances, principle of manufacture, infrared spectra of pure herbal products, application of herbal products in body care, facial care, hair care, list of raw materials used for the creation of perfumery, manufacturing procedures for the preparation of toilet products, formulas of different types of perfumery, list of perfumes and cosmetics, photographs and details of machineries, toiletries manufactures and machinery suppliers in directory section. The book is highly recommended to new entrepreneurs, existing units who wants to diversify from synthetic to herbal products, research centers, professionals and libraries.

Aromatic Plants Cultivation, Processing and Uses

Author: H. Panda

Format: Paperback

Book Code: NI120

Pages: 504

ISBN: 8178330571

Price: Rs. 975.00 US\$ 25.95

Aromatic plants have essential or aromatic oils naturally occurring in them. They help heal mental ailments and other diseases. India is endowed with a rich wealth of medicinal plants. Aromatic (Aroma Producing) plants are those plants which produce a certain type of aroma. Their aroma is due to the presence of some kind of essential oil with chemical constituents that contain at least one benzene ring in their chemical configuration. The chemical nature of these aromatic substances may be due to a variety of complex chemical compounds. These plants have made a good contribution to the development of ancient Indian material medica. In recent years, there has been a tremendous growth of interest in plant based drugs, pharmaceuticals, perfumery products, cosmetics and aroma compounds used in food flavors and fragrances and natural colors in the world. There is a definite trend to adopt plant based products due to the cumulative derogatory effects resulting from the use of antibiotic and synthetics and except for a few cultivated crops, the availability of plant based material is mainly from the natural sources like forests and wastelands. There is a need to introduce these crops into the cropping system of the country, which, besides meeting the demands of the industry, will also help to maintain the standards on quality, potency and chemical composition. During the past decade, demand for aromatic plants and its products has attracted the worldwide interest, India being the treasure house of biodiversity, accounts for thousands of species which are used in herbal drugs. 90% of herbal industry requirement of raw material is taken out from the forests. Some fundamentals of this book are botanical description of the plant, genetic improvement, harvesting, intercropping, transplantation, irrigation and weeding, vanilla cultivation in India, commercial cultivation of vanilla, distillation of herbage for essential oil, effect of growth hormones, jasmine crop improvement & agrotechniques, efforts for new variety of *Jasminum auriculatum*, essential oils of agarwood, *Cinnamomum tamala* leaves, *Eucalyptus citriodora* and *Caultheria fragrantissima*, past and future of sandal wood oil industry, by product development from turmeric and ginger rhizomes, isolation of essential oils and its flavour profile etc. This book contains most of the important aspects related to aromatic plants. It is being published for those who are interested in growing, processing and trading of aromatic

plants. Tags Aromatic plants cultivation India, Cultivation of aromatic plants, Aromatic plants farming, Cultivation of aromatic crops, List of aromatic plants in India, Names of aromatic plants, Aromatic plants, Processing of Aromatic Plants, Extraction of essential oils from aromatic plants, Extraction of essential oils by steam distillation, Essential oil extraction methods, How Are Essential Oils Extracted?, Essential oils, Extraction of Volatile Oil from Aromatic Plants, Steam distillation procedure, How to extract plant oils by distillation?, How to extract oil from plants?, List of aromatic plants and their uses, List of Important Aromatic Plants, Multiple Uses of Aromatic Plants, Commercial cultivation of aromatic plants

[Herbs & Herbal Products Finder, Directory of Herbs, Herbal Medicines, Cosmetics, Herbal Products, Essential Oils, Perfumes, Pan Masala & Tobacco Products](#)

Author: NIIR Board

Format: Paperback

Book Code: NI133

Pages: 988

ISBN: 8186623671

Price: Rs. 1,600.00 **US\$** 42.95

This directory (B2B database) basically deals with list of institutes, consultants, specialist for different medicinal, aromatic and herbs cultivation, supplier of seeds, planting materials for different medicinal and aromatic plants, herbal medicinal plants, herbs, leaves health care products, pan masala, tobacco & tobacco products perfumery compounds, chemicals, pesticides, spices, fragrances & flavors association of India, organization of pharmaceutical producers of India, pesticides, association of India pesticides manufactures & formulators association of India pharmaceutical and allied manufacturers distributors, ingredients suppliers for cosmetics (foreign) etc. This is the first Directory of its kind which covers addresses, phone and fax nos., e mail, product details of manufacturers of Herbal products, Medicines, Essential Oils, Perfumes, Pan Masala and Tobacco products along with Consultants, Importers, Exporters, Suppliers & Manufacturers of Plant & Machinery etc. The directory will be very helpful for new entrepreneurs, professionals, libraries and suppliers of herbs and other ingredients to these industries.

[Cultivation and Utilization of Aromatic Plants](#)

Author: H. Panda

Format: Paperback

Book Code: NI155

Pages: 608

ISBN: 817833027X

Price: Rs. 1,100.00 **US\$** 29.73

Aroma has played a vital role, directly as well as indirectly, in the life of human beings since its appearance on the earth as a result of evolution. India, Egypt and Persia were amongst the first countries to have conceived the process of distillation of essential oils. Aromatic plants have essential or aromatic oils naturally occurring in them. They help heal mental ailments and other diseases. India is endowed with a rich wealth of medicinal plants. Aromatic (Aroma Producing) plants are those plants which produce a certain type of aroma. Their aroma is due to the presence of some kind of essential oil with chemical constituents that contain at least one benzene ring in their chemical configuration. These plants have made a good contribution to the development of ancient Indian material medica. In recent years, there has been a tremendous growth of interest in plant based drugs, pharmaceuticals, perfumery products, cosmetics and aroma compounds used in food flavors and fragrances and natural colors in the world. The chemical nature of these aromatic substances may be due to a variety of complex chemical compounds. There is a definite trend to adopt plant based products due to the cumulative derogatory effects resulting from the use of antibiotic and synthetics and except for a few cultivated crops, the availability of plant based material is mainly from the natural sources like forests and wastelands. There is a need to introduce these crops into the cropping system of the country, which, besides meeting the demands of the industry, will also help to maintain the standards on quality, potency and chemical composition. During the past decade, demand for aromatic plants and its products has attracted the worldwide interest, India being the treasure house of biodiversity, accounts for thousands of species which are used in herbal drugs. 90% of herbal industry requirement of raw material is taken out from the forests. This book basically deals with cultivation of *matricaria chamomilla*, present agro production technology status of celery, cultivation of *ocimum gratissimum* linn. var *clocimum*, the production and perfume potential of *jasminum* collections, chemical modification of turmeric oil to more value added products, biologically active compounds from turpentine oil, folk medicinal uses of indigenous aromatic plants in nepal, traditional uses of selected aromatic plants of bhutan and their cultivation prospects, blending aspects of perfumes with

turpentine constituents, the chemistry of mint flavour, essential oils of cinnamomum species, citral containing cymbopogon species etc.. The aim of publishing this book is to provide multidisciplinary information on aromatic plants. The book covers method of cultivation and utilization of various aromatic plants. This is very useful book for farmers, technocrats, agriculture universities, libraries, new entrepreneurs etc.

The Complete Technology Book on Flavours, Fragrances and Perfumes

Author: NPCS Board of Consultants & Engineers

Format: Paperback

Book Code: NI196

Pages: 864

ISBN: 9788190439886

Price: Rs. 1,675.00 US\$ 150.00

Many studies have been carried out on fragrances, flavors and perfumes worldwide. These products have important commercial value not only in India but in all over the world. Perhaps the most interesting results of the last few years in the fragrance and flavour fields are the many compounds described in this book. They may be used to engender or augment flavours in foodstuffs, chewing gums and medicinal products like mouthwash and toothpaste. The same compounds or closely related ones serve also to produce desirable aromas for perfumes, perfumed compositions such as soaps, detergents and cosmetics etc. Perfume is a mixture of fragrant essential oils and/or aroma compounds, fixatives, and solvents used to give the human body, animals, objects, and living spaces a pleasant scent. The odoriferous compounds that make up a perfume can be manufactured synthetically or extracted from plant or animal sources. Perfumes have been known to exist in some of the earliest human civilizations either through ancient texts or from archaeological digs. Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds, which allowed for the composition of perfumes with smells previously unattainable solely from natural aromatics alone. Flavors and Fragrances (F&F) are the essential ingredients that lend taste and smell, respectively, to food and personal or home care products. Without these, all the products that we use such as toffees, chips, toothpastes, soaps and shampoos, would be tasteless or odorless, boring, functional products. Fragrances are different types; floral, fruity, woody, flower, natural, etc. and has applications in different field; soap and toiletries, cosmetics, household applications etc. Flavoring in common language denote the combined chemical sensations of taste and smell, the same terms are usually used in the fragrance and flavors industry to refer to edible chemicals and extracts that alter the flavor of food and food products through the sense of smell. Applications of flavouring are in numerous field; meat, chocolate, dairy, beverage, confectionary, bakery, teas etc. Due to the high cost or unavailability of natural flavor extracts, most commercial flavorants are nature identical, which means that they are the chemical equivalent of natural flavors but chemically synthesized rather than being extracted from the source materials. Traditionally, while flavors and fragrances were viewed as the most customized of all raw

materials, and therefore commanded higher prices, in the last decade, prices have been pushed down consistently by large manufacturers. This book basically deals with the roots and the evolution of perfumery, the part of hedonism, how perfumery is linked to the other fine arts, the art of composition, conclusion, introduction, fragrancing of functional products, line extensions, perfumery for household products, floral series : rose notes, jasmin notes, hyacinth notes, lilac and lily, orange blossom notes, tuberose notes, violet notes, mignonette, woody series: sandal notes, peppery notes, caryophyllaceous notes, introduction, aroma composition of various teas, flavory ceylon black tea, keemun black tea, green tea, pouchong tea and jasmine tea, lotus tea, soap manufacture, raw materials, shaving soap, transparent soaps, super fatted toilet soaps, the milling process, coloured soaps, perfumes, soap compounds, acacia, almond, almond soap, amber soap, buttermilk, brown windsor, carnation, chypre, cologne, cyclamen, fougere, heliotrope, hyacinth, jasmin, lavender, lilac, lily, etc. This book contains formulae and processes of various types of flavours, fragrances and perfumes. New entrepreneurs, technocrats, research scholars can get good knowledge from this book.

Perfumes and Flavours Technology Handbook

Author: H. Panda

Format: Paperback

Book Code: NI227

Pages: 704

ISBN: 9788178331287

Price: Rs. 0.00 US\$ 0.00

Perfumes & flavours with their products are part & parcel of our everyday life. The demand worldwide for perfumes is enormous & constantly on the increase. The perfume & flavour industry has become a major business. Man's search for substances which can produce new flavours & perfumes, substitute for expensive & or scarce ones, or augment & enhance existing desirable ones continues at a pace. The manufacture of perfume oils & flavouring compounds is an art & it means metering of the individual components in accordance with the formula, followed by blending for homogenization. But in all perfume & flavour houses the oil formulas are among the best kept secrets & represent the knowhow. They play a major role in the success of the companies. Odors are also commonly called scents, which can refer to both pleasant and unpleasant odors. The terms fragrance and aroma are used primarily by the food and cosmetic industry to describe a pleasant odor, and are sometimes used to refer to perfumes. The odours are classified in various kinds such as floral, woody, rustic, balsamic, fruity, animal etc. There are numerous types of applications of perfumes in modern industrialized society such as perfumes used in soaps & detergents, paints, adhesives, air deodorants, cosmetics, toilet & beauty preparations, textiles, beverages, foods, medicines, and many more. The global flavour industry can be characterized as highly technical, specialized, and innovative. This industry is highly competitive and concentrated, compared to other product categories within the food and beverage market. The global flavours market is predicted to grow at a Compound Annual Growth Rate (CAGR) of 2% per annum. The present book deals with the new techniques & manufacturing processes with formulae of different useful and demandable perfumes and flavours. This book will definitely help not only to perfumers & flavour chemists but to all upcoming entrepreneurs, scientists, technocrats etc.

Selected Formulary Book on Cosmetics, Drugs, Cleaners, Soaps

and Detergents (2nd Revised Edition)

Author: NPCS Board of Consultants & Engineers

Format: Paperback

Book Code: NI315

Pages: 416

ISBN: 9789381039731

Price: Rs. 1,475.00 **US\$** 150.00

Cosmetics are linked to the aesthetics of beauty and have been used for centuries to improved the appearance and enhance attractiveness. Besides helping us with our personal hygiene, cosmetics have become vital to our self-esteem and largely determine how other people treat us and our ability to influence them. Cosmetic products are segmented into skin care products, hair care products, color cosmetics, fragrances, etc. A soap or a detergent is a material which, when dissolved in water, aids the removal of dirt from a surface. The soap, detergent product industry is vivacious, varied, creative and tricky and has the prospective to provide a gratifying career. The increasing demand for advanced and sophisticated cosmetics, soaps and detergent is an important driving factor in the market. The market for soaps & detergents in Asia Pacific is likely to expand significantly due to the changing lifestyle of people and growing modernization. Presently, the retail sale segment generates a larger share of the overall global market revenue. The distribution channels such as supermarkets, department stores, pharmacy & drug stores, specialty stores, beauty salons, Internet retailing, and shopping complexes play an essential role in meeting the demand for these products. The book contains processes formulae, plant & machinery suppliers with their photographs and providing information regarding manufacturing method of various products. Some of the fundamentals of the book are cosmetics and drugs, ocean bathing salt, oxygen bathing salt, medical bathing salts, carlsbad well, hallein well, sodium thiosulphate plus acid, bath water, alcoholic sulphur hair lotion, scalp stimulant, hair wave concentrate, hair setting concentrate, hair fixative cream, hair fixative perfumes, hair oil, shampoo Powder, cleansers, soaps and detergents, cleaning skins and leather, glass cleaning, dish washing powder, stain removers, bleaching agent, soft soap, laundry soap etc. This book will be a mile stone for its readers who are new to this sector, will also find useful for professionals, entrepreneurs, those studying and researching in this important area.

Handbook on Perfume, Deodorant, Air Freshener, Body Spray, Fragrances, Flavours and Essential Oil Industry with Manufacturing Formulations, Process, Machinery Equipment Details & Factory Layout

Author: P.K. Tripathi

Format: Paperback

Book Code: NI333

Pages: 472

ISBN: 9788195676941

Price: Rs. 1,775.00 US\$ 47.95

Handbook on Perfume, Deodorant, Air Freshener, Body Spray, Fragrances, Flavours and Essential Oil Industry with Manufacturing Formulations, Process, Machinery Equipment Details & Factory Layout One of the most obvious advantages of wearing perfume is that it masks body odours and keeps us smelling fresh throughout the day. It also contributes to our increased self-assurance. It can be immensely calming to know that we smell nice. Perfume has the ability to influence mood and create the atmosphere desire. Aromatherapy, incense, and ittar have all been in India since ancient times, and essential oil scent is formerly a part of regal tradition. Perfumes are made up of scents or essential oils that give out a pleasing scent. The global perfume market size valued expected is CAGR of 3.9%. The global deodorant market size is valued is projected to reach a CAGR of 4.0%. The global air freshener market valued at CAGR of 3.5%. An air freshener is a product that typically emits fragrance to eliminate unpleasant odor in a room. Body mist market recorded a value CAGR of 3.7%. Global demand for fragrances is expected to reach rising at a CAGR of 4.7%. The global flavour ingredients market is being aided by the growing flavour and fragrance ingredients market, which stood at a value is expected to grow at a CAGR of 6.0%. The global essential oils market size is estimated to reach at a CAGR of 9.3%. Successful business ideas in perfume industry is profitable and very viable. Thus, it is a good idea to venture into it by starting your own business. Read this book on for more information about perfume industry in detail. It will help you understand how to get started with your own perfume business. Perfume is a great way to make money because of its high demand in today's market place. The book contains detailed information about Perfumes in which all aspects are covered. The book is of immense use to professionals in Perfumery & Cosmetics for quick revision as well as in day-to-day life where people would like to know about perfumes. This book also serves as an excellent guide for those who want to venture into perfume industry or have been associated with it. A complete guide to the Perfume, Deodorant, Air Freshener, Body Spray, Fragrances, Flavours and Essential Oil Industry manufacturing and entrepreneurship. This is the only book that covers the entire process of making commercial Perfume, Deodorant, Air Freshener, Body Spray, Fragrances, Flavours and Essential

Oil Industry. It's a veritable feast of how-to information, from concept through equipment acquisition.

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.

NIIR PROJECT CONSULTANCY SERVICES , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** npcs.india@gmail.com **Website:** NIIR.org

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