

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

**Author:** NPCS Board

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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) 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.

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.

## **Contents**

### **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 Bleding 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  
 Ephidrine 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 Polysis)  
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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**NIIR PROJECT CONSULTANCY SERVICES** , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** [npcs.india@gmail.com](mailto:npcs.india@gmail.com) **Website:** [NIIR.org](http://NIIR.org)

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