

# Grow Rich By Starting your Own Business

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**Format:** Paperback

**ISBN:** 8178330903

**Code:** NI52

**Pages:** 236

**Price:** Rs. 325.00 US\$ 8.78

**Publisher:** Asia Pacific Business Press Inc.

Usually ships within **5** days

Hundreds of thousands of people start their own businesses every year, and untold more dream about the possibility of becoming their own bosses. While entrepreneurship has its many potential rewards, it also carries unique challenges. To start a business of your own you need to understand the environment to set up an enterprise of your own. Setting up a business requires many things. Understanding yourself, understanding market, availing funds are certain basic things that one must mandatorily know before making a business decision. In fact before starting a business also one has to be thorough with the requirements of current line of industry.

## Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range.

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

## What is Startup India offering to the Entrepreneurs?

Stand up India backed up by Department of Financial Services (DFS) intends to bring up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years.

PM announced that "There will be no income tax on startups' profits for three years"

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.

The book contains the aspects to plan any business strategy step by step. The book explains about business plan, effective marketing matters, facing the competition, adding employees, choosing right location and more aspects that will help start and maintain a new business. The book also contains the list of organizations that help small business in India, important organizations for entrepreneurs and technical consultancy organizations for small scale sector.

This book will guide you step by step to get your business up and running. You will see how to choose a business that is right for you and find the fund you need to begin and support it. This book will help you how to handle all aspects of running your own business setting up your office, marketing your product or service, getting the help your cash flow and collection, adding employees to expand more, fighting the defaulting customers and more. And you will also find out the challenges and opportunities that running a new business of your own presents. You will see how your dream to be your own boss becomes a reality.

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Karnataka  
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Of Maharashtra (Wima) Awake, Association Of Women Entrepreneurs Of Karnataka  
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Bihar Industrial & Technical Consultancy Organisation Ltd.  
Canadian International Development Agency (Cida)  
Canara Bank Platinum Jubilee Rural Development Trust (Cbpjrd)  
Central Building Research Institute  
Central Drug Research Institute  
Central Electro-Chemical Research Institute  
Central Food Technological  
Research Institute  
Central Fuel Research Institute  
Central Institute Of Fisheries  
Technology  
Centre For Entrepreneurship  
Development

Centre For Management Development  
 Council For Advancement Of People's Action And Rural Technology  
 (Capart)  
 Council Of Scientific And Industrial Research (Csir) Department Of Science And Technology  
 Department Of Women And Child Development, Govt. Of India.  
 Development Alternatives  
 Development Corporation Of  
 Vidharbha  
 Eastern India Womens' Association  
 Economic Development Corporation  
 Of Goa, Daman & Diu Ltd.  
 Electronics Trade And Technology Development Corporation Ltd (Et&T)  
 Entrepreneurship Development  
 Institute Of India  
 Ford Foundation  
 Friedrich Ebert Foundation  
 Gram Vikas  
 Handicrafts And Handloom Exports Corporation Of India  
 Haryana Industrial Consultants Ltd  
 Himachal Consultancy  
 Organisation Ltd.  
 India Development Services  
 Indian Gramin Service  
 Indo-German Dhauladhar Project  
 Industrial & Technical Consultancy Organisation Of Tamil Nadu  
 Institute Of Entrepreneurship Development  
 International Centre For Entrepreneurship And Career Development (Icecd)  
 Jammu & Kashmir Industrial &  
 Technical Consultancy Organisation Limited  
 Jan Vikas  
 Jnana Prabodhini  
 Karnataka Leather Industries Development Corporation Ltd.  
 Karnataka Silk Industries  
 Corporation Ltd. (Ksic)  
 Karnataka State Central Coir Cooperation Development Production And Marketing Board  
 Karnataka State Electronics Development Corporation Limited (Keonics)  
 Karnataka State Handicraft Development Corporation Ltd.  
  
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National Institute Of Small Industry Extension Training (Nisiet)  
National Productivity Council  
National Research And Development Corporation Ltd. (Nrdc)  
National Small Industries  
Corporations Ltd. (Nsic)  
Norad (Norwegian Agency For Development)  
North Eastern Industrial & Technical Consultancy Organization Ltd.  
North India Technical Consultancy Organisation Ltd.  
Organisation In Human Welfare & Research Foundation

Overseas Development Administration, British High Commission  
Professional Assistance For Development Action (Pradan)

Rajasthan Consultancy  
Organisation Ltd.  
Rayalaseema Seva Samithi (Rass)  
Regional Engineering College  
Royal Netherland's Embassy, Development Cooperation/Women Development  
Rural Development And Self-Employment Training Institute (Rudset Institute)  
Sri Jaya Chamarendra College Of Engineering Science And Technology  
Park (Sjce-Step)  
Shree Kshetra Dharmasthala Rural Development Project (Skdrdp)  
Small Industries Development  
Bank Of India  
Small Industries Service Institute  
Social Alliance Of Women  
Entrepreneurs  
State Bank Of India Consultancy  
Bureau  
State Financial Corporation  
Sumangali Seva Ashrama  
Udyogini  
Usaid (United States Agency For International Development)  
Ushagram Trust  
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West Bengal Consultancy  
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Rajasthan  
Sikkim  
Tamil Nadu  
Tripura  
Uttar Pradesh  
West Bengal  
Arunachal Pradesh  
Andaman & Nicobar Island  
Delhi  
Mizoram  
Pondicherry

## About NIIR

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