



Entrepreneur India

106-E, Kamla Nagar, New Delhi-110007, India.

Tel: 91-11-23843955, +91 9097075054

Mobile: +91-9097075054

Email: npcs.ei@gmail.com, info@entrepreneurindia.co

Website: www.entrepreneurIndia.co



Grow Rich By Starting your Own Business

Code	NI52
Format	paperback
Indian Price	₹325
US Price	\$50
Pages	236
ISBN	8178330903
Publisher	Asia Pacific Business Press Inc.

Description

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.

Content

1. You And Your Business Plan

Why A Business Only?

Your Motivations And Goals

Financial Motivations

Family Motivations

2. Choosing A Business

Your Hobbies And Interests

Market's Present And Future Needs

Will Your Business Succeed?

Important Points To Remember

3. Plan To Make Your Business Successful

Your Strategic Plan

Location Of Your Business

Resistance To Change

Synchronizing Your Goals And Those

Of The Company

Adding Employees Or Partners

Important Points To Remember

4. Your Business Plan

You And Your Potential Investors

Contents Of Your Business Plan

Index

Summary

Your Products/Service

Market And Industry Analysis

The Competition

Marketing Strategy

Management Team

Operations Plan

Financial Analysis

Appendix

Important Points To Remember

5. Choosing Your Business Form

Sole Proprietorship

Partnership

Corporation

Publicly Held Corporation

Privately Held Corporation

(Close Corporation)

Franchises

6. Effective Marketing Matters The Most

Target Marketing

Pricing Strategies

Product/Service Life Cycle

Marketing Message And Positioning

Getting The Public Attention

Publicity

Other Ways

Advertising

7. Selling Your Product

Manipulative Selling

Professional Selling

Criteria For Closing The Deal

Selling Through Distribution And Your Own Sales Force 38

8. Facing The Competition

Strategic Or Tactic Threats

Competitive Information

Price War

Market Makers And Followers

Using Market Niches

9. Importance Of Accounting

Earned Income

Types Of Accounting

Cash Basis Of Accounting

Advantages

Disadvantages

Accrual Basis Of Accounting

Advantages

Disadvantages

Financial Statements

10. Dealing With Banks

Your Relations With Banks

Relationship With Loan Officer

Your Business Plan

11. Significance Of Cash On Hand

Success May Turn Lethal

Improve Your Cash Position

12. Facing Collection Problems

Avoid Deadbeat Clients

Your Bad-Debt Ratio

Legal Action Against The Defaulting Customers

Role Of Collection Agencies

13. Adding Employees

How To Get A Good Employee

Your Relation With Your Employees

Effective Interviewing

14. Choosing The Right Location

Home Office

When Do You Need A Regular Office?

15. Helping Your Success

Your Success

Your Business Ego

Small Expenses

16. Government And Non-Government Organizations Supporting Entrepreneurship

Development In Our Country

Small Scale Sector

The National Small Industries Corporation Ltd. (Nsic), New Delhi

Prime Minister's Rozgar Yojana For Educated Unemployed Youth (Pmry)

Delhi Financial Corporation

Commissioner Of Industries Office

Dsidc (Delhi State Industrial Development Corporation)
Opportunities In Haryana
Industrial Assistance Group
Haryana State Industrial Development Corporation (Hsidc)
Haryana Financial Corporation (Hfc)
Haryana State Electronics Development Corporation (Hartron)
Haryana Agro Industries Corporation (Haic)
Haryana State Small Industries And Export Corporation (Hssi & Ec)
The Himachal Pradesh State Industrial Development Corporation Ltd.
Himachal Pradesh Financial Corporation
Karnataka State Financial Corporation (Ksfc)
Entrepreneurship Development In Lakshadweep
Major Facilities Available Under Centrally Sponsored Scheme
Maharashtra Industrial Development Corporation (Midc)
Udyog Sahayak, Directorate Of Industries, Punjab
Punjab Financial Corporation
Rajasthan Financial Corporation
Interest Rate Structure
Semfex Loan
Industrial Development Bank Of India (Idbi)
Small Industries Development Bank Of India (Sidbi) 108
I. Schemes Of Refinance Assistance
ii. Schemes Of Direct Assistance
iii. Bills Schemes
17. Important Organizations For Entrepreneurs 123
I. National Financial Institutions
ii. State Financial Institutions
Andhra Pradesh
Assam
Bihar
Chandigarh
Delhi
Gujarat
Haryana
Himachal Pradesh
Jammu & Kashmir
Karnataka
Kerala
Madhya Pradesh

Maharashtra

Orissa

Pondicherry

Punjab

Rajasthan

Tamil Nadu

Tripura

Uttar Pradesh

West Bengal

18. Technical Consultancy Organizations For Small Scale Sector

Andhra Pradesh

Assam

Bihar

Gujarat

Haryana

Himachal Pradesh

Tamil Nadu

Jammu & Kashmir

Karnataka

Kerala

Madhya Pradesh

Maharashtra

Manipur

Punjab

Orissa

Rajasthan

19. Organisations That Help Small Businesses In India

Andhra Pradesh Industrial &

Technical Consultancy Organisation

Appropriate Technology Development Association

A.P. Women's Co-Operative Finance Corporation Ltd. Association Of Women

Entrepreneurs Industrialists

Of Maharashtra (Wima) Awake, Association Of Women Entrepreneurs Of Karnataka

Bhagavatulla Charitable Trust

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.

Karnataka State Women's Development Corporation Limited

Kerala Industrial & Technical Consultancy Organisation Ltd.

Kerala State Women Industries Association

Khadi And Village Industries

Commission

Kutch Mahila Vikas Sanghathan

Maharashtra Industrial And

Technical Consultancy

Organisational Ltd.

Marketing Organisation Of Women Entrepreneurs (Moowes)

Meghalaya Industrial Development Corporation Ltd. 169

Ministry Of Food Processing

Industries

Myrada

National Bank For Agriculture

And Rural Development

(Nabard)

National Institute For

Entrepreneurship And Small

Business Development (Niesbud)

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
Village Planning Forum
West Bengal Consultancy
Organisation Ltd.
Womens Entrepreneurs Association
Of Rajasthan
Youth Charitable Organisation
20. Annexure 1 : Addresses Of National Bank For Agriculture And Rural Development
(Nabard) Offices In India
21. Annexure 2 : Addresses Of Rural Development And Self-Employment Training
(Rudset) Institutes In
India
22. Annexure 3 : Small Industries Service Institutes, Branch Institutes, Extension
Centres
Andhra Pradesh
Assam
Bihar
Goa
Dadra & Nagar Haveli
Gujarat
Haryana
Himachal Pradesh
Jammu And Kashmir
Karnataka

Kerala
Madhya Pradesh
Ujjain
Maharashtra
Manipur
Meghalaya
Nagaland
Orissa
Punjab
Rajasthan
Sikkim
Tamil Nadu
Tripura
Uttar Pradesh
West Bengal
Arunachal Pradesh
Andaman & Nicobar Island
Delhi
Mizoram
Pondicherry

About Niir

NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of Plant and Machinery, Manufacturing Process and/or Equipment required, General Guidance, Technical and Commercial Counseling for setting up new industrial projects and industry. NPCS also publishes various technology books, directories, databases, detailed project reports, market survey reports on various industries and profit making business. Besides being used by manufacturers, industrialists, and entrepreneurs, our publications are also used by Indian and overseas professionals including project engineers, information services bureaus, consultants and consultancy firms as one of the inputs in their research.