

Vivek Sethi is basically from Assam and has done Masters in marketing. He is an industrialist from past 10 years with good marketing knowledge and now is willing to invest in some in some industrial project. He had an ample amount of money to invest but was confused as to which industry to choose.

He reached NPCS for the project Identification.

Client's challenge:

Area	Specification
Budget	Rs 4.5 Crores - Rs 5Crores
Location	Guwahati (Assam)
Industry Criteria	Good Future Scope
	Minimum Risk
	Low Competition

SOLUTIONS PROVIDED BY NPCS

According to our research, ASSAM is endowed with many natural resources like fertile soil, perennial rivers, good human resources, and a climate congenial for agriculture. The principal food crop is rice and agro-climatic condition of the state favours the growth of a variety of fruits and vegetables/ spices including banana, tea, bamboo, turmeric, ginger etc. Assam alone produces more than half of India's tea production which has contributed substantially to the economy of the state. Assam ranks sixth position in the country for banana production with an annual production of about 7.00 lakh MT and hence has a huge market in the state.

NPCS through its network of project consultants in a wide range of business and technological disciplines, provided Mr. Sethi solutions to all his query and suggested him a project according to his skills, knowledge, expertise.

The list of projects suggested to Mr. Sethi by NPCS based on described location and investment:

1. **EXTRACTION OF ULTRA PURE SILICON FROM RICE HUSK:** Assam accounts for fair share of India's production of rice. Assam also got best performance award in rice production in 2011. During the year, Assam produced 50.86 lakh metric tonne of rice. At present, rice occupies about two-third of the total cropped area in the state.

2. **ACTIVATED CARBON FROM BAMBOO:** Assam is rich in sylvan resources and most of its forests are richly stocked with bamboos and canes of various species. Bamboo is a raw material of great versatility and forms an integral part of the lifestyle and economy of Assam. It is very clear that there exists very good scope for this product and it can be exploited easily.

3. **PP WOVEN BAGS (FOR CEMENT PACKING):** Woven bags enjoy a good market in India and will continue to do so in the coming years. Plastic woven sacks are rapidly replacing jute bags because they have often various advantages over the conventional jute fabrics as packaging materials. They have excellent chemical resistance; they are light in weight and more suitable for packing of various chemicals in the form of granules and powder.

4. **BANANA POWDER:** India is the fruit and vegetable basket of the world. India produces 54% of world's mango, 23% banana, 24% cashew nuts, 36% green peas and 10% onion production. India is the largest producer of banana in the world. The major banana producing states of India are Tamilnadu, Maharashtra, Karnataka, Gujarat, Andhra Pradesh, Assam and Madhya Pradesh. In India, Banana is available all through the year all over the country. If it is converted into powder or other form with the help of technology, then not only

a massive wastage of this fruit could be prevented but more demand for the fruit could also be generated, because demand for individual products can be increased if they are offered before or after the season.

5. **CURCUMIN (TURMERIC):** India is one of the leading producers and exporters of Turmeric. In traditional Asian medicine, turmeric is used to treat various conditions. These value-added products enjoy excellent demand in the developed economies where they are used as food ingredients to enhance value and aroma of many foods. Importantly, they are standardized products, hygienic and of consistent quality, also used in addition to a variety of pharmaceutical formulations. India contributes about 78 per cent of the world production and 60 per cent to the total trade. The increasing demand for natural products is in the pharmaceutical industry also.