

Mr. Nitin Setia is basically from Uttarakhand and has over 10 years of experience in multiple domains of banking and human resource field. Mr. Setia wanted to start his own business but was not ready with the business plan. He was looking for the potential projects in Himachal Pradesh, Uttarakhand and Maharashtra with the investment limit of Rs.10 crores and reached NPCS for the advice.

SOLUTIONS GIVEN BY NPCS:

According to the research, Himachal Pradesh and Uttarakhand are endowed with many natural resources like fertile soil, perennial rivers, rich mineral deposits, good human resources, and a climate congenial for agriculture.

The research was done by NPCS to identify potential projects in Himachal Pradesh, Uttarakhand and Maharashtra and the identified projects are chosen for the investment limit of Rs. 10 crores. We also provided a brief cost estimation of the projects according to Mr. Setia investment limit. Some of the lucrative projects recommended by us which have tremendous potential depending upon the availability of resources and other factors are:

- 1. Activated Carbon from Saw Dust & Coconut Shell:** Activated carbon is an amorphous form of elemental carbon prepared by destructive distillation of any one of a variety of carbonaceous raw materials, including wood, coal or coconut shells. Worldwide demand for activated carbon is expected to increase more than ten percent per annum through 2016 to 1.9 million metric tons. While implementation of the newest Five Year Plan will bolster activated carbon use in water treatment, gains will also come from increasing consumption by industry, as demand for activated carbon in every major market in the nation is forecast to rise faster than the world average.
- 2. Rice Bran Oil:** Rice bran oil is truly "The World's Healthiest" edible oil, containing vitamins, antioxidants, nutrients and trans fat free. It is not just delicate and flavorful, it can help lower cholesterol, fight diseases, enhance the immune system, fight free radicals and more. Rice bran oil is extremely light, versatile and delicious. Used to fry, saute, salad dressings, baking, dipping oils and where ever you use cooking oil. It is amazing cooking oil- light, healthy and also best in taste. Rice bran oil is vastly superior to traditional cooking oils and can be considered nutraceutical (food as medicine) oil that is perfect for all your healthy cooking needs. Rice bran oil is quickly becoming a favorite in commercial frying to replace hydrogenated oils that contain trans fat. This is due to rice bran oils health, flavor and performance benefits.
- 3. Curcumin from 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.
- 4. Ginger Products:** The demand of ginger based beverage will ever increasing due to its health benefits. It has good export, global and domestic demand. There is good scope for new entrepreneurs. There is a growing demand for standardized extract of ginger for use as ingredients in plant-based medicines, health promoting products (dietary supplements), etc. dry ginger also has huge demand in the medicine sector as it helps in curing nausea, loose motions and gastrointestinal problems.