

**Soaps, Detergents, Acid Slurry, Cleaners,  
Toiletries, Washing Powder, Cake (Bar), Laundry  
Care, Fabric Wash, Household Detergent,  
Industrial Detergents, Synthetic Detergent, Toilet  
Soap, Liquid Soap, Depilatories, Surfactants,  
Disinfectants Manufacturing**

**[Modern Technology of Soaps, Detergents & Toiletries \(with  
Formulae & Project Profiles\) 4th Revised Edition](#)**

**Author:** P. K. Chattopadhyay

**Format:** Paperback

**Book Code:** NI34

**Pages:** 448

**ISBN:** 9789381039700

**Price:** Rs. 1,275.00 **US\$** 125.00

There has been consistent rise in Indian toiletries Industry. Novelty in ideas and marketing seems to be the major subject matter of the Indian soap industry. With increasing popularity there has been increase in potential competitors but it still has the opportunity of further exploitation. The soaps, detergent and toiletries product industry is vivacious, varied, creative and tricky, and has the prospective to provide a gratifying career. Since these are basic requirements throughout the world undoubtedly the toiletries industry is one of the fastest growing and most profitable markets in international arena has been for the past many years. Total quality management has its importance in managing every industry so is its importance and relevance in Oils, Soaps, and Detergents Industries. Featured as one of best seller the book modern technology of soaps, detergent and toiletries is another resourceful book written by P. K. Chattopadhyay. The author is highly experienced consultant to cosmetics and toiletries industries. The book contains the formulae of diverse types of soaps, detergents (cake, powder and liquid) toiletries, methodical testing method, quality control of complete products, packing criterion of cosmetics and toiletries along with project profiles, machinery photographs and addresses of raw material, plant and machinery suppliers. The book contains detail chapter on: Principal Groups of Synthetic Detergents Classification, Detergent Bar, Washing Soap: Laundry Soap Formulation, tooth paste, after shave lotion, Hair Shampoo, Fundamentals of Science, Testing of Finished Goods, Finished Product Quality Control Procedures, Natural Essential Oils in India : A Perspective, Essential Oils in India and Trade Summary and Conclusion, etc. Basic information in entering a market and the opportunities and requirements of the potential sector has been the best way to penetrate in a market. How and what if properly answered can take you to a long way. The first hand information on different types of toiletries product have been properly dealt in the book and can be very useful for those looking for entrepreneurship opportunity in the soap industry.

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## **[Handbook on Soaps, Detergents & Acid Slurry \(3rd Revised Edition\)](#)**

**Author:** NIIR board

**Format:** Paperback

**Book Code:** NI38

**Pages:** 800

**ISBN:** 9788178330938

**Price: Rs. 1,575.00 US\$ 150.00**

Novelty in ideas and marketing seems to be the major subject matter of the Indian soap industry. The soaps, detergent and acid slurry product industry are vivacious, varied, creative and tricky, and have the prospective to provide a gratifying career. Soaps and detergents are used frequently in our daily life. We use them to wash our hands and clean our clothes without ever really paying attention to how they work. Beneath the plain white surface of a bar of soap lie an intriguing history and a powerful chemistry. It has been said that amount of soap and detergent consumed in a country is a reliable measure of its civilizations. There was a time when these products were luxury; now it is a necessity. Acid slurry is a sulphonation product made by sulphonation of linear alkyl benzene by oleum or  $\text{SO}_3$  or sulphuric acid or combinations of above. It is used in manufacturing of various detergents. The Soap and Detergent industry is profoundly lucrative with splendid market potential as well as bright future scope. In order to meet the requirement of market demand, many more new units are recommended to be established on small and cottage scale. Soaps and detergents are very similar in their chemical properties. However, there is a significant difference between them; soaps are produced from natural products, and detergents are synthetic, or manmade. The market is expected to grow at rates ranging from under 4% to around 4.5%. These are very modest rates considering that the lifestyles not only of urbanites, but even of well off rural folks are changing at a very high pace. The analysts are expecting the industry to continue to grow in both the industrialized as well as developing nations. The present book has been written keeping in view the basic difficulties of the entrepreneurs. Nominal investment is required for this industry which comprises simple method of processing for manufacturing of various types of soaps, detergents and acid slurry. The book contains chapters on: acid slurry, detergent manufacturing, detergents of various types, principal groups of synthetic detergents, inorganic components of detergents, synthesis of detergents, liquid detergents, packaging of soaps and detergent and many more such chapters. The enclosure also contains a list of suppliers of raw material (overseas) and list of plant and machinery suppliers (overseas). Fundamental information in venturing a market and the opportunity and prerequisite of the potential sector has been the superlative

way to make a way into in a market. How and what if correctly taken care can take you to a long way. The first hand information on different types of soaps, detergent and acid slurry products have been properly dealt in the book and can be very useful for those looking for entrepreneurship opportunity in the said industry.

## [Herbal Soaps & Detergents Handbook](#)

**Author:** H. Panda

**Format:** Paperback

**Book Code:** NI53

**Pages:** 536

**ISBN:** 9789381039007

**Price:** Rs. 1,275.00 **US\$** 125.00

The use of herbs for medicinal and cosmetic purpose goes back to the ancient times. The emphasis at the present hour has been laid on the spectacular growth of the herbal and ayurvedic products. The demand in past is found to have increased with increase in number of middle class population. People are now a days very much aware of the ingredients in cosmetic products, the benefits of plant products and the harmful effects of chemical ingredients. The presence of artificial and chemical ingredients in cosmetic products has made people to rethink about suitable alternatives to suit their personal care regime. The herbal products have finally made their appearance in packaged form in the domestic markets, as cosmetics and personal care preparation such as soaps, shampoos, detergent bars, liquid soaps, liquid detergents, etc. These products play a vital role in our sense of well being and quality of life. The herbal soaps and detergents directly influence our emotions and can trigger moods. These creations not only protect the skin from harmful sun radiations but also leave behind a pleasant fragrance. Due to the increasing awareness and importance of cleanliness and healthiness, the use of herbal products is also increasing. Future demand for herbal products depends upon the per capita rate of consumption and segment of population using these products. This handbook provides detailed information on the manufacturing process of herbal soaps and detergents. This book contains numerous formulae, manufacturing process of different type of soaps and detergents which are used in day to day life. The book is an unique compilation and will be very helpful to all its readers, new entrepreneurs, professionals, beauty care product manufacturers, existing units, technical institutions, etc.

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## [The Complete Technology Book on Detergents \(2nd Revised Edition\)](#)

**Author:** NIIR Board of Consultants Engineers

**Format:** Paperback

**Book Code:** NI92

**Pages:** 542

**ISBN:** 9789381039199

**Price:** Rs. 1,100.00 **US\$** 125.00

The Indian detergent industry is about three decades old. An interesting and unique feature of detergent industry in India is the existence of non power operated units which do not use any electrical power for the production of detergent powder. But the production technology of detergents have been changed involving high technique in process control, more skilled personnel and requiring large input. There are various forms of detergents; liquid detergents, paste detergents, solid detergents etc. Whether in liquid or in powdered forms, present detergent products are complex mixtures of several ingredients including performance additives such as bleaches, bleach activators etc. The scope and spectrum of methods and techniques applied in detergent analysis have changed significantly during the last decade.. The book outlines features and experimental parameters for many essential procedures, and emphasizes the latest techniques and methods. This book emphasizes practical aspects of detergent production with latest development and other special products based on synthetic surfactants. This book basically deals with the builders, additives and components of detergents, recent developments in surfactant, manufacture of active Ingredients for detergents, manufacture of finished detergents, application and formulation of detergents, packaging of detergents, analysis of detergents, machinery photographs with their suppliers, directory of raw material suppliers etc.. This is an attempt to fill the need of those desirous of starting detergent industry in small scale sector and necessarily contains analytical methods for testing and evaluation of raw as well as final products.

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## [The Complete Technology Book on Soaps \(2nd Revised Edition\)](#)

**Author:** NIIR Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI110

**Pages:** 496

**ISBN:** 9788178331676

**Price:** Rs. 1,425.00 **US\$** 150.00

Soap is the traditional washing compound made from oil fats and caustic alkali. It is an item of daily necessity as cleaning agent. There are few specialty soaps like the washing soaps, castile soaps, sandal soap, specially flavored soaps, medicated soaps, toilet soaps and baby soaps. Population growth, especially households with children has a proportional impact on the growth of the manufacturing sector of the industry. The soap industry is vivacious, varied, creative and tricky, and has the prospective to provide a gratifying career. With increasing popularity there has been increase in potential competitors but it still has the opportunity of further exploitation. Today with increase in disposable incomes all around the world, demand for these products expected to increase because consumers are moving up towards premium products. With increasing awareness of hygienic standards, the market for the Soap is growing at a rate higher than 8% annually. People have become more creative in trying to find new ways in which they can make soap either for domestic use or commercial purposes. This book will provide all the basic facts and information you need to get started. You will be able to slowly build your way up to completely master the art of soap making. The book contains processes formulae, Photographs of Plant & Machinery with Supplier's Contact Details, Addresses of Raw Material Suppliers and providing information regarding manufacturing method of different washing and toilet soaps. Some of the fundamentals of the book are raw material oil and fats, fatty acids, manufacture of soap products, technology of soap manufacturing, various formulations of soaps, soap perfumery, management of soap factories, analytical methods. This book will be a mile stone for its readers who are new to this sector, will also find useful for professionals, entrepreneurs, those studying and researching in this important area.

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## **[Soaps, Detergents and Disinfectants Technology Handbook](#)**

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI198

**Pages:** 680

**ISBN:** 9788190568517

**Price:** Rs. 1,275.00 US\$ 125.00

Soaps and detergents are used frequently in our daily life. We use them to wash our hands and clean our clothes without ever really paying attention to how they work. Beneath the plain white surface of a bar of soap lies an intriguing history and a powerful chemistry. It has been said that amount of soap and detergent consumed in a country is a reliable measure of its civilizations. There was a time when these products were luxury; now it is a necessity. A disinfectant or agent that frees from infection is ordinarily a chemical agent which kills disease germs or other harmful microorganisms and is applied to inanimate objects. The specific way in which a disinfectant agent is used is dependent on both the desired objective and the infectious agent present. The term detergent by itself refers specifically to laundry detergent or dish detergent, as opposed to hand soap or other types of cleaning agents. Detergents are commonly available as powders or concentrated solutions. Detergents work because they are amphiphilic partly hydrophilic (polar) and partly hydrophobic (non polar). Their dual nature facilitates the mixture of hydrophobic compounds (like oil and grease) with water. Because air is not hydrophilic, detergents are also foaming agents to varying degrees. Completely non polar solvents known as degreasers can also remove hydrophobic contaminants but may not dissolve in water because of a lack of polar elements. Soaps are mainly used as surfactants for washing, bathing, and cleaning, but they are also used in textile spinning and are important components of lubricants. Soap is a mixture of sodium salts of various naturally occurring fatty acids. Soaps and detergents are very similar in their chemical properties. However, there is a significant difference between them; soaps are produced from natural products, and detergents are synthetic, or manmade. The market is expected to grow at rates ranging from under 4% to around 4.5%. These are very modest rates considering that the lifestyles not only of urbanites, but even of well off rural folks are changing at a very high pace. The analysts are expecting the industry to continue to grow in both the industrialized as well as developing nations. Some of the fundamentals of the book are technology of soap making, washing of saponified soap, plant for total soap making operation, construction materials for soap making plants, earth bleaching of oils, chemical bleaching, fatty acids,



manufacture of framed soaps, manufacture of chips and flakes, manufacture of milled bars, the mazzoni process, floating soap bars, mixing of soap, chemicals used in soaps & detergents, alkylolamides, alkylolamides in shampoo formulations, chemistry of the alkylolamides, mono alkylolamides, di alkylolamides, pure dialkylolamides, phosphoxylated alkylolamides, sulphated alkylolamides, disinfectants and antiseptics, dry cleaning agents, etc. The present book contains formulae, processes of different types of soaps, detergents and disinfectants. These products have good demand in domestic as well as in International market. So there is a very good scope for new entrepreneurs to venture into this field. This book is an invaluable resource for entrepreneurs, technocrats and for those who want to diversify in to this field.

**Market Research Report on Detergent Industry in India (Market Size, Opportunities, Comparative Financial Analysis, Demand Supply Scenario, Outlook and Forecasts Upto 2017)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI267

**Pages:** 105

**ISBN:** 9789381039397

**Price: Rs. 23,600.00 US\$ 500.00**

The Market Research Report on DETERGENT INDUSTRY IN INDIA- Market Size, Opportunities, Comparative Financial Analysis, Demand-Supply Scenario, Outlook and Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis of the detergent sector in India. The report covers industry aspects like overview & outlook of the industry, demand-supply scenario, opportunities & challenges in the sector and competitive landscape of the industry with market shares of the key players. The report also provides company profiles of players like Hindustan Unilever Ltd (HUL), Nirma Ltd and Rohit Surfactants Pvt Ltd (RSPL). Procter & Gamble (P&G) is also a key player in the laundry detergent sector in India. The report embarks the analysis with elucidating the overview of the laundry detergent industry with classification and history of detergents in India. The report then moves ahead with the demand supply analysis of the sector. It states the past data of detergent sales volume of key players in the segment. Similarly supply side analysis enumerates production of detergent in India with forecasts upto 2017, past data of detergent production by key players as well as future projects announced by them. The next segment of the report examines the growth opportunities and challenges existing for the industry. Opportunities like growing disposable incomes & Indian middle class, growing washing machine penetration in the nation and low per capita consumption of detergents, exist for the sector whereas the industry faces challenges in the form of raw material price fluctuations and environmental hazards of using detergents. This section is followed by key player information segment which give insights like key player profiles, market shares and Herfindahl-Hirschman Index. It also shares vital information like shareholding pattern and financial summary of the key companies. The segment further includes in-depth comparative analysis of HUL and Nirma Ltd. It compares the two companies' performance in the detergent segment and provides details like detergent brands owned by the companies, detergent segment sales & sales contribution, segment profit, assets & liabilities and segment capital expenditure over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the fabric wash segment. It covers contact information like address of registered

office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios. Gradual shift experienced by the sector from mass segment to premium and super premium segment will bring another round of growth for the household detergents sector. The detergent sector in the laundry care industry has grown from INR 57 billion in 2003 to INR 130 billion in 2011, registering a growth of ~11% during the period. We estimate the industry to reach levels of INR 241 billion by 2017. Reasons for Buying this Report: • This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure, classification and opportunities for the sector • This report helps to understand the present status of the industry by providing a scrutiny of the demand- supply situation with forecasts • Report provides analysis and in-depth financial comparison of major players/competitors • The report provides in-depth analysis of the two major players of the segment- HUL and Nirma Ltd, which will help highlight the performance of the companies in the detergent segment • The report provides forecasts of key parameters which helps to anticipate the industry performance Our Approach: • Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years. • The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players • We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

**Investment Opportunities for SMEs in Indian Detergent Industry  
(Why to Invest, Core Project Financials, Potential Buyers, Market  
Size & Analysis)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI270

**Pages:** 34

**ISBN:** 9789381039427

**Price:** Rs. 29,500.00 **US\$** 500.00

The research report titled Investment Opportunities for SME's in Indian Detergent Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis) released by Niir Project Consultancy Services aims at providing all the critical data required by any entrepreneur vying to venture into detergent segment in India. 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. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product: • Good Present/Future Demand • Export-Import Market Potential • Raw Material & Manpower Availability • Project Costs and Payback Period We at NPCS, through our reliable expertise in the project consultancy and market research field, have identified detergent project, in the laundry care segment, which satisfies all the above mentioned requirements and has high growth potential in the Indian markets. And through this report we aim to help you make sound and informed business decision. The report contains all the data which will help an entrepreneur find answers to questions like: • Why I should invest in detergent project? • Who are the customers of the product? • What will drive the growth of the product? • What are the costs involved? • What will be the market potential? The report first focuses on enhancing the basic knowledge of the entrepreneur about the main product detergent, by elucidating details like product definition, its uses and applications, detergent segmentation as well as an overall overview of the detergent sector in India. The report then helps an entrepreneur identify the target customer group of its product. It includes customer group information together with forecasts of key customer data. It further helps in making sound investment decision by listing and then elaborating on factors that will contribute to the growth of detergent consumption in India and also talks about the foreign trade of detergent along with the list of top importing and top exporting countries. Report includes graphical representation and forecasts of key data discussed in the above mentioned segment. It further explicates the growth potential of the product by analyzing the past market size of the detergent sector as well as forecasting it till 2017. The report includes other market data like key players in the detergent segment along with their contact information and recent developments & announcements in the Indian fabric wash segment. It also includes key

information on excise and custom duty norms prevalent in the detergent segment together with BIS standards for the product. In the next segment, the report provides glimpse of key project details for both detergent powder plant and liquid detergent plant. It includes crucial information like raw material requirements, list of machinery and manufacturing process for both the above mentioned plants. Core project financials like plant capacity, costs involved in setting up of project, working capital requirements, projected revenue and profit are further listed in the report. Players like HUL, Nirma Ltd and RSPL dominate the household detergent category. Reasons for buying the report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product
- This report provides vital information on the product like its definition, characteristics and segmentation
- This report helps you market and place the product correctly by identifying the target customer group of the product
- This report helps you understand the viability of the project by disclosing details like raw materials required, manufacturing process, project costs and snapshot of other project financials
- The report provides a glimpse of important government policies, legislation and taxes applicable on the product
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

**Surfactants, Disinfectants, Cleaners, Toiletries, Personal Care Products Manufacturing and Formulations (2nd Revised Edition)**



**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI303

**Pages:** 552

**ISBN:** 9789381039793

**Price:** Rs. 1,750.00 US\$ 150.00

Surfactants, Disinfectants, Cleaners, Toiletries, Personal Care Products Manufacturing and Formulations (Phenyl, Naphthalene Ball, Mosquito Coil, Floor Cleaner, Glass Cleaner, Toilet Cleaner, Utensil Cleaning Bar, Liquid Detergent, Detergent Powder, Detergent Soap, Liquid Soap, Handwash, Hand Sanitizer, Herbal Shampoo, Henna Based Hair Dye, Herbal Cream, Shaving Cream, Air Freshener, Shoe Polish, Tooth Paste) (2nd Revised Edition) The term surfactant comes from the words surface active agent. A surfactant is briefly defined as a material that can greatly reduce the surface tension of water when used in very low concentrations. These are one of many different compounds that make up a detergent. They are added to remove dirt from skin, clothes and household articles particularly in kitchens and bathrooms. They are also used extensively in industry. A disinfectant or agent that frees from infection is ordinarily a chemical agent which kills disease germs or other harmful microorganisms and is applied to inanimate objects. The specific way in which a disinfectant agent is used is dependent on both the desired objective and the infectious agent present. Growing emphasis on health, safety and sanitation is fuelling demand for disinfectants & surfactants across industries such as food processing, healthcare and consumer. Personal care industry in India is very huge and is one of the main key drivers for Indian surfactants market. Surfactants industry has a large market for consumer products. This handbook contains processes formulae of various products and providing information regarding manufacturing method. It covers raw material suppliers, photographs of plant & Machinery with supplier's contact details and some plant layout & process flow sheets. The Major Contents of the book are phenyl, floor cleaner, glass cleaner, toilet cleaner, mosquito coils, liquid detergent, detergent powder, detergent soap, naphthalene balls, air freshener, shoe polish, tooth paste, shaving cream, liquid soaps and handwashes, herbal shampoo, heena based hair dye, herbal creams, utensil cleaning bar, hand sanitizer etc. It will be a standard reference book for professionals, entrepreneurs, those studying and researching in this important area and others interested in the field of surfactants, disinfectants, cleaners, toiletries, personal care products manufacturing.

## [Selected Formulary Book on Cosmetics, Drugs, Cleaners, Soaps and Detergents](#)

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI315

**Pages:** 416

**ISBN:** 9789381039731

**Price:** Rs. 1,475.00 US\$ 150.00

Cosmetics are linked to the aesthetics of beauty and have been used for centuries to improved the appearance and enhance attractiveness. Besides helping us with our personal hygiene, cosmetics have become vital to our self-esteem and largely determine how other people treat us and our ability to influence them. Cosmetic products are segmented into skin care products, hair care products, color cosmetics, fragrances, etc. A soap or a detergent is a material which, when dissolved in water, aids the removal of dirt from a surface. The soap, detergent product industry is vivacious, varied, creative and tricky and has the prospective to provide a gratifying career. The increasing demand for advanced and sophisticated cosmetics, soaps and detergent is an important driving factor in the market. The market for soaps & detergents in Asia Pacific is likely to expand significantly due to the changing lifestyle of people and growing modernization. Presently, the retail sale segment generates a larger share of the overall global market revenue. The distribution channels such as supermarkets, department stores, pharmacy & drug stores, specialty stores, beauty salons, Internet retailing, and shopping complexes play an essential role in meeting the demand for these products. The book contains processes formulae, plant & machinery suppliers with their photographs and providing information regarding manufacturing method of various products. Some of the fundamentals of the book are cosmetics and drugs, ocean bathing salt, oxygen bathing salt, medical bathing salts, carlsbad well, hallein well, sodium thiosulphate plus acid, bath water, alcoholic sulphur hair lotion, scalp stimulant, hair wave concentrate, hair setting concentrate, hair fixative cream, hair fixative perfumes, hair oil, shampoo Powder, cleansers, soaps and detergents, cleaning skins and leather, glass cleaning, dish washing powder, stain removers, bleaching agent, soft soap, laundry soap etc. This book will be a mile stone for its readers who are new to this sector, will also find useful for professionals, entrepreneurs, those studying and researching in this important area.

# 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.

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