

CA Abhishek Ahluwalia is basically from Jharkhand, graduated in 1998 with the bachelors' degree in Commerce. He has been working as accountant for the past 10 years. He decided to quit his job and start his own venture.

He gave us certain industry preferences and based on our research, we suggested projects that are viable in desired investment range and plant location preference.

CLIENT CHALLENGES

AREA	SPECIFICATION
BUDGET	RS 2 CRORES- RS 3 CRORES
LOCATION	DHANBAD (JHARKHAND)
INDUSTRY CRITERIA	GOOD FUTURE SCOPE
	MINIMUM RISK
	LITTLE MARKETING REQUIREMENTS
INDUSTRY PREFERENCE	SOLAR CORE PROJECTS
	ACTIVATED CARBON FROM RICE HUSK
	WASTE MANAGEMENT
	PACKAGING INDUSTRY
	PP NON WOVEN FABRIC INDUSTRY
	FOOD PROCESSING INDUSTRY
INDUSTRY NOT PREFERRED	MINERAL WATER INDUSTRY
	FLY ASH BRICKS INDUSTRY

Solution Provided by NPCS

- ✦ **Primary Research:** The primary research is done on the basis of resources available in the state such as land, water, raw material, energy, manpower, etc.
- ✦ **Secondary Research:** The secondary research is done by analyzing and interpreting the primary data on the basis of SWOT Analysis.

SWOT analysis (alternately SLOT analysis) is a strategic planning method used to evaluate the Strengths, Weaknesses/Limitations, Opportunities, and Threats involved in a project or in a business venture.
- ✦ **Infrastructure and Utilities:** Requirement of land area, rates of the land, built up area, construction schedule, plant layout and requirement of utilities.
- ✦ **Market Study and Assessment:** Current Indian market scenario, present market demand and supply, estimated future market demand and forecast, statistics of import & export, names & addresses of existing units (present players), market opportunity.
- ✦ **Project Cost and Financial Aspects/Estimates**

After the SWOT analysis we have identified following projects which are suitable for the described location and investment:

- **ABS Granules:** Acrylonitrile Butadiene Styrene Granules finding its use in various industrial applications proves to be a good project in the region of Dhanbad. Being an industrialized region, Dhanbad offers a huge market for the selling of ABS Granules.
- **Welding Electrodes:** Welding Electrodes have great demand in the industrial area like Dhanbad and are mainly used in the fabrication of equipments. The project proves well suited and feasible.
- **Banana powder:** Banana is one of the most abundant fruit crops in India. It is also one of the sources of income for farmers. Banana has various uses that can be turned into many processed products. In addition to banana exporting, processing banana into different products could mean additional income for banana farmers. Banana powder has a great potential for commercialization.
- **Spices:** Spices are the most demandable entity as they find their place in every kitchen. It can be said that any type of cuisine is incomplete without spices. Being industrialized as well as modernized, Dhanbad proves to be a right place for the project of spices.
- **Corrugated Boxes:** Corrugated Boxes are the most convenient and modern packaging items used in today's modernized world. Especially the areas having a cluster of industries like Dhanbad are the best places for the project of corrugated Boxes.