50 Business Ideas for 2020



Shradha Sharma

SUMMARY

Time and again, we meet so many individuals who want to become entrepreneurs but don't exactly know where to start. People are looking for that one breakthrough idea. But breakthrough ideas don't come announced. All of those breakthrough ideas we now hear about started small. Entrepreneurs start by looking around and identifying a problem and then go about building a product or offering a service as a solution.

All you need in order to become an entrepreneur is just that, an idea that fills a void. And this is exactly where this ebook comes in. We have included six different categories along with a set of business ideas in each of those categories. In addition to just giving you a list of suggestions, we have also included other helpful information that might help put things in perspective.

For each of the ideas discussed in this ebook, we have included the market size and the compound annual growth rate (CAGR). This will help you understand what kind of potential each of the business ideas has. We have also included what would be the requirements to start a business under each of these and ideas, along with the investment required to get started.

It doesn't matter which stage of your life or career you are in, we have something that might be suitable for everybody. We hope you enjoy reading this book as much as we enjoyed putting it together.

Becoming an entrepreneur is one of the most exciting journeys you will ever embark on and we hope this book will get you started in the right direction. Good luck!

ONLINE & TECH

A book that is entirely dedicated to business ideas wouldn't be complete without including the online and technology category. The internet and technology have enabled a number of entrepreneurs to launch life-changing products and services. It is hard to imagine a world without the likes of Facebook, Amazon, and Google. Each one of us has personally benefited from these businesses.

Online and technology sector has produced the highest number of intelligent startups in the past decade. This sector has both revolutionized and disrupted countless industries. It has also fundamentally altered the way we live, work and consume technology. Because of the internet and technology, you could be sitting at home and running a thriving business. With just a computer and an internet connection, you can do anything. This was beyond imagination just a few years ago.

It is very clear that this sector shows no signs of slowing down. Therefore, it was very exciting to gather a list of business ideas for this category. We hope you find something that excites you just as much and inspires you to get started right away.



1 VR ARCADE

As virtual reality continues to gain interest, VR arcade is one such category that has the opportunity to take advantage of this momentum. As there is a lot of curiosity around this technology, people want to experience it firsthand and know what the hype is all about.

INVESTMENT	Rs 22.5 lakh to Rs. 25 lakh
REQUIREMENTS	-Gaming license -VR technology and hardware

MARKET SIZE	CAGR	SEARCH VOLUME
Currently at Rs. 3,700 crore Expected to cross Rs. 5,500 crore by 2021	55.3%	NA

Just like the gaming centers that were popular a decade ago, VR arcades operate in a similar fashion and take it a step further by providing a completely immersive experience. Since it is expensive to buy the technology and hardware that supports VR, the best alternative is a VR arcade.

If you are someone who looked for business opportunities in the VR domain, setting up a VR arcade is something you could consider. There is a tremendous opportunity in this space as VR and its applications will continue to grow in popularity.

Currently, VR arcades focus heavily on the gaming niche as it has been the most profitable segment. When you set up your VR arcade facility, it might help to stick to this niche. Your ideal customers will be gamers who have an appetite for VR but cannot afford a full-fledged home system yet. Typically, they are teenagers and young adults. For this reason, VR arcades have also become popular destinations for hosting birthday parties, gaming contests, and pizza parties, along with team outings and so on.

Since VR is an immersive experience that is both visual and physical, you have to make sure that your arcade is spacious enough for players to move around, wave, and swing their arms. The gaming setups at home do not offer the kind of experience that a VR arcade does, so you have to meet these expectations. In order to set up a successful VR arcade, you will need a decent space that will house a handful of gamers at any given time. You will also need all the technology infrastructure and VR hardware completely installed and available. This will be the majority of your upfront investment when you get into this business.

2



DRONE VIDEOGRAPHER

If you are someone who has always had a keen interest in photography, video making, and drones, you should definitely consider getting into the business of drone videography. It is a thriving space with growing demand. If you can combine your creativity with drone-flying skills, you will be surprised to see how big of an opportunity this can be.

INVESTMENT	-Rs. 30,000 and above
REQUIREMENTS	-All drones must have a unique identification number (UIN) -Unmanned aircraft operator permit (UAOP) from DGCA -DGCA permit for commercial drone operations

MARKET SIZE	CAGR	SEARCH VOLUME
The market will reach Rs. 6,300 crore by 2021	18%	NA

Although drones were initially used for military and surveillance purposes, they have now expanded to other commercial and recreational uses such as product deliveries and aerial photography. As a drone videographer, aerial photography and video is what you will be focusing on.

The one area in which drone videography has become particularly popular is the wedding videography segment. Incorporating drones in every aspect of filming and photographing a wedding has become the new norm. People are extremely particular about how their weddings are shot; they are always looking for some outstanding shots that can create lasting memories. Videos and pictures taken with the help of a drone can help in this regard. Because of the way drones operate, you have the ability to cover multiple aerial angles and offer a unique perspective to the entire wedding.

Another area in which drone videography is particularly popular is documentary and commercial movie-making. The camera crews working on these projects are always looking for someone who can assist them with high-quality drone shots. Once you get really good at filming videos with a drone, you can offer your services in this category as well. Businesses that depend heavily on videos to market their products, such as real estate, travel, and tourism, are another category in which drone videos are heavily used.

In order to become really good at taking drone videos, you need to practice regularly and become a really good drone pilot. There are many places that offer training and workshops for people interested in drone videography. You also need to have all the required legal registrations and permits for flying a drone.



3 PODCASTING

A podcast is an audio show that is typically hosted by an individual or a business or a brand. The framework of a podcast can be any format but the most common one is the interview format.

INVESTMENT	Rs. 30,000 and above
REQUIREMENTS	-A good microphone and headphones -Recording and editing software -A podcast hosting account

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 510 crore by 2023	58.9%	75,650

Essentially, a podcast takes after a chat show and presents the entire conversation in an audio format alone. Industry leaders, influencers, and other notable personalities invite their peers on podcasts and talk about relevant topics and issues. The conversations are fun, spontaneous, and casual. They are also very endearing and personable.

The guests on these podcasts share tidbits and anecdotes from both their personal and professional lives. An audience can tune in and listen to such conversations from across the globe and for free. Other popular formats include daily news roundup, reading excerpts of published content or an expert talking directly to the listeners. Some commuters in metro cities enjoy listening to these conversations as an alternative to radio or music

If you are someone who is knowledgeable in any particular industry or niche and if you like to have interesting conversations and ask important questions, you should go ahead and start your very own podcast. Starting a podcast is relatively inexpensive and pretty straightforward. A good microphone and headphones are crucial because the content is entirely in the audio format. This will determine the quality of your podcast and eventually the number of listeners it amasses. You can host your podcast on platforms such as Apple Podcasts, Spotify, Google Podcasts and Anchor.

As podcasts become a popular medium, a lot of businesses and brands are diverting their ad budgets towards this platform. Advertising is a great way to make your podcast profitable. You can partner with brands that appeal to your listeners the most. There is a huge opportunity in the podcasting space and one simply shouldn’t miss out on tapping into this massive segment.



4

E-COMMERCE/FBA

If you ever wanted to set up a business online, e-commerce is probably the first thing you should consider. E-commerce in India has been experiencing explosive growth and shows no signs of slowing down. It is a huge pie and there is an opportunity available for everybody.

INVESTMENT	Rs. 1,00,000 and above
REQUIREMENTS	-Company and LLP registration -VAT registration -A payment gateway

MARKET SIZE	CAGR	SEARCH VOLUME
Expected to reach Rs. 14,20,000 crore by 2026	51%	1,53,800

There are many ways in which one can set up an e-commerce store:

(a) You can set up your own website and sell the products you source or manufacture. In this case, the entire technology infrastructure and end-to-end supply chain will be your responsibility. You need to have a point of sale, payment gateway, logistics partners, a full-stack web developer, and other resources required to run a successful e-commerce store. You will need to take great pictures of your product(s) and offer a seamless user experience. This does require a lot of investment of work but it is better than running a brick and mortar outlet.

(b) You can choose to sell via marketplaces available on social media platforms such as Facebook and Instagram. This has been a particularly popular choice in the textiles and consumer electronics categories. Many sellers from tier I and II cities have been able to reach a large audience across the country with the help of social media marketplaces.

(c) You can choose to partner with Amazon as part of its FBA program. FBA stands for Fulfilled By Amazon. In this case, you invest in the merchandise and inventory, and store it in Amazon warehouses and fulfillment centers. When the orders come in, Amazon ships these products to your customers on your behalf. In this case, the entire order is handled by Amazon. You will be able to take advantage of all the infrastructure that Amazon already has in place. You do not have to worry about things like driving traffic to your website or shipping. Amazon charges a small fee for letting you partner with it as an FBA associate.

Irrespective of which route you take, with the right business strategy, all of them can be just as profitable.



5 VR/AR APP DEVELOPER

Augmented reality (AR) and virtual reality (VR) are the new buzzwords in the tech community. They are touted as the most promising technologies of the foreseeable future. The applications of VR/AR are extremely versatile. Every sector that is focused on building and offering future-oriented, technologically sophisticated products and services will continue to widely adopt VR/AR applications.

INVESTMENT	-Rs. 50,000 and above
REQUIREMENTS	-Knowledge of programming languages -Interest in tech

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 8,40,000 crore by 2021 (globally)	55%	13,940

Since both of these technologies are still in the novelty phase, there is a lot of excitement around them. If you are a tech enthusiast who has been curious about AR/VR, this is an area that you should certainly explore further. This sector is positioned to undergo explosive growth and you can have a chance to ride that high tide.

Essentially, both AR and VR, also known as sibling technologies, create simulated environments that offer an immersive experience to the end-user. Although they were initially most popular in the video game category, the technologies have evolved to a great extent and are now used in industries as diverse as engineering, healthcare, real estate, retail, travel and tourism, museums, entertainment, education, military, and many others. For instance, AR/VR in the retail industry enables shoppers to “try on” clothes and shoes without having to physically try them on. It is a similar case with real estate. A simulated environment can help a buyer evaluate how an intended purchase with all the furniture and decor might actually look like. These are just a few examples of how different businesses use these applications.

In order to become an AR/VR application developer, you need to be familiar with certain key programming languages such as Java, C#, and C++. You should also have an in-depth understanding of 3D technologies. If you are a beginner, there are many training classes, workshops, and boot camps available to learn these applications in great detail.



6 ONLINE TEACHING

If there was anything you wanted to learn recently, you most likely resorted to the internet. It could be something as simple as a recipe for your favorite dish or something more complex like an entire programming language. The internet makes all of this information available within a few clicks.

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-A computer with good internet access -Video chat software -A working webcam, good headphones, and a mic

MARKET SIZE	CAGR	SEARCH VOLUME
Expected to reach Rs. 13,000 crore by 2021	44%	43,000

Teaching, for this reason, is gradually moving to the online medium. Online teaching is becoming extremely popular and is well on its way to disrupt many traditional methods of teaching. The online education space is booming at the moment and anyone who gets into this industry now can tremendously benefit from this timing.

If you are someone with a deep understanding of any particular subject and have a passion for teaching, you should definitely get into the online teaching space. By taking classes online, you will be able to reach thousands of interested individuals across the globe. The opportunity here is massive.

You can first start by getting acquainted with the online education space. Take a few classes in the subject you want to teach and get to know what it is like. Once you have a good understanding of what works and what does not, you can go ahead and design your course. While you are planning your course, make sure the material is easy to follow and understand. The possibilities of what you can teach is endless, so you have to pick a niche before hand and identify who your potential customers are. For instance, if you want to teach photography, your target audience is completely different from those who want to learn how to code. Cooking classes, language classes, and marketing topics such as search engine optimization (SEO) are a few examples of what is popularly taught online.

You can choose to publish your courses on marketplaces such as Udemy and Skillshare, or you can host it on your own with platforms such as Teachable. Irrespective of where you start teaching, it is important to build good relationships with your online students. Host frequent discussions and actively engage them in the learning process. This will help you build a loyal online community.



7 DROPSHIPPING

Dropshipping is an online retail business model that functions as a platform connecting the wholesalers with end consumers without having to own a warehouse, physically stock, or ship a product. Because of the massive boom in the e-commerce industry, dropshipping has become a very popular space to start an online business in.

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-A good online storefront -A good network of vendors for your niche -A computer with internet

MARKET SIZE	CAGR	SEARCH VOLUME
Expected to reach Rs. 8,40,000 crore by 2021	51%	32,280

If you are someone who has been interested in the e-commerce space, setting up a dropshipping business will be the easiest way to get started.

Starting a dropshipping business is fairly straightforward and comes with a host of advantages. You do not have to deal with any overhead costs and logistics issues, you can start from anywhere, you can feature a wide range of products, and it is easier to scale. All you have to do is pick a niche and identify the products you want to sell on your dropshipping store. You have to do a little bit of research to figure out what kind of products have good market potential in your chosen niche. Ideally, you should start with something you are already familiar with. For example, if you have a pet and understand what a pet's requirements are and shop for your pet frequently, you can start a dropshipping store in this niche. Consumer electronics, clothes, fitness products are some of the other popular categories.

You can set up your store with the help of Shopify. Once you have your store up and running, you have to focus on marketing your store well. This is where you will have to invest most of your time and money. Set up a blog and write articles about the products you sell. Set up Facebook and Instagram pages, and regularly post on these platforms. You can also run ads on social media. You have to do all you can to make sure that your online store gets a lot of traffic. This traffic will convert to sales and contribute to your revenue.



8 AFFILIATE MARKETING

Affiliate marketing remains one of the best ways to make money online. It allows you to make money by selling other people's (or businesses') products and services. Every time you make a sale, you get a commission for making the sale happen.

INVESTMENT	Rs. 10,000 and above
REQUIREMENTS	-A blog or a website with good traffic -Good social media presence

MARKET SIZE	CAGR	SEARCH VOLUME
Estimated to reach Rs. 5,800 crore by 2025	27%	1,17,700

There are three major components in affiliate marketing. There is the merchant, who creates the product; then the affiliate (you), who promotes the product; and then the end-user, who purchases the product. Your job as an affiliate marketer is to identify the products or services that you would like to promote to your audience.

If you are someone who always wanted to set up an online business, you should definitely consider getting started with affiliate marketing. One of the first things you need to do as an affiliate marketer is to set up an online hub that allows you to build an audience who will eventually become your potential customers. You can do this by setting up a blog or by making online videos about the product you are promoting. In order to create content online, you have to first identify your niche and feature affiliate products from that niche.

For example, you could set up a review website that features written reviews of electronic gadgets or you could make videos that review the latest gadgets. You can include affiliate links through which your readers and subscribers can purchase your recommendations. Whenever a customer purchases something from your affiliate link, you get a commission for the sale. In addition to consumer goods, information products, online courses, and web hosting services are some of the other popular affiliate product categories.

Partnering with affiliate networks is one of the best ways to find affiliate products that match your niche. The Amazon affiliate program is one of the most popular ones out there. In order to become a successful affiliate marketer, one of your most important tasks is to generate traffic to your website. You can do this by promoting your content on social media and through email marketing.



9 BOX SUBSCRIPTION SERVICES

The concept of subscription box service is not a novel one. But it has grown in popularity in the last decade because of e-commerce and social media. If you have lurked around on any of the social media platforms, you may have seen a mention of a subscription box service at least once.

INVESTMENT	Rs. 1,00,000 and above
REQUIREMENTS	-A well-designed website -Partnership with right vendors

MARKET SIZE	CAGR	SEARCH VOLUME
Rs 20,000 crore by 2022	60% (Globally)	NA

A subscription box service is a delivery service that sends a host of products to its customers on a monthly basis. A subscription box includes a variety of products based on customer preferences and requirements. This service can be offered in a wide range of categories. These categories include makeup and beauty, fitness products, men's grooming, pet essentials, groceries, snacks, clothes, or any other essentials one can think of.

If you are someone who is passionate about any of the aforementioned categories such as beauty or fitness and have always been looking for opportunities to start an online business, you should definitely consider starting a subscription box service. The market opportunity for a subscription service is really huge at the moment. A service like this offers a great degree of convenience and an exciting way for customers to try new products at discounted prices.

In order to start a successful subscription box service, you have to do a bit of research and identify the niche you want to focus on. You also have to identify who your target audience is. Once you have this figured out, you can curate the products from the right vendors and set up all the technology infrastructure required for customers to place orders. If you want to start a subscription service in the fitness category, for example, your box can include a month's supply of protein shakes, snack bars, and other items indicated by the customer.

Having a good social media presence and partnerships with influencers in your product niche can help with brand awareness and customer acquisition. Advertising on social media can also help in this regard. Prompt delivery and superior customer service will help you stand out and build brand loyalty.



10 WORDPRESS THEMES

There is a very high chance that any blog or website you visited just a few minutes ago is supported by WordPress. WordPress has a 60% market share in the CMS (Content Management System) market and powers close to 34% of the entire internet. These statistics are included here to help you understand the massive opportunity that exists in the WordPress universe.

INVESTMENT	-Ranges from Rs. 0 to Rs. 10,000
REQUIREMENTS	-Basics of programming -Familiarity with WordPress

MARKET SIZE	CAGR	SEARCH VOLUME
60% of the CMS market	5%	1,20,100

If you are someone who knows the basics of programming languages such as PHP, HTML, CSS, and JavaScript, you simply have to give this a try.

Every single business in every industry needs to have a website for maintaining its presence on the internet, and you can contribute to this by creating unique, interactive, and well-designed WordPress themes.

Before you embark on this journey of designing a WordPress theme, spend some time to research and understand what kind of themes are most popular in the current landscape. The ideal way to begin would be to pick a niche that you understand best and see what kind of themes you can design for that particular niche. WordPress themes that are exclusively designed for photographers, doctors, lawyers, the real estate sector, or a restaurant are a few examples that you could look into.

As of now, there are hundreds of both free and premium WordPress themes available on the market. So, your biggest challenge is to make sure that your theme is discoverable. For this reason, you have to pay special attention to the design, graphic elements, and the layout of the theme you create. Including all of these elements in your theme demo is important as it will help the user understand what their website will look like when your theme is installed. You can also start by providing a free version and then offer an upgrade to a premium version with additional features.

A responsive theme is a basic requirement these days. You have to make sure that your theme supports this feature. Having the right templates, which are easy to customize, is just as important. Documentation that details how to set up and configure your theme must be included. Once your theme is ready, you can list it in a marketplace like Mojo Themes or ThemeForest.

MANUFACTURING AND PRODUCTION

The manufacturing sector comes with its own set of promises and opportunities.

This industry is set to undergo major revival under the Make in India initiative. The Government of India aims to increase the share of the manufacturing sector towards the GDP to 25 percent and create 100 million new jobs by 2022. For this reason, a lot of resources have been directed towards the manufacturing sector. Business conditions in the Indian manufacturing sector continue to remain favorable. This has led to an overall positive sentiment around the manufacturing sector.

The domestic market in India is huge and the investments coming into the manufacturing sector have also been on the rise. As of last year, the cumulative foreign direct investment in India's manufacturing sector reached a whopping Rs. 5,37,000 crore. Many international players are looking to make India their manufacturing hub. Consumer electronics, textiles, and automobiles are the ones leading the race at the moment.

So it just didn't seem fair to leave this category out. We have included a few business ideas that might just nudge the hidden entrepreneur in you.

11

3D PRINTING

The one technology in the manufacturing segment that has experienced unprecedented growth is 3D printing technology. In the past few years, many industries, ranging from aerospace and defense to medicine and dental care, have come to depend on 3D printing. 3D printing has become an extremely important part of the manufacturing sector.

INVESTMENT	Rs. 10,00,000 and above
REQUIREMENTS	-Knowledge about 3D printing technology -3D printers and other equipment -Raw materials for 3D printing

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 2,63,000 Cr. by 2023	35%	53,750

If you are someone who has been observing what 3D technology has been up to or if you are someone with a considerable amount of experience in the engineering and manufacturing space, setting up a 3D printing business is something you should definitely consider. 3D printing is positioned to experience explosive growth in the coming years and you could be a part of that growth story.

Essentially, 3D printing is the process of making physical models and prototypes rendered by digital designs created with software such as CAD. 3D printing helps many industries think faster and stay agile. This is especially true for heavy-duty industries such as manufacturing, defense, and high-tech medicine. 3D printing plays a vital role in product development and makes the entire process very efficient. Since industries can experiment with multiple prototypes before finalizing their designs, it significantly reduces production costs.

Any company that is in need of 3D printing technology is your ideal customer. For example, the automotive sector goes through multiple prototypes before they finalize a car design. Prosthetics in medicine conducts multiple experiments before finalizing their designs, as is the case with architecture and construction.

In order to set up 3D printing, you need to have a very good understanding of this technology. The 3D printing equipment required to set up the business will require the majority of your initial investment. You also need a good network of vendors who can supply the raw materials required to create the prototypes. Once you have all of this in place, you can start approaching different businesses and offer your services.



12 VERTICAL FARMING

Within the farming and agriculture sector, a new method of growing crops called vertical farming is gaining popularity. Vertical farming is a method of growing food indoors using modern technology that doesn't require soil or large masses of land or large quantities of water. Since all of the farming happens indoors in a multi-layered, vertically stacked fashion, it is called vertical farming.

INVESTMENT	Upwards of Rs. 5,00,000
REQUIREMENTS	-Knowledge about vertical farming -Relevant business license

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 15,600 Cr. and expected to reach Rs. 89,000 Cr. by 2026	24.6%	11,160

If you are someone who has always taken an interest in how the food you eat is actually grown or have a keen interest in farming and agriculture, you can consider setting up and running your own vertical farm.

Urbanization and the desire to eat vegetables that are grown in a healthy, pesticide-free environment are the two reasons that have majorly contributed to vertical farming's popularity. Vertical farming uses modern technology such as hydroponics, aeroponics, and aquaponics to grow greens and vegetables indoors. Hydroponics, for example, is a technique in which plant roots are immersed in water that is infused with mineral-rich nutrients. These plants are then monitored to ensure that the right chemical composition is maintained. Hydroponics does not use any soil, artificial chemicals, or pesticides. The plants, therefore, grow at a faster pace. This, in turn, leads to faster harvest and higher crop yields.

Vertical farms can be harvested all year round since they do not depend on any particular season. Most of the vertical farms are set up in metro cities; this reduces transportation costs and ensures the availability of fresh produce.

In order to set up a vertical farm, all you need is about 1,000 sq. ft of indoor or terrace space. You also need to spend a lot of time researching and educating yourself about the different aspects of vertical farming. There are a lot of workshops and courses available on this subject. You can start with a small patch and then gradually expand as you begin to learn more.

13

HONEY PRODUCTION

Honey is an important part of our everyday diet. Each one of us consumes honey in one form or another. Because of this high demand for honey consumption, there is always going to be a need for honey production.

INVESTMENT	-A medium-scale 5-unit apiary (50 bee colonies each) with all the equipment will cost Rs. 1,00,000 and above. -The cost also depends on the species of the bee used for
REQUIREMENTS	-An interest in honey production and beekeeping -Basic training in beekeeping -Relevant registration

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 15 thousand crore Projected to reach Rs. 28 thousand crore by 2024	10.9%	NA

For starters, the National Bee Board reported that honey production in India for the year 2017-2018 stood at 1.05 lakh metric tons (MTs), compared to 35,000 MTs a decade ago. Just in the last 12 years, honey production in India has seen a 200 percent increase. And this growth is only heading in the positive direction. All of this data is a clear indication that the opportunity in this sector is huge. For anyone willing to get into this line of work, financial viability is not going to be a concern.

In order to get into this line of work, you need to be very well acquainted with honey production, beekeeping, and all other aspects of running a honey-related business. Government institutions and expert honey enthusiasts frequently conduct short-term courses and workshops that are open for anybody interested in learning more about honey production.

In addition to being one of the largest honey manufacturers in the world, India also exports over 50% of its honey to the global markets. This is also something you can consider doing. Also, apart from direct consumption, honey and its by-products are used in other sectors such as pharma, cosmetics and skincare, and the food and beverage sector. You can also factor in the possibility of supplying honey to these sectors. Since the government is very actively involved in supporting honey production, you can also check to see what kind of subsidies are available for those setting up honey production from the ground up.



14

CARTON CRATES MANUFACTURING

Along the lines of paper bag manufacturing, another category that is picking up lately is the manufacturing of cardboard boxes, cartons, and crates. They are used for packaging and transportation of goods, consumables, and perishables in various industries. They are made with recycled paper and are extremely versatile.

INVESTMENT	-For a semi-automatic plant, the minimum requirement is Rs. 20 lakhs -For a complete automatic plant, the investment is Rs. 2.5 crore and
REQUIREMENTS	-Trade license and factory license -Consent of operation from the pollution control board -Relevant registrations

MARKET SIZE	CAGR	SEARCH VOLUME
Rs 1 lakh crore	23.3%	NA

If you are someone who has been looking for a good opportunity in the manufacturing services segment, this is something you can consider setting up. If you also happen to have any experience in the commercial packaging and paper industry, it will be a huge advantage.

It is estimated that more than 80% of industrial packaging is done with carton boxes as they offer effective cushioning, ease of storage, ease of transportation, and ease of disposal, and are lightweight. Carton boxes, also commonly known as corrugated boxes in the packaging industry, are largely used in the shipping industry, pharmaceuticals, and FMCG items such as milk, tea, and coffee. Other industries that depend on corrugated boxes include breweries, glassware, clothing, and food. The e-commerce industry, which includes almost all of the aforementioned segments, practically runs on carton boxes. Therefore, the market requirement for corrugated boxes is enormous.

Before getting into this business, it is advisable to have a working knowledge of how this entire process works. The Ministry of Small and Medium Enterprises frequently conducts workshops to educate and encourage entrepreneurs to consider getting into this business. You can also attend short-term workshops on industrial packaging.

In order to successfully establish a successful manufacturing unit for corrugated boxes, you will have to set up a fully automated operation with every single aspect of the production process taken care of. You can purchase the machinery based on what kind of industry you would like to supply to and what kind of crates and boxes you want to manufacture. Sourcing of raw materials from the right vendors is another crucial aspect of this business. Even to set up this manufacturing unit on a small-scale basis, you will need a minimum of 2,000 sq. ft. of space. You will also need enough manpower to keep the unit running efficiently.



15 PAPER BAG MAKING

Ever since the ban on plastic bags has come into effect, paper bags have been around to rescue. As sustainability and eco-consciousness are the new norm, everyone needs an alternative to plastic bags. And in most cases, paper bags are that option.

INVESTMENT	-1 fully automatic machine costs around Rs. 10 Lakhs -Rs. 50,000 and above for raw materials
REQUIREMENTS	Semi-automatic or automatic bag making unit and raw materials Trade license and UDYOG AADHAR registration (for small-scale industries)

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	49150

If you are someone who always looked for opportunities in sustainability and eco-friendly sector, manufacturing paper bags is something you should look into. Paper bags are recyclable and biodegradable. And the whole process of setting up a paper bag making unit is relatively easy.

Your first order of business while setting up a paper bag manufacturing unit is to determine the scale or your operation. This will help you determine the kind of unit required for your business. There are many options in the market ranging from manual to semi-automatic to automatic. An automatic unit, for instance, can produce up to 15,000 bags per hour.

You will then have to identify who will be your raw material supplier. You have to make sure that the supplier you choose offers high-quality raw materials and is reliable to do business with. Since the quality of your finished product depends on the quality of the raw materials used, this aspect is very important. Superior quality craft paper rolls, glue, ribbons, and tags are some of the essential raw materials required to get started. Once that is sorted, you have to identify who will be the buyer of your finished product.

Every business today is in need of quality paper bags. Retail outlets, textile shops, grocery stores, medical stores, and restaurants are just a few examples. Different types of businesses will have different requirements. The machine you choose to work with should have the capacity to meet these requirements. In addition to the primary machinery, you will also need supplementary machines that complete other tasks such as eyelet punching, motorized roll slitter for paper rolls separation, glue applicator and so on.

Setting up a full-fledged commercial paper bag manufacturing unit is the ideal way to get started in this line of work. You can either set it up as a proprietorship concern or a limited liability partnership (LLP) business.

BRICK & MORTAR

In spite of e-commerce giving tough competition to many physical stores out there some of them have managed to firmly hold their ground. A brick and mortar store has its own advantages. Instead of anticipating what a particular item might look like customers can touch, feel, ask questions and make an educated purchase decision. And in some cases, a business model would require a physical storefront presence. The need for an in-store experience still exists more than we realize.

Physical stores also offer the convenience of instant availability. For example, with items such as food, groceries and fresh produce, people still prefer to go pick up these products themselves.

We have looked at multiple businesses in this category and have picked the ones that are in most demand at the moment. We hope you enjoy reading and learning more about them. And if any of them appeal to you, we hope you take the leap and set up your own venture in this category.



16 CLOUD KITCHEN

With the increasing popularity of food ordering and delivery apps such as Swiggy and Zomato, the demand for cloud kitchens is at its prime at the moment. Cloud kitchens are delivery-only kitchens that service areas where it might be difficult to open a restaurant.

INVESTMENT

-Rs. 5,00,000 and above

REQUIREMENTS

-Relevant licenses and permits
-600 to 700 sq. ft space in a high demand area

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 1.1 lakh crores by 2023	38%	

Simply put, cloud kitchens, also known as dark kitchens or ghost kitchens, are a way for restaurants to pool resources and reduce the overheads by serving multiple delivery partners across different areas.

Cloud kitchens work as back-end kitchens that service delivery orders received through the restaurant aggregator apps. These kitchens are the most efficient way to service high-demand food delivery areas without having to open a full-fledged restaurant in those areas.

If you are willing to rent a space and partner with restaurants looking for cloud kitchens in a particular area, you can have a business up and running in no time. This concept is particularly popular in metro and tier I cities where a restaurant might be located in one part of the town but wishes to serve its delivery customers from different parts of the city. Currently, urban areas are best suited for setting up cloud kitchens as the urban population heavily depends on food aggregator apps for getting food delivered to their doorstep.

In addition to having a good rented space, you will need the right kitchen equipment, raw materials, skilled staff, and technology infrastructure. All these variables will be part of your initial investment.

In just a few years, the idea of running a remote kitchen to meet the demands of online food delivery orders has gone from good-to-have to must-have. Restaurants and food aggregators have come to rely on a good network of dark kitchens to expand their business. By entering this market now, you will become part of the industry that only seems to be moving upward.



17

ORGANIC STORE

Consumers are becoming increasingly aware of the health issues that arise from the use of chemicals and pesticides in the commercial farming industry. They want to know where the food they consume comes from and how it is grown. Because of the expanding urban population and rising health concerns, the demand for organic food has consistently increased in the past few years.

INVESTMENT	INR 8,00,000-10,00,000
REQUIREMENTS	-Certification from Organic Trade Association -Products that meet the standards of the National Standards of Organic Production (NSOP) -Other relevant licenses and permits

MARKET SIZE	CAGR	SEARCH VOLUME
Currently Rs. 4000 Cr. Expected to reach 12,000 Cr. by 2020.	25%	NA

Organic food is more nutritious than its conventional counterpart because it is grown with natural fertilizers such as manure and compost. Organic produce also does not contain any preservatives to synthetically increase its longevity. As a result, organic food is rich in vital minerals, vitamins, essential fatty acids, and antioxidants.

There is huge demand for organic produce but there aren't enough purchase points to meet this demand. You can bridge this gap by setting up a well-sourced organic store, where you can stock a variety of organic foods such as organic vegetables, fruits, grains, and pulses. In addition to offering healthy food choices to your surrounding community, you will also be able to help the ailing farming community and support their organic farming efforts.

Finding the right location for setting up your store will be one of the factors that determine the success of your business. Along with favorable lease terms, you will also have to keep visibility and affordability in mind.

The right location, knowledgeable staff, and carefully sourced organic inventory are the three things you will need for a successful start. Once you get a hang of how to run a successful organic store, you can expand to include other organic product categories, such as beverages, beauty and personal care products, and textiles.



18

PRENATAL FITNESS CENTER

Women have come to realize that, by staying active during the different stages of pregnancy, they can avoid any health challenges that one encounters during pregnancy and childbirth. For this reason, prenatal exercise centers have become the need of the hour. By setting up a well-equipped prenatal exercise center, you will be able to help scores of pregnant women stay active and prepare for smooth childbirth that will follow soon after.

INVESTMENT	-Rs. 40,000 for certification -Rs. 2,00,000 to Rs. 5,00,000 for opening the center
REQUIREMENTS	-Certification in Prenatal Exercise Training

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	NA

Women have come to realize that, by staying active during the different stages of pregnancy, they can avoid any health challenges that one encounters during pregnancy and childbirth. For this reason, prenatal exercise centers have become the need of the hour. By setting up a well-equipped prenatal exercise center, you will be able to help scores of pregnant women stay active and prepare them for smooth childbirth that will follow soon after.

If you can personally get certified in prenatal fitness or hire certified professionals to teach prenatal yoga, low-impact cardio, bodyweight strengthening exercises, prenatal aerobics, Lamaze and Pilates, you will be all set to get started. The only other thing you will have to add to this list a nice physical space that is ready to welcome pregnant women to come and exercise.

Along with conducting group classes, you can come up with customized plans for each trimester by taking individual fitness levels and health cases into consideration. You can also include nutrition consultation as an added service to your existing offerings. By offering such personalized services, you can set yourself apart from the competition.

In order to promote your business, you can also partner with a network of maternity hospitals and conduct workshops on the importance of prenatal fitness and good nutrition during pregnancy.

In addition to all your marketing efforts both online and offline, by offering excellent training and superior service, you will be able to quickly establish your business as the go-to place for all prenatal requirements. Once this is well established, you can expand your business by including postpartum fitness classes as well.



19 COOKING CLASSES

If you are a food enthusiast who thoroughly enjoys cooking and consistently dishes out the most popular food items at family gatherings and similar occasions, then this is an opportunity you can seriously look into.

INVESTMENT

-Upwards of Rs. 30,000

REQUIREMENTS

-Excellent cooking skills
-Desire to teach others how to cook
-Basic cooking equipment

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	NA

There has been a tremendous increase in demand for cooking classes. People are constantly moving to different cities for jobs, life events such as marriage, and other reasons. And when they do so, one of the first things they begin to miss is home-cooked food. Notwithstanding the convenience of having food delivered via an app with just a few clicks, nothing beats the comfort of having a warm home-cooked meal at the end of the day. In addition to this, exposure to a variety of cuisines has instilled the desire to experiment with different dishes at home. More often than not, this option is also healthy and less expensive than eating out all the time.

As someone who understands food well, and with a host of cooking tips up your sleeve, you can share your knowledge by teaching others how to cook. Conducting in-person cooking classes offers an extremely personalized experience that an online cooking videos on YouTube simply cannot substitute.

You can start by conducting classes at home for a small group of individuals. You can start by teaching the basics, such as knife skills, differentiating greens, understanding spices, and other important skills that a beginner should know.

You can also tailor your classes as per the skill level of your students (beginner, intermediate, and advanced). Offering classes in cuisine that you understand best will be the ideal way to start such a venture. Some examples include North/South Indian cooking, Anglo-Indian cooking, baking, coastal cuisine, Mexican, and Italian. Cooking classes for children is another up-and-coming area of interest in this category.

Once you start conducting regular classes, you can set up a cooking studio and move all your classes to that space. In addition to all of this, having a good online and social media presence will complement your teaching efforts to a great extent.



20 PRESSED JUICE STORE

In the age of Instagram and YouTube, the one industry that has exploded like no other is the fitness industry. When one particular industry goes through such explosive growth, other businesses that aid that sector begin to mushroom. A pressed juice center is one such business.



INVESTMENT

-Upwards of Rs. 10,00,000



REQUIREMENTS

-Juicing equipment
-Fresh ingredients
-Relevant permits and licenses

MARKET SIZE

Rs. 1,434 Crores

CAGR

17%

SEARCH VOLUME

NA

Cold-pressed juices, made using the hydraulic press method, are fresh and nutrient-dense. They are made with only natural ingredients, which boost different aspects of one's health. Cold-pressed juices have no added sugar, preservatives, or artificial flavors or colors. For this reason, they have become particularly popular among those who are health conscious and among those who lead extremely busy lives. Most people consume cold-pressed juices as an alternative to a meal or as a snack or go on a complete juice cleanse diet.

A physical, brick-and-mortar store that makes and sells fresh cold-pressed juices is in great demand because of the transparency it offers. Because the juice is extracted from the ingredients in the presence of the customers, they know exactly what is it that they are consuming. You just have to make sure that your store is in a high-traffic area with easy accessibility. This model has been growing across the globe.

Along with cold-pressed juices, you can offer smoothie bowls, concentrated nutrient shots, and other items that go with the lifestyle of an active, health-conscious individual. You can also install a bottling system that would make it easy for people on the go to pick up your product.

As your business begins to expand, you can set up multiple branches and supply to those branches from a centralized kitchen. Along with serving multiple parts of the city, you will be able to reduce the equipment and overhead costs of running multiple kitchens.

Once this model becomes sustainable, you can offer delivery options and look for other distribution channels by partnering with gyms, yoga centers, and supermarkets.



21

PET DAYCARE AND GROOMING

Pet daycare and grooming services are one of the hottest industries in the country today. If you love animals and have a great degree of passion and empathy for them, setting up a pet daycare and grooming center is the perfect fit for you. This industry is thriving and has a very promising future.

INVESTMENT

Between Rs. 4 lakh and Rs. 5 lakh

REQUIREMENTS

-A great degree of passion and love for animals
-Relevant permits and registration

MARKET SIZE

Rs. 3,100 crore by 2020

CAGR

13.9%

SEARCH VOLUME

7,900

Pet daycare centers are extremely popular in metro cities. Most of the families that have pets do not want to leave them unattended when they go to work. Pet daycare is an excellent option where their pets receive the same love, care, and attention. Pet daycare and pet grooming businesses can be run together or as standalone services.

Before you start a pet daycare center, it is advisable to have had a pet of your own and understand all the nuances of being a pet parent first hand. If you do not have a pet of your own, you can volunteer at any of the daycare and grooming centers to get acquainted with the business. You should have knowledge about animal behavior and psychology. Also, you should know how to conduct a canine CPR and administer first aid.

As a pet daycare center, you will be taking care of more than one pet. It is important to hire additional help and make sure that the staff is well trained and shares your passion for animals. Having an experienced dog trainer and groomer on your staff will make a huge difference. A good pet daycare should include play areas, rest areas, a good amount of outdoor space, and facilities for overnight boarding, should the need arise. Since you will be hosting different kinds of pets, it is important to have a spacious setting where the animals can move around freely, run, and play.

A clean and safe environment for both the pets and your staff is extremely important. Most of your initial investment will go toward getting the space right. A good social media presence will help build brand awareness and also bring additional business.

CONSULTATION AND COACHING

We particularly enjoyed putting this together. Consulting is so versatile and also one of the easiest categories to set up a business in. You can start a consulting business with minimum or no investment at all. You can offer consulting services for almost any business under the sun. When you are an expert in any particular area, you will always find someone who is willing to hire your consulting services to address some of their pressing issues. People pay you for your knowledge and sound advice.

From image consulting to nutrition to the energy sector, there is an opportunity available for everyone. Technological advancements and a dramatic change in the job market has opened up a host of new possibilities in the consulting sector.

If you have been on the fence and hesitated to venture out on your own, take a look at the list we have put together in this category. You can start a side hustle with skills that you already have and then set up something full-time only when you think you are ready.



22

ENERGY AUDITOR

Energy audit is an emerging area in the energy sector that is growing in popularity. With the rise in awareness around energy conservation and optimization, the expert opinion of an energy auditor carries a lot of weight.

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-National Level Certification from the Bureau of Energy Efficiency (BEE)

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 1.6 lakh Crores	19.78%	NA

Essentially, an energy audit is the process of evaluating the energy flow of a building or a facility, both commercial and residential, and offering a thorough analysis of how the consumption of energy can be reduced in order to save energy costs and optimize energy flow. As an energy auditor, your job is to conduct the necessary surveys and examinations to aid the aforementioned process.

Your insights as an energy auditor can significantly save the utility bills of any building that undergoes such an audit. Once you conduct an energy audit, you can identify the areas of improvement and recommend the different ways in which organizations and individuals can reduce energy consumption. You can make suggestions and educate your clients on both short-term and long-term solutions for reducing energy consumption and minimizing energy wastage.

The Bureau of Energy Efficiency (BEE), which is part of the Government of India's Ministry of Power, has helped government offices and private organizations reduce energy consumption by 30% and 20%, respectively, over the next five years.

To be certified as an energy manager or an energy auditor, you would have to pass the National Level Certification examination conducted by the BEE, which was set up in 2001 under a provision of the Energy Conservation Act. You can also set up a private practice and offer consultation services once you get the necessary certifications.

As per the World Bank, the energy-efficiency market in India is valued at Rs. 1.6 lakh crore. That number puts you at a huge advantage if you choose to pursue this as a career option.



23

CAREER COACHING

Finding the right job has become an extremely challenging affair. With each passing year, new technologies are disrupting multiple industries and new jobs are being added to the market. But there is a huge gap between what the market wants and the available talent at its disposal. Therefore, career coaching, now more than ever before, has become the need of the hour.

INVESTMENT	In the range of Rs. 50,000 to Rs. 1,50,000; depends on the certification you choose to pursue
REQUIREMENTS	-A degree in psychology may be helpful but not required

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 5000 Cr.	NA	4,170

Most of the jobs that are hiring promising talent now did not exist a decade ago. And the jobs available today might not exist a decade from now. As long as people need jobs, they also need help finding them. If you are someone who enjoys helping people achieve their goals and has a good sense of what is happening in the job market, then working as a career coach is something you might want to consider. Different industries are going through a massive overhaul; amid this overwhelm and chaos, you can guide your clients and help them discover the right career path.

As a career coach, it is your responsibility to work with your clients through every stage of the job search process and help them find the right role.

You can coach them through the basics, such as resume editing, LinkedIn profile update, interviewing skills, all the way through confidence building and networking insights. You can also guide your clients to help them understand what other courses and certifications they would need in order to stay relevant and ahead of the competition.

Women (or men) on a career sabbatical, fresh graduates, individuals who are unhappy with their current jobs, and middle-management candidates looking for a change can be some of your ideal clients. The best part about the career coaching business is that you can conduct it from anywhere. All you need is a smartphone, a laptop, and an internet connection. It is also a great idea for you to identify a niche and focus only on the category. Technology, media, and healthcare are some examples.

As a career coach, the cornerstone of your business will be your personal brand and testimonials. It might be very helpful to have a great website along with a good presence on social media.



24

IMAGE CONSULTANT

To become an image consultant, you primarily need to have three traits: (a) you enjoy working with people on an individual basis, (b) you have deep empathy for individual needs and goals, and (c) you understand grooming and personality training intuitively.

INVESTMENT

-Rs, 2,00,000 and above

REQUIREMENTS

-Training and certification from a reputed image consulting institute

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 624 Crores	8%	3730

If you think you are someone who has all these traits, you should certainly look into image consulting as a career option. Image consulting is one of those careers where your everyday work activities can be extremely gratifying.

For the most part, image consulting involves coaching your clients on some of the most important aspects of individual personality and grooming. This includes, but is not limited to, (a) helping them understand the importance of good physical appearance by teaching them how to look sharp at all times and giving them adequate grooming tips, (b) coaching them on how to own their personality and exude confidence, (c) teaching them good communication and public-speaking skills, (d) offering soft-skills training, table etiquette, and social etiquette training, and (e) offering a roadmap to building a good personal brand while you are at it.

In addition to offering one-on-one coaching, you can conduct group workshops regularly. Educational institutions and corporates are always looking for image consultants to conduct workshops and train their students and staff, respectively.

A degree in psychology is helpful but certainly not required. You can undergo one of the image consulting training programs offered by many institutions across the country and get certified. The Image Consulting Business Institute is one such example.

Once you finish your training and become a certified image consultant, you can use the digital platforms and social media to market your business and start taking on clients immediately. Your potential clients could be students, recent graduates, mid-level managers, senior executives, and C-level executives.



25

LANGUAGE TEACHER

If you are someone who had the chance to learn a foreign language (or two) and can both speak and write that language fluently, you can offer your services to anyone who is in need of learning the language you teach.

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-Proficiency in at least one foreign language

MARKET SIZE	CAGR	SEARCH VOLUME
Expected to reach Rs. 73,500 crore by 2025 (Globally)	13.1% (Globally)	18,710

There are plenty of opportunities for language teachers today. These opportunities are not limited to foreign languages alone; if you are a certified English teacher or are a certified teacher in any of the local languages of our country, a career in teaching that language can be promising.

If you are fluent in a foreign language, you can start by teaching that language in schools, colleges, and multinational companies. Educational institutions are always looking for foreign language teachers. Big corporations have executives go on international trips quite frequently. You can conduct workshops at such companies and teach conversational French or Spanish, for example.

In addition to this, you can take on one-on-one clients for language tutoring. One-on-one tutoring for foreign languages is particularly popular. If you can teach English along with a foreign language such as French, Spanish, or German, the demand for your teaching services will go up significantly.

The demand for being able to speak, read, and write fluent English is relatively high in tier I and tier II cities. You can conduct online classes and teach students from these locations as well.

In case you are curious, the five most influential foreign languages in India are Mandarin, French, Spanish, German, and Japanese. If you are fluent and certified in any of these languages, in addition to teaching them, you can pursue a host of other career options such as a translator or interpreter, consult at the immigration and visa offices of these countries, consult for the import/export sector, work in the travel and tourism sector, and also consult (or work full-time) for the diplomatic teams of those countries.



26

SMART HOME CONTRACTOR

The smart home market in India has been growing for the past few years. Various aspects of a home, such as lighting, home security, indoor climate control, surveillance, and multimedia management, can be controlled by the touch of a button. The increased use of smartphones has increased the adoption of the various kinds of smart home technologies.

INVESTMENT	Rs. 2,00,000 and above
REQUIREMENTS	-Right partnerships with reliable vendors

MARKET SIZE	CAGR	SEARCH VOLUME
Currently at 12,500 Cr and expected to reach Rs. 95,000 Cr by 2026	29.8%	19,970

Rising security concerns and an increase in disposable income in metro and tier I cities have been the two main reasons for the growing popularity of smart home technologies. As a smart home contractor, you will be able to take advantage of this demand in the market. The wide market adoption of home automation technologies makes this a promising sector to set up a venture in. Home automation technologies have also become affordable. This is another reason for their popularity. As you can see, the numbers in the table included speak for themselves.

Almost all upcoming constructions in the housing market are integrating smart technologies into individual units. Builders are constantly looking for reliable vendors to partner with. In addition to new constructions, existing apartment buildings, independent homes, bungalows, and farms houses are looking to have these technologies installed.

Although the term “smart home” is loosely used as the automation of residential properties, it is used just as interchangeably in other property categories too. For instance, hotels, especially in the luxury segment, and commercial properties that include both retail and office buildings are upgrading their property management systems to integrate such smart technologies.

When you offer your services as a smart home contractor, you will be able to service all the above-mentioned categories that broadly include residential, hospitality, and commercial. All you need is a handful of vendors on board, a home office, and your very first installation request.



27 DECLUTTERING SERVICES

It would not entirely be wrong to hold Marie Kondo responsible for the whole decluttering trend that is now flooding everyone’s social feed. The popularity of her Netflix show has given way to an entire industry. You can go to people’s houses and declutters their spaces, just the way she does.

INVESTMENT

-Nil to get started
-Rs. 10,000 and above for social media ads

REQUIREMENTS

-Home organization skills

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	19,970

If you are someone who is fond of cleaning up spaces or straighten up homes and constantly undertaking a decluttering project, this is your calling.

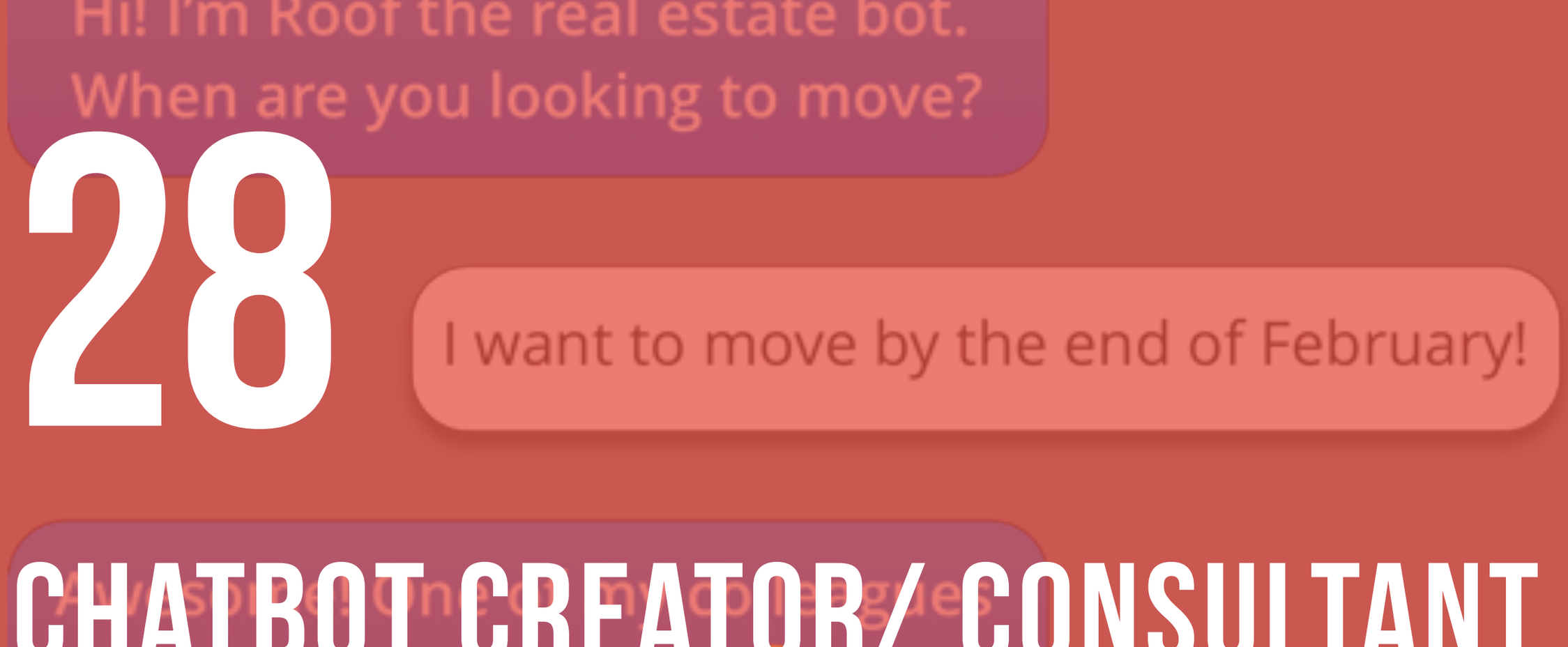
People today want their homes and personal spaces to look like those picture-perfect decor pins on Pinterest. But they neither have the patience nor the skills to go about doing that on their own. They are happy to hire someone who can make this possible for them.

Decluttering personal spaces can be a rather gratifying job, especially if you enjoy doing that. Decluttering services include rearranging kitchen shelves, wardrobes, shoes, cosmetics, or any other aspect of a home that needs a bit of attention. This space is flourishing in metro cities and urban areas. Busy people who do not have the time to do this themselves are constantly looking for experienced and trusted individuals who can offer such decluttering services.

You know the phrase “a cluttered space leads to a cluttered mind.” Well, you can be that person who ensures that your clients come home to clean, decluttered, and well-organized space.

You can start by telling your friends and family that you are willing to undertake such projects. Once you have a chance to work with a few clients, you can share the before and after pictures on social media outlets. You can also include testimonials from your clients because happy clients always lead to more business. You can also film the entire process and share snippets of those clips on social media. This will increase your visibility significantly.

Conducting workshops on how to achieve decluttered spaces and making video tutorials on the topic will help you become a notable business in this line of work.



28

CHATBOT CREATOR/ CONSULTANT

Ever paid attention to the little box that pops up at the bottom right of your screen when you visit a website? A box that asks if you need any help or prompts you to drop your email address to send relevant information. Those little pop-ups are an example of chatbots. Chatbots have quickly become an integral part of every business' marketing efforts.

INVESTMENT

Rs. 20,000 and above

REQUIREMENTS

-Good with conversations
-Extensive knowledge about chatbots

MARKET SIZE

Rs. 70,560 crore
2026 (Globally)

CAGR

30.9%
(Globally)

SEARCH VOLUME

48,000

Chatbots are nothing but virtual robots that can be seamlessly integrated into major chat applications such as Facebook Messenger, WhatsApp, WeChat, Slack, and so on. Or they can be housed as standalone applications. They mimic regular human conversations and offer a seamless user experience to customers at multiple digital touchpoints. From small businesses to large established corporations, everybody uses chatbots for business functions.

Because of their ability to handle large volumes and operate non-stop, chatbots are cost-effective and extremely efficient. A chatbot can be used for a variety of business needs such as customer service, customer engagement, and business lead generation.

If you are someone who is business savvy and can anticipate conversational patterns between a business and its customers, you can work as a chatbot creator and offer your services on a consulting basis.

The banking sector, the IT sector, real estate, retail, and e-commerce are some of the sectors that rely heavily on chatbots. As you can tell, the market opportunity, in this case, is huge.

You do not need any previous technical or coding experience to create chatbots. They are relatively easy to learn and execute. Once you have experimented with creating a few chatbots, you can approach a few businesses and talk about how your services can help them address some of their business challenges. You can prepare a demo and show that to your potential clients. This will dramatically increase your chances of signing on your very first client.



29

NUTRITION COACH

The fitness industry in India is growing at a rapid pace. As a result of this growth, the demand for nutrition coaches has also gone up in the past few years. People have collectively become more health conscious and are constantly making efforts to stay fit. A good fitness routine is a neat balance between the right kind of physical training and the right kind of nutrition.

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-Training and certification in Nutrition

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 1,05,000 crore	12%	19,700

If you are someone who takes an interest in this field and enjoys helping people achieve their health and fitness goals, becoming a nutrition coach can be a very lucrative option.

As a nutrition coach, you are responsible for creating a comprehensive diet plan for your clients based on their health and fitness goals. Whether your client's goal is to lose weight, gain weight, build muscle mass, or fix hormonal issues, your job is to create customized meal plans for them. In order to become a good nutrition coach, you need to undergo proper training and get the right certification. You also need to have a very good understanding of how the human body functions.

The fitness industry is a very active and popular niche on social media. By setting up a profile on multiple social media platforms and posting regular content, you will be able to interact with a larger audience. Once people are familiar with your work, you can start coaching remote clients as well.

Gyms and hospitals have plenty of opportunities for a reliable nutrition coach. Result-oriented meal plans and word of mouth are your biggest assets in this business. Most of your business will come from referrals from your previous clients who are happy with your work. It will be helpful to have a website that features your work and testimonials from your past clients. Being able to work well with different people based on their individual needs is an important trait in this line of work. You should be able to motivate your clients to help them stay on track and reach their goals.



30

SEO CONSULTANT

There simply isn’t a business today that doesn’t need the help of a search engine optimization (SEO) consultant. Every business is on the internet. And for the business to remain visible on the internet, it needs to be optimized for search engines.

INVESTMENT

Rs. 20,000 and above

REQUIREMENTS

-In-depth knowledge of SEO strategies

MARKET SIZE

Rs. 5,53,000 crore (Globally)

CAGR

29.8%

SEARCH VOLUME

16,560

SEO is an integral part of every business' digital marketing efforts. An SEO consultant develops the right strategies for a business to help it rank favorably on a search engine result page. If you are a marketing enthusiast who is willing to learn more about SEO, you should consider looking into this opportunity.

An SEO consultant works with various businesses by helping them update their websites as per the latest SEO trends. An SEO consultant also works on improving the web-copy on individual web pages, works on link building strategies, helps optimize blog posts, develops the right content strategy, and assists with all kinds of online and offline SEO efforts. Increasing a website's organic traffic is one of the main goals of an SEO consultant.

Startups and small businesses with the urge to grow their digital presence can be your ideal clients. Since they will be in the very initial stages of developing an SEO strategy, your expertise can be tremendously helpful.

You can start by conducting complementary SEO audits and help businesses identify the areas in which they have room for improvement. Once they realize how useful your services can be, they will be willing to hire you as a consultant. You can also help businesses set up in-house SEO teams. The best part is that you can do all of this from the comfort of your home.

SEO is a very dynamic field. Search engines are always updating their algorithms to offer a seamless experience. It is important to stay informed and always be on top of what is happening in the industry.



31

SKINCARE CONSULTANT

The beauty industry is constantly evolving and reinventing itself. Skincare consultants are an integral part of this industry. They are not the same as medically trained dermatologists. Dermatologists are doctors who understand the deeper concerns of skin, tackle skin diseases, and are trained to perform invasive surgical procedures. Skincare consultants, on the other hand, focus more on topical issues.

INVESTMENT	Rs. 30,000 and above
REQUIREMENTS	-Relevant training and certification

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 19,170 crore by 2023	9%	29,150

A skincare consultant helps people understand what kind of products need to be used for different skin types, conducts skin analysis in order to recommend suitable beauty regimens, and in some cases, also offers suggestions on suitable makeup application.

If you are someone who is enthusiastic about the beauty sector and are well-informed about what is happening in the skincare industry, you can consider becoming a skincare consultant.

As a skincare consultant, your job is to educate people about the importance of taking good care of their skin. Skincare consultation is a client-focused role that offers personalized recommendations based on skin concerns. After conducting a thorough skin assessment, a skincare consultant walks you through all that you can do to take better care of your skin. A skincare consultant is the one who offers suggestions on what needs to be done to get rid of pigmentation, how to take care of enlarged pores, how to fix dehydration issues, blackheads, sun damage, and so on.

In addition to all of this, a skincare consultant is also very knowledgeable about the different ingredients that go into a skincare product and what each of those ingredients can do for your skin. Ingredients like hyaluronic acid, vitamin E, and salicylic acid are a few examples. Often, these recommendations are also paired with diet suggestions for good skin.

In order to become a good skincare consultant, you need to receive proper vocational training and a bit of on-the-floor experience. Once you have this under your belt, you can start independent consultation and take on one-on-one clients. Blogging about all the knowledge you have and sharing tips on social media can help you reach a wider audience.



32

BUSINESS CONSULTANT

A business consultant works with a variety of businesses to help solve some of their most pressing problems. A business consultant understands the complexities of running a business and helps companies fix their problems. A business consultant conducts a thorough business audit, identifies the weaknesses of a business, looks at areas of improvement, and offers business solutions accordingly.

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-Expert knowledge about a particular industry

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 15,000 crore	9%	11,690

Business consulting is a thriving business in the current scenario. It involves working with clients on business strategy, growth strategy, increasing sales, team conflict, management issues, and any other problems that fall under the broad category of business challenges. If you are someone who has a few years of experience in handling such issues and successfully solving them, there are many businesses out there who would be willing to hire you for help. Business consulting is a growing sector that offers a lot of flexibility to work on your own terms. Getting a chance to solve important business problems can be a very gratifying experience.

Startups, huge corporations, agencies, and all kinds of businesses are looking to hire talented business consultants as part of their team or to work with them independently. Your ideal client is anybody with a problem on hand. For example, stagnant sales, customer acquisition, business partnerships, new market entry, and digital strategy are some of the areas in which the expertise of a business consultant can be very helpful.

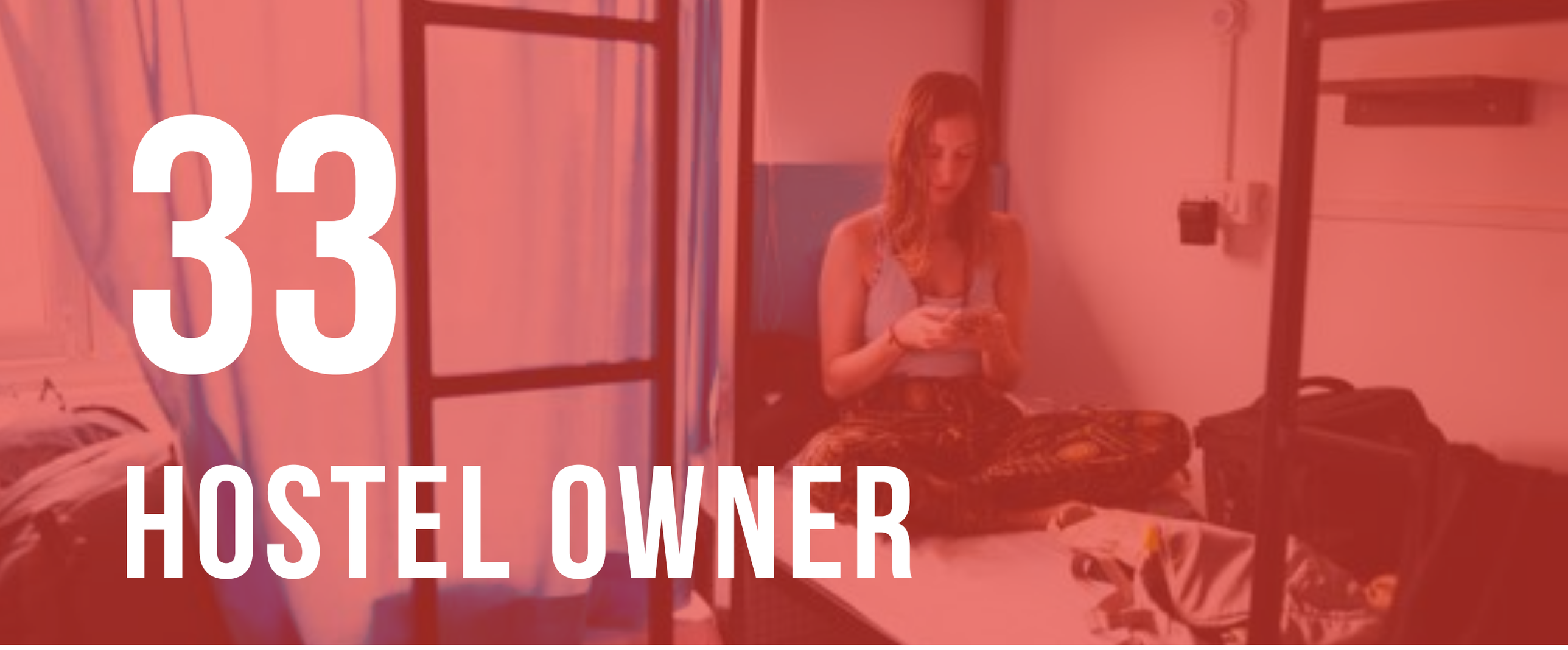
As a business consultant, it is important for you to create and maintain a very strong personal brand. A personal website with an active blog that discusses the kind of cases you have worked on in the past can help potential clients understand what your skills are and where your strength lies. It might be helpful to stick with one niche in the beginning. The auto sector, e-commerce, retail, and the consumer goods industry are a few examples.

HOSPITALITY

Hospitality is one such category that is ever-growing. There is always room to offer something new and something unique. With a shared economy and budget travel on the rise, everybody has a shot at getting into this sector.

With a growing middle class and an increase in disposable income, domestic travel has picked up considerably. It goes without saying that India is also one of the most sought after destinations for international travels as well. India has recently hit an all-time high in terms of tourism numbers. The hospitality sector directly benefits from these developments.

In addition to this, the hospitality sector functions as a backbone for both the business and tourism sectors. The hospitality sector relies on a host of businesses that can offer services that complement the industry in more ways than one. We have identified a few of those businesses and included them in this category. If you are someone who always looked for an opportunity in the hospitality sector, we hope you find one of these ideas appealing enough to start a business in.



33

HOSTEL OWNER

The business of setting up and running a hostel remains one of the most lucrative options even today. The hostel business has been around for the longest time but has managed to stay relevant because of the ongoing demand. One category that has been booming in this segment is travel hostels.

INVESTMENT

NA

REQUIREMENTS

-Trade License (for hostels)
-No objection Certificate (NOC) from the local municipal corporation
-Fire safety license

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	1,10,000

If you are someone with a spare property that can be converted into a hostel or if you are willing to rent a space and convert it into a hostel, this is a good opportunity to consider. Travel hostel businesses are particularly popular in metro cities and other parts of the country that offer a host of different tourist attractions.

Tourism hostels offer affordable short-term accommodation for travelers in these areas. Unlike hotel rooms, they take after the bed-and-breakfast model. Young travelers who are visiting your city just for a day or two and don't have the budget to rent a hotel room are your ideal customers. Since budget-friendly travel is becoming a popular segment in the travel industry, a travel hostel will be able to provide an alternative option for a quick nightcap. And as the traveler community continues to grow, there will not be any occupancy concerns. The location of the hostel is going to be a big selling point when travelers are looking to make a booking. Getting that aspect right will help your business in the long run.

Maintaining the building itself, in addition to hiring and managing the right staff, will be one of your upfront and recurring costs. Along with the location, if you have the right infrastructure, good security, and facilities such as food, a computer lab, and laundry, you will continue to flourish in this business. You can also partner with other third-party services such as bike rentals and cab services, and offer these as added facilities.



34

GUIDED TOURS

India continues to attract hordes of tourists year after year because of the rich history, diversity, and cultural prominence. Traveling to a country like India can be overwhelming; for this reason, guided tours remain the cornerstone of the tourism industry. They are reliable, safe, and one of the best ways to go about visiting the country.

INVESTMENT	Rs. 1,00,000 and above
REQUIREMENTS	-Passion for travel -Relevant licenses and registration -Understanding of the tourism industry and the travel business

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 3,92,000 Cr. and expected to reach Rs. 6,02,000 Cr. 2023	7.5%	NA

As a business that offers guided tours, you will be responsible for organizing well-planned trips to several tourist attractions and plan vacation packages for your clients. It is your job to plan the entire itinerary meticulously in order to make sure that your clients have the best travel experience possible. Guided tours are particularly popular among international tourists because of language barriers and logistical challenges. They are always looking for businesses that organize dependable guided tours in various budget categories. Whether your clients want to visit the Taj Mahal or the Thanjavur temple, it is your job to plan the travel, accommodation, and other aspects of that trip, along with providing important information such as history, context, and relevance of such touristic destinations.

Religious tourism is another popular category in the guided tour space. You can conduct a trip that covers all the prominent religious spots in the country. This could be the niche you start with. With an industry that is as vast as travel and tourism, it always helps to pick a niche and become known as an expert in that category.

In order to get into the business of guided tours, you don’t have to live in tourist-heavy destinations. You just need to be good at making these travel arrangements for your clients. Along with great planning skills, a good network of partners with various tourist locations, and trusted third-party vendors that offer local logistical services will be some of your biggest assets.



35

FOOD TRUCKS/ MEAL DELIVERY

The food truck business is one of those segments that have been growing like no other. Although the concept of food trucks has been around for a while, it has been gaining a lot of traction lately. The whole idea of a food truck is that it makes food fun, accessible and interesting.

INVESTMENT	Rs. 1,00,000 and above
REQUIREMENTS	-FSSAI Mobile Vendor License -Fire safety certificate -No Objection Certificate (NOC) from the RTO department -NOC from Municipal Corporation

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 4,550 Cr and expected to reach Rs. 18,000 Cr by 2020	8.4%	2,01,150

If you are someone who loves food, loves experimenting with food, and thoroughly enjoys feeding other people, you should look at setting up a food truck business. Even if you had the slightest interest in getting into the food business, a food truck might be a good place to start.

Essentially, a food truck is nothing but a mobile kitchen that is set up in a commercial vehicle. There are different kinds of commercial vehicles available in the market and you can pick the one that best suits your needs. People come to eat at food trucks because it is a fun alternative to a typical dine-in restaurant. Having a quirky menu and offering a great experience to your customers will set you apart from the competition. When you are starting a food truck business, it is recommended to pick a cuisine you are most comfortable with and stick to that—at least in the beginning. A food truck that serves south Indian breakfast items or a food truck that serves only Mexican food are a few examples.

The location of your food truck will play a vital role in determining the success of your business. Therefore, it is important to get this right. Setting up a fully functional truck along with all the equipment needed for a mobile kitchen will be your initial major investment. In addition to serving the customers who come to eat at your truck, you can also choose to deliver the food within the area your food truck operates in. You can partner with a third-party food delivery service that can help you in this regard.



36 TRAVEL PLANNER

The term travel planner is often used interchangeably with the term travel agent. Although they are part of the same industry, the experience they offer to the end-user, the traveler, is vastly different.

INVESTMENT	Upwards of Rs. 50,000
REQUIREMENTS	-Passion for travel - Willingness to help others plan their travel

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 9,52,000 Crores by 2021	13%	14,000

If you are someone who has a passion for travel and is willing to help others plan a great getaway, you can consider becoming a travel planner. You can start this as a side hustle in the beginning and transition into doing it full-time once you manage to find a financially viable model.

There is tremendous opportunity in this domain. Travelling has evolved from being boring, mundane, and touristy to dynamic, interesting, and offbeat. A travel planner helps clients make some of the best travel decisions by helping them decide where to go and what to do while they are there. They offer some of the most interesting suggestions on what kind of activities to find, where to eat, where to stay, where to shop, and how to experience the local culture in the best way possible. All of this is done by keeping the client's time and budget in mind. In most cases, travel planners make these recommendations after they have visited these places themselves.

A good digital presence can add a lot of value to your business. By maintaining a good Facebook and Instagram page, you will be able to reach a wider audience and continue to get additional business.



37

AIRBNB

When Airbnb launched in India in May 2016, it immediately became an alternative for short-term and long-term hotel accommodation. It was almost as if people in India were waiting to have access to this platform. Today, Airbnb has over 45,000 listings on its platform in India alone. That is an impressive number for such a short duration.

INVESTMENT	NA
REQUIREMENTS	-A spare room or property

MARKET SIZE	CAGR	SEARCH VOLUME
NA	70%	5,21,600

If you are someone who owns a property with a spare room, or if you would like to host a guest for a day or two or if you have a secondary property like a farmhouse or a vacation home, you can list these options on Airbnb and start hosting guests.

When people make travel plans, one of the first things they do is look for Airbnb options in the place they are traveling to. That is how synonymous the brand has become with the travel and hospitality sector. This is especially true in the case of millennial travelers, who travel frequently and with modest budgets.

Airbnb is on a mission to become a default option for Indian millennial travelers. The company is banking on the trend of increased domestic travel and is aggressively investing in optimizing that sector. Hence, it is a great time to enter this segment and partner with a reliable platform like Airbnb. Airbnb also lists a variety of accommodations across different price points throughout the country. Anything from a bedroom within an apartment in a metro city to a massive villa in the foothills of the mountains can be listed on Airbnb. So, there is an opportunity for everyone to list something on this platform.

As an Airbnb host, you have to make sure that your guests are well taken care of. This will lead to good reviews and better ratings on their platform. And these testimonials, in turn, will bring repeat business to your property. Managing the property efficiently with adequate staff will be an integral part of partnering with Airbnb.



38

ADVENTURE ACTIVITY GUIDE

Young travelers, most of whom are millennials have contributed to the increase in both domestic and international travel. As a result, the demand for adventure activities has also gone up. Adventure tourism has now become an important part of the tourism industry. There is something fun to do in every nook and corner of the country. Therefore, the future of this sector is very promising.

INVESTMENT	Upwards of Rs. 2,00,000
REQUIREMENTS	-Relevant permissions -Certification for certain activities

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 1,840 Cr.	17.4%	NA

If you are someone who enjoys outdoor activities, likes to travel to do something adventurous, and enjoys the adrenaline rush from such adventure activities, you should consider becoming an adventure activity guide or set up a business that plans adventure activities.

As an adventure activity guide, you will plan trips and expeditions that include activities such as trekking, kayaking, river rafting, mountaineering, cycling trips, scuba diving, and so on. Your ideal clientele will include sports enthusiasts, adventurers, and anybody who takes an interest in these kinds of activities. Your job is to make sure that such a trip is planned with great care and meticulously executed.

In order to become an adventure activity guide, you don't need any prior experience in the field. A good level of physical fitness and an interest in such activities will help you get started. You may need to get certified for some specific activities (scuba diving, for example), but you can figure that out as you go along. Good communication skills, patience, and managing a large group of travelers efficiently are some of the most important traits in this line of work.

In addition to all of that, you should be aware of the safety precautions for each of the activities and have basic first-aid knowledge. It is also a plus if you have basic survival training and good physical endurance. Being able to conduct cardiopulmonary resuscitation (CPR) in an emergency will also be an added bonus. If you want to get started as an instructor in any of the activities mentioned above, you can enroll at institutions that offer the right training and certification programs.

SERVICES

The services sector is the largest sector in India. It is also the largest contributor to the GDP. The services sector accounts for 54.4% of India's total GVA (Gross Value Added) at Rs. 169.61 lakh crore. That number is massive. The services sector is unlike any other sector in this country.

The services sector-primary comprises of three categories: business, social and personal. Every business or an individual is in need of some kind of service or another. This sector includes retail banking, education, healthcare, information technology, entertainment, media, and even things as basic as cooking gas, electricity and water.

Anyone can pick one of these areas in the services sector and start a business. Because of the huge opportunity that exists in the services sector, it is also the most favorable sector to set up a venture in. You can even pick everyday mundane activities and offer that as a business service. Repairing someone's cell phone or teaching an elderly person how to use the internet, for example, has the potential to become a fully established business.

We have put together a list of ideas that can help you become an entrepreneur in the services sector. We hope you find this list useful and also find something that appeals to you in this category.



39

SUSTAINABLE LANDSCAPING

Sustainable landscaping is a contemporary method of gardening and landscaping that takes an environment-friendly approach to add green patches to your spaces. Sustainable landscapes are designed to thrive with as few resources as possible. These landscapes are eco-friendly because there is no use of harmful chemicals, pesticides, fertilizers, or any other ingredients that might harm the environment.



INVESTMENT

Equipment and other supplies will cost over Rs. 10,00,000



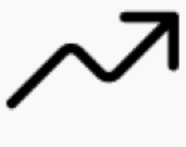
REQUIREMENTS

-Knowledge about sustainable landscaping and gardening
-Relevant license and registration



MARKET SIZE

Rs. 2,02,300 crore by 2024



CAGR

27.1%



SEARCH VOLUME

NA

One might think that gardening is the last place that needs an eco-friendly approach; after all, plants qualify as eco-something, right? That is not always the case. Traditional gardening and landscaping do look nice but use a lot of chemicals, pesticides, and extra water for survival and maintenance.

In the case of sustainable landscaping, both commercial and residential landscapes are strategically designed to aid the environment rather than causing harm. The demand for such services is growing as the awareness about sustainable landscaping continues to spread far and wide. If you are someone who has always had a passion for gardening and admired beautiful landscapes, you should consider setting up a sustainable landscaping business.

As a business that offers sustainable landscaping services, you will be responsible for using native plants and trees, getting rid of problem plants, creating multiple layers to reduce pests, and setting up water conservation infrastructure. All these methods are particularly helpful for large commercial spaces that need eco-friendly and cost-effective landscapes.

In order to set up a successful business in this space, you need to have a deep understanding of gardening and landscaping. You can attend workshops and take classes to learn everything you can about different methods of sustainable landscaping. In addition to offering your consulting services, you can also conduct workshops on composting, organic gardening, outdoor green practices, and so on. You will also need the right equipment, a great team, and the right product vendors.

The best way to promote your business is by maintaining a good social media presence and posting pictures of all your previous landscaping work.



40

VIDEO MAKING AND EDITING

It would not be an exaggeration to claim that YouTube as a video platform is single-handedly responsible for this unprecedented growth in video content creation. Every individual is focused on creating a personal brand and every business entity wants to produce video content. A video is the best medium to deliver a brand message to a larger audience.

INVESTMENT	Rs. 70,000 and above
REQUIREMENTS	-Video making and editing skills -Knowledge of video editing software -Video equipment to shoot videos

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 11,900 crore by 2023	21.8%	4,22,600

For this reason, creative individuals who can make and edit great-quality videos are the most sought-after talent. If you are someone who has always admired video content creators, is passionate about storytelling, and loves using a camera to tell those stories, you should definitely consider getting into the business of video making.

In order to become a successful videographer, you need to have a very good understanding of the entire process of making a video. The process of video making is an elaborate affair that requires a lot of deliberate thought and creativity. You start from the idea stage and then proceed to produce, shoot, and edit the film to arrive at the final product. If you are a rookie videographer, you can attend workshops or watch a plethora of online videos that teach video making for free. You need to keep making videos and practice regularly.

You also need to know how to edit the videos well. You should be able to take the raw footage and transform it into something that looks sophisticated. Color correction, noise reduction, audio quality, and other aspects are addressed during the editing phase.

Your ideal customer is any business or service that has video requirements. These include brands creating educational videos or businesses creating promotional videos. Once you have practiced your craft well, you could also work with photographers who shoot events or documentary filmmakers. You could also work with large teams in the entertainment and media space that produce content for streaming services such as Netflix and Amazon Prime. The possibilities are endless in this regard.

The best way to promote yourself is to keep making videos and post them on video platforms such as YouTube.



41 VOICE OVER

Ever paid attention to the glorious voice of Sir David Attenborough narrating a program you watch on National Geographic Wild? Or the voice from an ad that just keeps playing in your mind repeatedly? Well, these are all real people who lent their voice as the background for commercial purposes. They are commonly known as voice-over artists or voice-over talent. This is a particularly popular choice for

INVESTMENT	Rs. 50,000 and above
REQUIREMENTS	-Great voice and interest in storytelling -Good equipment for practice

MARKET SIZE	CAGR	SEARCH VOLUME
Expected to reach Rs. 2,77,200 crore by 2023	13.1%	NA

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42

CONTENT DEVELOPMENT

The internet that we are all so fond of simply does not exist without content. Content is everything and content is everywhere. Every single web page and social media app where you consume content is still around because content creators are populating these platforms with different kinds of content.

INVESTMENT	Rs. 20,000 and above
REQUIREMENTS	-Good communication skills -Knowledge about marketing

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 80,000 crore (Globally)	16.82% (Globally)	33,200

If you are passionate about marketing, writing, sharing ideas, and social media, and are an overall fan of the internet, you should most certainly pursue a career in content development. Content development will remain evergreen and will only continue to grow in demand. The possibilities in this field are infinite.

As a content developer, your job is to come up with a comprehensive content strategy for any business that hires your services. As a content developer, you should have good knowledge of the subject matter you are consulting for and superior research skills. Content development includes, but is not limited to, blogs, web articles, website content, email copy, marketing mailers, user manuals, product descriptions, press releases, ad copywriting, and anything else that falls under the purview of content for a business. All of these aforementioned categories can be created and executed in written, video, or audio format.

It is your responsibility to develop a content strategy based on analytics, keywords, and other important data that will aid the content-marketing efforts of the business concerned and generate targeted business results. If you are assisting a real estate company, for example, your job is to plan and produce a variety of content that will educate and inform potential customers and eventually convert those warm leads into sales.

In order to be good at content development, you need to have a very good understanding of modern marketing and all of its facets. You can learn everything about content development from various resources at your own pace. You also need to have extremely good communication skills and a very good command over the English language. Marketing is very dynamic and is changing constantly, and you have to keep up with what is happening in the industry.



43

SOLAR CONTRACTOR

The renewable energy sector is at the forefront right now because of all the efforts to gradually reduce greenhouse gas emissions. An industry that has tremendously benefited from this trend is the solar energy sector. In addition to growing rapidly, the solar energy sector has also been the most profitable.

INVESTMENT

Between Rs. 4 lakh and Rs. 5 lakh

REQUIREMENTS

-Knowledge about the solar sector
-Relevant license and registration

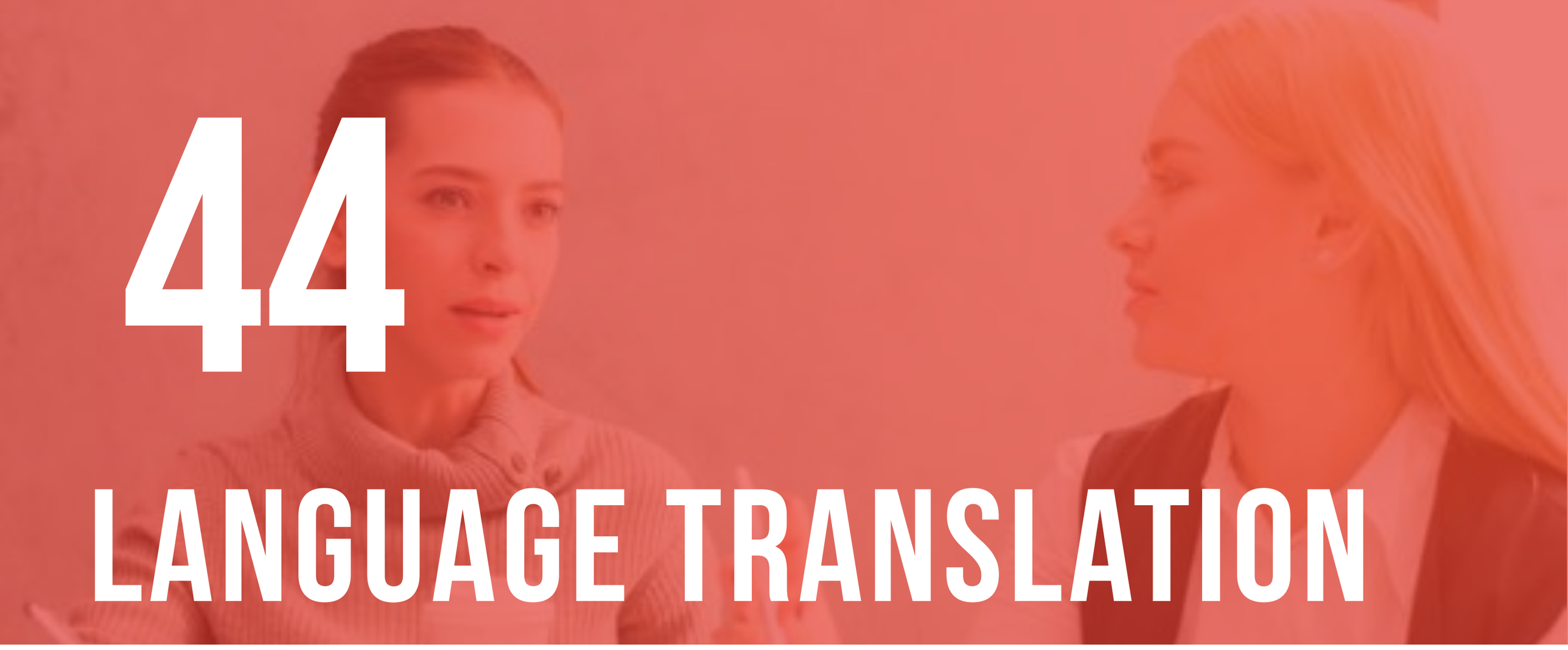
MARKET SIZE	CAGR	SEARCH VOLUME
100 GW by 2022	10%	NA

If you are someone who has been looking for an opportunity in the renewable energy space, you should consider becoming a solar contractor. The Government of India has set an ambitious goal of generating 100 GW of solar power by 2022 and you can play a small role in making this happen.

Essentially, a solar contractor evaluates a particular building or facility and recommends solar products as per the energy consumption requirements of that facility. These recommendations could include a wide range of products such as roof-top solar panel installations, solar thermal systems, solar attic fans, solar lights, solar cooling systems, and so on. All new construction buildings are making solar integration a part of their plan from the very beginning. As a solar contractor, you will be able to handle all the solar installations in such facilities. You will also be able to assist the existing buildings that are making a transition to solar energy.

As a solar contractor, you can also offer your consulting services to the teams that are setting up solar power plants across the country. You can also foray into other services like post-installation maintenance, solar insurance, solar panel distribution, and so on. Of all the solar products available in the market today, rooftop solar installations remain the most popular category. You can start your business by focusing on this category.

In order to become a solar contractor, formal education in the energy space is helpful but not required. You can undergo solar energy training by attending workshops and courses. Partnerships with the right vendors will also be an important aspect of this business.



44

LANGUAGE TRANSLATION

The language translation market in India is booming at the moment. This is an underrated industry that certainly deserves more attention than it gets. Governments and businesses alike depend on language translators and interpreters to help with seamless communication. Given the current market scenario, a language translator can find a plethora of opportunities if one knows where to look.

INVESTMENT	Rs. 1,00,000 and above
REQUIREMENTS	-A command over at least two languages -A diploma course in translation

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 6,200 crore	5.13% (Globally)	13,100

If you are someone who has a passion for languages, always enjoyed learning new languages, and is already fluent in a foreign language, you should definitely consider making a career in language translation. In addition to a foreign language, if you are also fluent in English and the local language(s) spoken in India (including your mother tongue), you will have an edge over the competition.

For example, if you are fluent in French, a French multinational company looking to launch its operations in India could need your help as a translator to help with all of its communication and information requirements. As a language translator, you can help with its website translation, brochures, legal contracts, and other technical translations such as product and software manuals.

You can also offer both translation and interpretation services. Both of these are closely related with just a minor difference; translation involves interpreting written text, while interpretation involves oral translation that happens during a conversation. Government teams dealing with international business and diplomatic matters are particularly in need of such services.

In order to become a successful translator, you will need to complete a diploma course in translation, along with taking the language course itself. Doing a course from an institute of the country concerned is important for recognition. Some examples are the Max Mueller Bhavan for German, Alliance Francaise for French, and the Central Institute of English and Foreign Languages (CIEFL). Once you do this, you can find good translation companies and enlist your services with them. Some of the languages that are in high demand are Mandarin, Korean, Spanish, Swedish, German, and French.



45 FUMIGATION AND PEST CONTROL SERVICES

Every type of building structure requires fumigation and pest control services at regular intervals. Although there isn't a lot of discussion around this topic, pest control and fumigation services are always in demand.

INVESTMENT	Rs. 2,00,000 and above
REQUIREMENTS	-Pest control license -Right equipment -Relevant registration and permits -Reliable vendors for chemicals and pesticides

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 1,800 crore	15%	NA

Pest control services include surveying and sealing of openings in buildings to prevent the entry of pests. Most common pests such as cockroaches, ants, lizards, spiders, termites, rodents, bed bugs, and mosquitoes are covered under pest control. Pest control services are provided for homes, offices, schools, warehouses, factories, residential and commercial complexes, hospitals, and other facilities. Fumigation is a method of pest control where pesticide gas is released into the air to kill and eliminate pests.

Since fumigation and pest control are integral parts of the maintenance of any facility, it is a profitable area to venture into. It is as good as offering housekeeping services; just like housekeeping services are required for the regular upkeep of any property, fumigation and pest control services ensure that the property is clean and pest free.

In order to set up a pest control services business, you must apply for a pest control license and pass an examination that tests your ability to use chemicals and other methods to exterminate pests properly. So this certainly requires a lot of preparation. You can undergo proper training by attending classes and workshops. You will also need to hire staff that is well trained in this area. This job needs to be done with care and great precaution. Therefore, staff training and procuring the right kind of chemicals will be your biggest upfront investment. All of the property types mentioned above are constantly looking for a reliable pest service provider to partner with.

Having a good presence on the internet and social media will help people discover your services. You can also set aside a part of your budget for advertisements on these platforms.



46

DIGITAL MARKETING AGENCY

Every single business today requires the services of a digital marketing agency. There simply isn’t an exception. The reason is simple; businesses go where their customers are. And the customers are on digital platforms. There are 566 million internet users in India today. People are constantly scrolling through social media, browsing the internet, and checking their email. And this is where all the advertisements and

INVESTMENT	Rs. 20,000 and above
REQUIREMENTS	-In-depth knowledge of digital marketing -A good team of experts in different areas of digital marketing -Access to digital marketing tools

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 80,000 crore (Globally)	16.82% (Globally)	33,200

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47

SENIOR SERVICES

The current senior population in India stands at 134 million and is estimated to reach 300 million by 2050. At the outset, that might not seem like a large number, but if you pay close attention, it accounts for about 18% of the population in 2050. This goes to show that there is going to be a growing demand for senior care and senior services.

INVESTMENT

Rs. 4,00,000 and above

REQUIREMENTS

-Knowledge about elderly care
-Well-trained staff

MARKET SIZE	CAGR	SEARCH VOLUME
Expected to reach Rs. 43,000 crore by 2020	11%	NA

Caring for the elderly requires three primary traits: patience, empathy, and compassion. If you are someone who has these qualities, you should certainly consider setting up a business that provides all kinds of senior services. There is a great demand for businesses that offer quality services but there is an acute shortage of them in the market. By setting up a full-fledged senior services business, you will be able to bridge this gap.

There are a host of services you can provide as part of your business. These include, but are not limited to, (a) 24-hour in-house help, (b) running errands and chores such as getting groceries, (c) weekly laundry services, (d) everyday housekeeping and cooking services, (e) night nurse services, (f) post-surgery care, and (g) respite care based on the family's requirements. Some of these services are in high demand in metro areas where the rest of the family members are working professionals and require someone to attend to their elder family members while they are at work. In other cases, the family members might be living abroad and might hire your services to take care of their parents here. Whatever the requirement might be, your job is to provide the services with utmost care and diligence.

In order to set up a successful senior services business, you will need to hire staff from the very beginning. You also have to provide proper training and ensure that they are capable of providing impeccable service. By offering superior services, you will be able to build a good reputation for yourself and also get additional business through referrals from your existing clients.



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SHOE LAUNDRY

The footwear industry is one of the most thriving sectors in India, and there are many other businesses that complement this sector by providing peripheral services. One such segment is the shoe maintenance service business. This is where a shoe laundry service comes into the picture.

INVESTMENT

Between Rs. 6 lakh and Rs. 8 lakh

REQUIREMENTS

-Knowledge of all kinds of shoes
-The right equipment and infrastructure

MARKET SIZE	CAGR	SEARCH VOLUME
Rs. 42,000 crore by 2025 (Globally)	4% (Globally)	2,850

A shoe laundry service offers an organized and reliable shoe wash, repair, and maintenance service. If you are someone who has always been passionate about shoes and takes a nerdy approach to how shoes need to be taken care of, then this is your calling. Currently, this industry is just in the budding stage with the potential of becoming extremely lucrative.

The rise of e-commerce and a generation of fashion-conscious folks have led to explosive growth in shoe sales. And as a consequence, it has also given way to the need for an all-inclusive shoe care service. Sneakerheads and leather shoe fanatics are constantly on the lookout for a shoe repair and refurbishment center that not only increases the shelf life of their shoes but also makes them look as good as new.

In order to set up a successful shoe laundry service, you need to have a thorough understanding of how to clean, repair, and refurbish any kind of shoes. You can focus on one particular category at the beginning (leather shoes, for example) and expand to offer other services gradually. You can either have the traditional brick and mortar storefront where people can drop off and pick up the shoes, or you can set up a technology-enabled service where a repair request can come through an app or a website and you can pick up and drop off the shoes. You can also choose to take a franchise of any of the established players in the market. Either way, quality service and quick turnaround are essential to becoming a recognized brand in this segment.



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SMARTPHONE REPAIR SERVICES

There have been very few technologies that have been as widely and as quickly adapted as smartphones. These days, it is hard to find a person who isn’t a smartphone user. Because of the ubiquitous nature of smartphones, the demand for smartphone repair services has risen sharply.

INVESTMENT

Rs. 30,000 and above

REQUIREMENTS

-Smartphone repair training
-Right tools and equipment

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	12,530

If you are a technology enthusiast who understands gadgets extremely well, you should consider getting into the business of smartphone repair services. On the technology hardware front, smartphone repair services have been one of the fastest-growing categories.

Since people are using their smartphones throughout the day, occasional accidents here are there are bound to happen, the most common one being dropping the phone and cracking the screen. Furthermore, the constant use of phones leads to gradual wear and tear, which results in battery issues, heating problems, lag in performance, and so on. As a smartphone repair service provider, you will be able to fix all of these issues. Since the repair services offered by brands at their stores tend to be expensive, customers are always on the lookout for independent repair service providers who can do the job at a reasonable price.

In order to set up a successful smartphone repair service business, you need to be a well-trained technician. There are many institutes that offer short-term smartphone repair training. You can enroll in one of those courses and learn everything you need to know. You can then work at other repair centers and gain some experience. Practice and experience are going to make you a very good technician. You can also buy old phones and practice your repair skills with them.

When you are starting out in this industry, it is best to pick a niche and focus on that for the first few months. For instance, you can position yourself as an Apple iPhone and iOS expert, and then expand to include Android at a later stage. You can advertise on social media and run targeted ads to reach potential customers.



50 DRIVING SCHOOL

The demand for skilled drivers has dramatically increased in the past few years. Several industries such as logistics, e-commerce, and food delivery startups depend on skilled drivers to help manage their day-to-day operations seamlessly. In addition to this, everyone wants to learn how to drive in order to be independent and have control over their commute.

INVESTMENT	Between Rs. 2 lakhs and Rs. 8 lakhs
REQUIREMENTS	-A driving school license -Skilled instructors -A fleet of cars for training

MARKET SIZE	CAGR	SEARCH VOLUME
NA	NA	1,10,950

If you are someone who is extremely passionate about driving and has championed for road safety, you may want to consider setting up a driving school to teach people how to drive well and also to spread awareness about driving safely.

Since there is an acute shortage of skilled drivers in the market, you will be able to bridge this gap by setting up a driving school that can train and produce top-notch drives. As of today, the existing driving schools are severely lacking in the quality of training, skilled driving instructors and infrastructure. If you set up a driving school that has all these parameters in place, your business can gain momentum very quickly.

By designing a well-planned training program and by increasing the sheer number of training hours involved, you will be able to set yourself apart from the competition. With an increased number of people driving cars, road safety has become one of the biggest concerns today. By making road safety and integral part of your training, you will be able to move the needle in the right direction.

Since driving itself is an employable skill for many, big auto companies such as Maruthi and Hyundai, have social responsibility initiatives that provide free quality training to the underprivileged to increase their employment opportunities. You can help with this mission by partnering with them to offer driving classes on their behalf. The National Skill Development Corporation (NSDC) is also looking for partnerships to set up driving schools in different parts of the country.

There are close to 1.1 crore drivers added to the roads every year and all of them need good quality training and better road safety education. Therefore, the scope for growth is tremendous.