



100



Business Ideas in India

Practical Startup Ideas, Investment Guide &
30-Day Launch Plans

100

Detailed idea profiles on one
page each

7

Categories, from home-
based to freelance

₹2,000+

Starting budgets, all
clearly estimated

30 days

Day-by-day launch plan &
worksheets

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Introduction

Why this book exists, who it is for, and how to get the most out of it.

India has crores of micro and small businesses: tea stalls, tuition classes, tailoring units, kirana stores, home kitchens, repair shops and, increasingly, one-person online brands. Most of them were started by ordinary people with limited money, a practical skill and the willingness to learn as they went.

Starting a business has never been more accessible. UPI lets a small seller accept payments from anyone, WhatsApp Business works as a free shop window, and online marketplaces and delivery apps connect small producers with buyers far beyond their neighbourhood. Government registrations such as Udyam can be completed online, often at no cost.

Yet many first-time founders still struggle. Not because they lack ideas, but because they pick an idea that does not fit their skills, budget or local market, spend money before checking demand, or underprice their work until the business quietly runs out of cash. This book is written to help you avoid those mistakes.

1.1 What you will find inside

01

Foundations

How to choose an idea that fits you, and how investment, expenses, profit and break-even really work.

02

100 idea profiles

Each idea on one page, with estimated costs, pricing examples, risks and a first-week action plan.

03

Launch & growth

Validation, first customers, pricing, marketing, common mistakes and a 30-day launch plan.

04

Tools

An idea evaluation worksheet and a final action checklist you can print and fill in.

1.2 Who this book is for

- ✓ **Students and recent graduates** who want to earn while studying or build something of their own.
- ✓ **Working professionals** planning a side business before deciding whether to leave a job.
- ✓ **Homemakers** who want flexible income from skills they already have.
- ✓ **Retired people** looking for a meaningful, low-risk venture.
- ✓ **Existing small business owners** looking for a second income stream.

Find Ideas by Budget

All 100 ideas grouped by the minimum realistic amount needed to start small.

Money is often the first filter people apply. The tables below group all 100 ideas by the **lowest realistic starting investment** from each profile, so you can quickly see what is possible with the budget you have.

HOW TO USE THESE TABLES

The investment range shows a lean start (lower figure) to a more comfortable setup (higher figure). All amounts are estimates. Ideas in a lower band also fit every higher budget, so if you have ₹50,000, look at the first three tables. Page numbers take you straight to each full profile.

5.1 Under ₹10,000

42 ideas

Ideas you can start lean for ₹10,000 or less.

NO.	BUSINESS IDEA	CATEGORY	INVESTMENT (EST.)	DIFFICULTY	PAGE
013	Mehendi Artist	Home-based	₹2,000 – ₹8,000	■ ■ ■ Easy	33
019	Digital Templates & Printables	Online	₹2,000 – ₹10,000	■ ■ ■ Easy	40
021	Social Commerce Reselling	Online	₹2,000 – ₹10,000	■ ■ ■ Easy	42
025	eBook Self-Publishing	Online	₹2,000 – ₹15,000	■ ■ ■ Moderate	46
026	Paid Online Community or Newsletter	Online	₹2,000 – ₹10,000	■ ■ ■ Moderate	47
086	Content Writing	Freelance	₹2,000 – ₹10,000	■ ■ ■ Easy	112
090	Translation & Localisation	Freelance	₹2,000 – ₹10,000	■ ■ ■ Easy	116
091	Virtual Assistant	Freelance	₹2,000 – ₹10,000	■ ■ ■ Easy	117
097	Resume Writing & LinkedIn Optimisation	Freelance	₹2,000 – ₹10,000	■ ■ ■ Easy	123
099	Subtitling & Transcription	Freelance	₹2,000 – ₹10,000	■ ■ ■ Easy	125
001	Home Tuition Classes	Home-based	₹3,000 – ₹15,000	■ ■ ■ Easy	21
007	Crochet & Knitted Products	Home-based	₹3,000 – ₹10,000	■ ■ ■ Easy	27
016	Niche Blog with Affiliate Income	Online	₹3,000 – ₹10,000	■ ■ ■ Moderate	37
020	Print-on-Demand Merchandise	Online	₹3,000 – ₹15,000	■ ■ ■ Easy	41
023	Online Language Teaching	Online	₹3,000 – ₹15,000	■ ■ ■ Easy	44

Home-Based Businesses

Low overheads, flexible hours and no commute. These businesses run from a spare room, a balcony or a corner of your living space.

A home-based business removes the two biggest fixed costs of a new venture: rent and travel. That makes it the most forgiving place to start, especially if you are testing an idea alongside a job, studies or family responsibilities.

The trade-off is that growth is limited by your own time and space. Most of the ideas in this chapter start as one-person operations. They grow by adding batches, raising prices as your reputation builds, or hiring a helper once demand is steady.

BEFORE YOU START AT HOME

- Check your housing society or landlord rules, especially for businesses with regular visitors (classes, parlours, daycare, pet boarding).
- Keep the business area clean, separate and presentable. Customers judge a home business by what they see at the door.
- Talk to your family about working hours so the business does not quietly take over the household.

6.1 Ideas 1–14 at a glance

NO.	BUSINESS IDEA	MONTHLY COST (EST.)	DIFFICULTY	SCALABILITY	PAGE
001	Home Tuition Classes	₹1,000 – ₹3,000	Easy	Medium	21
002	Tailoring & Alterations	₹1,500 – ₹4,000	Moderate	Medium	22
003	Home Daycare / Creche	₹5,000 – ₹15,000	Challenging	Medium	23
004	Hobby Classes (Music, Dance, Art)	₹1,000 – ₹4,000	Easy	Medium	24
005	Home Yoga & Fitness Classes	₹500 – ₹2,500	Easy	Medium	25
006	Handmade Jewellery	₹2,000 – ₹8,000	Easy	Medium	26
007	Crochet & Knitted Products	₹1,000 – ₹5,000	Easy	Low	27
008	Resin Art & Personalised Gifts	₹3,000 – ₹10,000	Moderate	Medium	28
009	Gift Hamper Business	₹2,000 – ₹6,000	Moderate	High	29
010	Home Beauty Parlour	₹3,000 – ₹10,000	Moderate	Medium	30
011	Microgreens Growing	₹2,000 – ₹5,000	Easy	Medium	31
012	Pet Boarding at Home	₹2,000 – ₹6,000	Moderate	Low	32
013	Mehendi Artist	₹500 – ₹2,000	Easy	Medium	33
014	Scented Candles	₹2,000 – ₹8,000	Easy	Medium	34

IDEA 001 • HOME-BASED

001

Home Tuition Classes

Teach school students in small batches from your home, focusing on the classes and subjects you know best. Demand exists in almost every neighbourhood, and a good reputation spreads quickly between parents.

STARTING INVESTMENT ₹3,000 – ₹15,000 est.	MONTHLY OPERATING COST ₹1,000 – ₹3,000 est.	BUDGET BAND Under ₹10,000
DIFFICULTY ■ ■ ■ Easy	LOCATION Home (spare room)	SCALABILITY ■ ■ ■ Medium

REQUIRED SKILLS

Strong subject knowledge, patience, clear explanation, and basic record-keeping for fees and attendance.

EQUIPMENT & RESOURCES

Whiteboard and markers, seating for 6–10 students, reference books, access to a printer, and a quiet, well-lit room.

TARGET CUSTOMERS

Parents of school students within 2–3 km of your home, and students preparing for board exams.

MARKETING CHANNELS

Society WhatsApp groups, pamphlets near schools, Google Business Profile, parent referrals and free demo classes.

REVENUE MODEL

Monthly fee per student, plus separate fees for short crash courses before exams.

PRICING EXAMPLE

A batch of 8 students paying ₹800 – ₹2,500 each per month, depending on the class, subject and city.

KEY RISKS

Enrolment drops after exams; income depends entirely on your time; competition from coaching centres and online apps.

WHO SHOULD CONSIDER THIS

Graduates, teachers on a career break, homemakers and retired professionals who enjoy teaching and want steady local income.

FIRST 7-DAY ACTION PLAN

- DAY 1** Choose your classes and subjects; note the fees charged by 3–4 local tutors.
- DAY 3** Prepare a simple term plan and a one-page fee and timing sheet.
- DAY 5** Hand out pamphlets near two schools at dismissal time.
- DAY 7** Confirm your first batch, share the timetable and start a fee register.

- DAY 2** Set up the room with a whiteboard, seating and good lighting.
- DAY 4** Post in society and parent WhatsApp groups offering a free demo week.
- DAY 6** Run demo classes and collect feedback and parents' numbers.

All figures are indicative estimates for a small start and vary by city, supplier and scale. Verify locally before investing.

CHAPTER 18

30-Day Business Launch Plan

A day-by-day plan from chosen idea to first paying customers.

This plan takes you from a chosen idea to your first paying customers in 30 days. It assumes you can give the business 1 – 3 hours a day. Adapt the tasks to your business, but try to keep the order: decide, validate, set up, launch, then learn.

WEEK 1**Decide & validate****WEEK 2****Set up the basics****WEEK 3****Soft launch****WEEK 4****Launch & learn**

18.1 Week 1: Decide and validate

DAY	TASK	DONE
Day 1	Choose your idea using the worksheet in Chapter 19. Write your one-line offer.	☐
Day 2	Research 5 competitors: prices, reviews, gaps. Note what you will do better.	☐
Day 3	Speak to 5 potential customers about how they solve this problem today.	☐
Day 4	Speak to 5 more. Note repeated problems, words and price points.	☐
Day 5	Calculate start-up costs, monthly costs, price and break-even (Chapter 3).	☐
Day 6	Create a simple offer (WhatsApp message, post or form) with a price.	☐
Day 7	Share the offer with 20 people. Count real enquiries and advances. Decide: go, adjust or drop.	☐

18.2 Week 2: Set up the basics

DAY	TASK	DONE
Day 8	Choose a business name. Check it is not already used locally or online.	☐
Day 9	Check which registrations and licences apply. Start the ones you need (Udyam, FSSAI and others).	☐
Day 10	Open a separate bank account or at least a separate UPI ID for business payments.	☐
Day 11	Buy only essential equipment and first materials. Get 2 – 3 quotes for each.	☐
Day 12	Set up WhatsApp Business and one social media profile using your one-line offer.	☐
Day 13	Create a price list, simple terms (advance, delivery, refunds) and an order tracker.	☐
Day 14	Do a full practice run: make one product or deliver one service end to end.	☐