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**“WOMEN ENTREPRENEUR AND ENTREPRENEURSHIP AS  
THE WAY FOR ECONOMIC DEVELOPMENT  
: A CASE STUDY”**

A project report submitted to the Amguri College, Amguri in partial fulfillment  
of requirement for the award of the Degree of Bachelor of commerce in  
Marketing under Dibrugarh University



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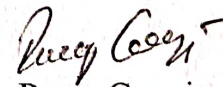


## CERTIFICATE

I have the great pleasure in certifying that Miss Rituparna Gogoi (B.com 6<sup>th</sup> Semester) a student of Department of Commerce, Major in Marketing ,Amguri College,Amguri has prepared his project report Entitled **“WOMEN ENTREPRENEUR AND ENTREPRENEURSHIP AS THE WAY FOR ECONOMIC DEVELOPMENT: A CASE STUDY”**”under my guidance and supervision .

Neither the whole nor any part of this project has been submitted to any other college/ University related to a similar requirement.

I wish her all success in life.

  
Parag Gogoi

Place -Amguri

Date - 10-04-2019

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## PREFACE

Women entrepreneurs may be defined as a "Woman or a group of women who initiate, organize and run a business enterprise". Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable. The reward for the risks taken is the potential economic profits the entrepreneur could earn. Technically, a "women entrepreneur" is any women who organizes and manages any enterprise, usually with considerable initiative and risk.

The present study has been an attempt to generate awareness and to understand meaning, rationale for diversification. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship and steps taken by the government for upliftment of Indian women entrepreneurs.

Date: 10.4.2017  
Place: Amguri

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Rituparna Gogoi  
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## CONTENTS

		<b>Page No.</b>
<b>Chapter -I</b>	<b>Introduction</b>	<b>1-3</b>
<b>Chapter-II</b>	<b>Review Literature</b>	<b>4 - 7</b>
<b>Chapter-III</b>	<b>Research Methodology</b>	<b>8 - 9</b>
<b>Chapter-IV</b>	<b>Discussion</b>	<b>10 - 21</b>
<b>Chapter-V</b>	<b>Conclusion</b>	<b>22 - 24</b>
<b>Chapter-VI</b>	<b>Bibliography</b>	<b>25</b>