

## **PROJECT REPORT**

(Submitted for the Degree of B.Com. Honours  
in Accounting & finance under the University of  
Calcutta)

### **TITLE OF THE PROJECT:**

**"ROLE OF WOMEN ENTREPRENEURS IN INDIA'S ECONOMIC  
DEVELOPMENT."**

### **SUBMITTED BY**

Name of the Candidate : ALFIYA

Registration Number: 027-1211-0106-20

CU Roll Number: 201027-11-0004

Name of the **SUPERVISED BY**

Name of the Supervisor: Mr. GOURAB DAS

**MONTH & YEAR OF SUBMISSION:** 29.05.2023

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## **CHAPTER 1: INTRODUCTION**

### **1.1: BACKGROUND OF THE STUDY**

#### **Concept of women Entrepreneurs:**

Women entrepreneurship has long been associated with concepts such as women empowerment and emancipation. Increasingly, it has also been marketed as crucial for increasing the quality of life of women in the developing world. Further, it has also been encouraged as way of making changes to the status-quo of women in the Muslim world and re-addressing the balance of power within the family unit. The benefits of women entrepreneurship are many and varied and have been researched in great detail in the past. The purpose of this research is to facilitate a discussion on how best to empower women using entrepreneurship. This will in turn help in the marketing of entrepreneurship as a tool for the female empowerment and emancipation.

Women constitute almost 50 per cent of the world population. So the socio-economic participation of women at the international, regional, national and local levels means using significant potential resources more effectively. Moreover, it is noticeable that entrepreneurship development and empowerment are complementary to each other. Women empowerment depends on taking part in various development activities. In other words, the involvement of women in various entrepreneurial activities has empowered them in social, economic, culture and other related fields. It can be understood that women entrepreneurs have been making significant impact in all segments of the economy in the developed countries like Canada, United kingdom, Germany, Australia and the united states, etc.,

# SUPERVISOR'S CERTIFICATE

This is to certify that Miss Farin Naaz student of B.com Honours in Accounting & Finance of Government Girls' General Degree College under the University of Calcutta has worked under my supervisions and guidance of her project worked and prepared a Project Report with the title " MANAGEMENT ANALYSIS OF UBER" Which she submitting in her genuine and original work to the best of my knowledge .

Place: *Kolkata*

Date: *29/05/23*

Signature: *Souma Halder*

Name: Prof Souma Halder

Designation : Head, Department of Commerce

Name of the College: Government Girls General Degree College

# SUPERVISOR'S CERTIFICATE

This is to certify that Miss Fauzia Iqbal student of B.com Honours in Accounting & Finance of Government Girls' General Degree College under the University of Calcutta has worked under my supervisions and guidance of her project worked and prepared a Project Report with the title "WOMEN ENTREPRENEURSHIP – A CASE STUDY ON NYKAA" Which she submitting in her genuine and original work to the best of my knowledge .

Place: *Kolkata*

Date: *29/05/23*

Signature: *Souma Halder*

Name: Prof Souma Halder

Designation : Head, Department of Commerce

Name of the College: Government Girls General Degree College

## SUPERVISOR'S CERTIFICATE

This is to certify that Mrs. Tahseen Parveen, a student of B.Com Honors in Government Girls' General Degree College, under the university of Calcutta has worked under my supervision and guidance for her project work and prepared a project report with the title "E-COMMERCE BUSINESS: A CASE STUDY ON FLIPKART" which she is submitting is her genuine and original work to the best of my knowledge.

Place: Kolkata

Date: 29/05/23

Signature: 

Name: Prof. SOUMA HALDER

Designation:

Name of the college: Government Girls'  
General Degree College

## SUPERVISOR'S CERTIFICATE

This is to certify that Nausheen Ahmed, a student of B.com (HONOURS) in Accounting & Finance of Government girls general degree college under THE UNIVERSITY OF CALCUTTA has worked under my supervision and guidance for her project work and prepare project Report with the title " A study of financial initiatives taken by the reserve bank of India to boost economy" which she is submitting, is her genuine and original work to the best of my knowledge.

**Signature: -**

**Name: Gourab Das Designation: Asst.**

**Professor**

**Name of the college: Government**

**Girls General Degree College**

**Place: Kolkata**

**Date:-**



**ANNEXURE- IA**  
**SUPERVISOR'S CERTIFICATE**

*This is to certify that Ms. **SHAZIA RAHAMAN** a student of B.Com Honours in Accounting & Finance of **GOVERNMENT GIRLS GENERAL DEGREE COLLEGE** under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared **GENERAL DEGREE COLLEGE** which she is submitting, is her genuine and original work to the best of my knowledge.*

**SIGNATURE:** 

**NAME:** SOUMA HALDER

**DESIGNATION:** HEAD OF THE DEPARTMENT

(GOVERNMENT GIRLS GENERAL DEGREE

COLLEGE)

**PLACE:** KOLKATA

**DATE:** 29/05/2023

SUPERVISOR'S CERTIFICATE

This is to certify that Miss Nishat Raisa, student of B.Com., Honours in Accounting & Finance of Government Girls' General Degree College under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title "APPLICATION BASED BUSINESS IN INDIA" which she is submitting, is her genuine and original work to the best of my knowledge.

Place: Kolkata

Date: 29.05.23



Prof. Souma Halder

Head

Department of Commerce

Government Girls' General Degree College

## ANNEXTURE- 1

### SUPERVISER'S CERTIFICATE

This is to certify that Miss. Shahina Parveen a student of B.Com Honours in Accounting & Finance of Government Girls' General Degree College, Iqbalpore under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title...

**"GST AND IT'S IMPACT ON HOTEL & RESTAURANT SECTOR "**which she is submitting, is her genuine and original work to the best of my knowledge.

**Signature:**

*Souma Halder*

**Name:**

Prof. Souma Haldar

**Designation:**

HOD in Commerce Department

**College Name:**

Government Girls' General Degree College, Iqbalpore

**Date:**

29.05.2023

**Place:**

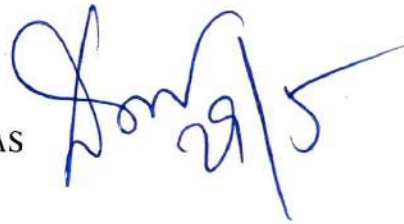
## Annexure-IA

### SUPERVISOR' S CERTIFICATE

This is to certify that Mrs. ALFIYA a student of B.Com. Honours in Accounting & Finance of THE GOVT. GIRLS GENERAL DEGREE COLLEGE, KOLKATA, under the University of Calcutta has worked under my supervision and guidance for his Project Work and prepared a Project Report with the title "ROLE OF WOMEN ENTREPRENEURS IN INDIA'S ECONOMIC DEVELOPMENT." which he is submitting, is his genuine and original work to the best of my knowledge.

Signature:

Name: Mr. GOURAB DAS



Name of the College: GOVT. GIRLS GENERAL DEGREE

Place: Kolkata

Date: 29.05.2023

## **Supervisor's Certificate**

This is to certify that **NILUFAR SHADIQUE**, a student of B.com Honours in Accounting & Finance of **GOVT.GIRLS' GENERAL DEGREE COLLEGE** under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title '**Impact of Banking scams on Indian economy**' which she is submitting, in her genuine and original work to the best of my knowledge.

**Place : Kolkata**

**Date : 29/5/23**

**Signature :** *Souma Halder*

**Name: Prof. Souma Haldar**

**Designation: Head Of The Department**

**Name of the college: Govt. Girls General Degree College**

Annexure -1A

SUPERVISOR'S CERTIFICATE

This is to certify that Ms **TABASSUM KHATOON** a student of B.Com. Honors in Accounting & Finance of the **GOVERNMENT GIRLS GENERAL DEGREE COLLEGE** under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title "NPA MANAGERMENTS IN BANKS."

The project report, which she is submitting, is her genuine and original work to the best of my knowledge.

**Signature:**



**Name. :**

**GOURAB DAS**

**Designation:**

**Assistant professor in commerce**

**Name of the College:**

**GOVERNMENT GIRL'S GENERAL DEGREE COLLEGE**

**Place:**

**KOLKATA**

**Date:**

Annexure -1A

### Supervisor Certificate

This is to certify that Ms **Kritika Gupta** a student of B.Com. Honours in Accounting & Finance of Govt. Girls General Degree under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title **Corporate Social Responsibility** which she is submitting is her genuine and original, is her genuine and original work to the best of my knowledge.

Signature: .



Designation: Head of the Department.

Name of the College: Govt. Girls'  
General Degree College.

Place: Kolkata

Date: 29.5.23

Annexure-IA

**SUPERVISOR'S CERTIFICATE**

This is to certify that **Ms. AFREEN PARVEEN**, a student of B.Com Honours in Accounting and Finance of GOVERNMENT GIRLS GENERAL DEGREE COLLEGE under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title "**COMPARATIVE STUDY BETWEEN AMUL AND MOTHER DAIRY WITH RESPECT TO DAIRY PRODUCTS**" which she is submitting, is her genuine and original work to the best of my knowledge.

Signature: *Souma Halder 29/05/23*

Name: Prof. SOUMA HALDER

Designation: State Aided College Teacher

Name of the College: Government Girls General Degree College

Place: Kolkata

Date:



## SUPERVISOR'S CERTIFICATE

This is to certify that **KAUSHIN IQBAL**, a student of B.COM Honours in Accounting & Finance of **GOVERNMENT GIRLS GENERAL DEGREE COLLEGE** under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title **WORKING CAPITAL MANAGEMENT** which she is submitting, in her genuine and original work to the best of my knowledge.

Signature : \_\_\_\_\_

Name : **Gourab Das**

Designation : Asst. Professor

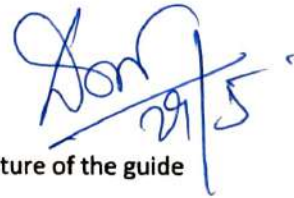
Name of the College : Government  
Girls General Degree College

Place : Kolkata

Date :

## **CERTIFICATE FROM THE PROJECT GUIDE**

This is to certify that the project Report titled "Dabur India Limited " is a bonafide work of Afreen bano enrolment number Roll 20-1027-11-0001 undertaken for the partial fulfillment of Masters in Commerce (b.com) degree of CALCUTTA UNIVERSITY under my guidance. This project word is original and has not been submitted earlier for the award of any degree or diploma of any other University or Institution.

A handwritten signature in blue ink, appearing to read 'Gourab Das', with a date '29/5' written below it.

Signature of the guide

Gourab Das

## SUPERVISOR'S CERTIFICATE

This is to certify that NIKHAT JAHAN, a student of B.com (Honours) in Accounting & finance of government girls general degree college under THE UNIVERSITY OF CACUTTA has worked under my supervision and guidance for her project work and prepare Project Report with the title " The impact of online Advertising on Online Consumer Buying Behaviour" which she is submitting, is her genuine and original work to the best of my knowledge.

**Signature:**



**Name:** Gourab Das Designation: Asst.  
Professor

**Name of the college:** Government girls  
General degree  
College

**Place:** Kolkata

**Date:**

## Supervisor's Certificate

This is to certify that DARAKSHA HAQUE, a student of B.Com.(Honours) in Accounting & Finance of Government Girls General Degree College, under the University of Calcutta has worked under my supervision and guidance for his Project Work and prepared a Project Report with the title A STUDY OF ICICI ONLINE BANKING.

The project report, which he is submitting, is his genuine and original work to the best of my knowledge.

Signature:



Name: Prof. GOURAB DAS

Place: KOLKATA

Date: MAY, 2023

Name of the college: Government  
Girls General Degree College

## SUPERVISOR'S CERTIFICATE

This is to certify that SIMRA ALAM, a student of B.com (Honours) in Accounting & finance of government girls general degree college under THE UNIVERSITY OF CACUTTA has worked under my supervision and guidance for her project work and prepare Project Report with the title "IMPACT OF GST ON CONSTRUCTION INDUSTRY" which she is submitting, is her genuine and original work to the best of my knowledge.

**Signature:**



**Name: Gourab Das Designation: Asst. Professor**

**Name of the college: Government girls General  
degree College**

**Place: Kolkata Date:**

*Annexure-IA*

**SUPERVISOR'S CERTIFICATE**

This is to certify that **MRS. SHAZIA MUKHTAR** a student of B.Com. Honours in Accounting & Finance of **GOVERNMENT GIRLS' GENERAL DEGREE COLLEGE**, under the University of Calcutta has worked under my supervision and guidance for his/her Project Work and prepared a Project Report with the title "**MERGER & ACQUISITION**" which he/she is submitting, is his/her genuine and original work to the best of my knowledge.

Place: Kolkata

Signature: 

Date: 05/05/2023

Name: SOUMA HALDER

Designation: PROFESSOR


Name of the College: Government Girls' General Degree college

**ANNEXURE 1A,**

**SUPERVISOR'S CERTIFICATE**

This is to certify that Miss Nibha Kumari shaw a student of B.Com Honours in Accounting & Finance of The Govt. Girls General Degree of Commerce and Business Administration under the University of Calcutta has worked under my supervision and guidance for his Project Work and prepared a Project Report with the title **E-Commerce – A STUDY ON THE IMPACT OF ONLINE RETAILING ON THE SECTOR A CASE ON FLIPKART.**

This project report, which he is submitting is his genuine and original work to the best of my knowledge.

Signature :   
Name : MR. GAURAV DAS  
Designation : ASST. PROFESSOR  
Name of the College : GOVT. GIRLS GENERAL DEGREE  
Place : KOLKATA  
Date : 29.05.2023

## **SUPERVISER 'S CERTIFICATE**

**This is to certify that miss TALAT PERVEEN NASAR a student of B.Com Honours in Accounting & finance of GOVERNMENT GIRLS GENERAL DEGREE COLLEGE under the university of culcutta has worked under my supervision and guidance for her project work and prepared a project report with the title CORPORATE FRAUDS : A WHITE COLLER CRIME which she is submitting , is her genuine and original work to the best of my knowledge .**

**Signature :**  29/05/23 .  
**Name : Prof. SOUMA HALDER**

**Designation : Head of the department [ HOD ]**

**Name of the college: GOVERNMENT GIRLS GENERAL DEGREE**

**Place : KOLKATA**

**Date :**



SUPERVISOR'S CERTIFICATE

This is to certify that Miss Nimita Kumari, student of B.Com., Honours in Accounting & Finance of Government Girls' General Degree College under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title "CORPORATE SOCIAL RESPONSIBILITIES OF NESTLE COMPANY" which she is submitting, is her genuine and original work to the best of my knowledge.

Place: Kolkata

Date: 29.05.23

  
Prof. Souma Halder

Head

Department of Commerce

Government Girls' General Degree College

## Annexure – 1A

### Supervisor's Certificate

This is to certify that Ms. Kainat Parwez a student of B.Com Honours in Accounting & Finance under the University of Calcutta has worked under my supervision and guidance for her project Work and prepared a Project Report with the title  
Chocolate Industry - A case study on Cadbury, Amul & Nestle.

- Which she is submitting, is her genuine and original work to the best of my knowledge.

Place: Kolkata

Date:

✓ Signature: *Souma Halder 29/05/23.*

Name: Souma Halder

Designation: Head of Department

Name of College: Government Girls  
General Degree College

SUPERVISOR'S CERTIFICATE

This is to certify that Miss Salma Khatun, student of B.Com., Honours in Accounting & Finance of Government Girls' General Degree College under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title "WORKING CAPITAL MANAGEMENT OF TATA STEEL" which she is submitting, is her genuine and original work to the best of my knowledge.

Place: Kolkata

Date: 29/05/2023



Prof. Souma Halder

Head

Department of Commerce

Government Girls' General Degree College

## ANNEXTURE- 1

### **SUPERVISER'S CERTIFICATE**

This is to certify that **MISS. PUSPA RAJBHAR** a student of B.Com Honours in

Accounting & Finance in Business of **GOVT GIRLS GENERAL DEGREE COLLEGE, KOLKATA** under the

University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title...

**"GST AND IT'S IMPACT ON HOTEL & RESTAURANT SECTOR**  
"which she is submitting, is her genuine and original work to the best of my knowledge.

Signature:

Name:

MR. GOURAB DAS

Designation:

Associate Professor in Commerce

College Name:

GOVT. GIRLS GENERAL DEGREE , KOLKATA

**Date: 29.05.2023**

**Place: KOLKATA**

***Annexure-1***

**Supervisor's Certificate**

This is to certify that Ms. Nawshaba Firdous Warsi a student of B. Com Honors in Accounting & Finance under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title Business Process Outsourcing- A case study on Tata Consultancy Services - which she is submitting, is her genuine and original work to the best of my knowledge.

**Place:** Kolkata

**Date:** 29/05/2023

**Signature:** 

**Name:** Gourab Das

**Designation:** Lecturer

**Name of College:** Government Girls General Degree College

## **SUPERVISOR'S CERTIFICATE**

This is to certify that AFREEN KHANAM, a student of B.com (honours) in Accounting & finance of government girls general degree college under THE UNIVERSITY OF CACUTTA has worked under my supervision and guidance for her project work and prepare Project Report with the title "A study family business with special refrence top reliance group" which she is submitting, is her genuine and original work to the best of my knowledge.

Signature: *Souma Halder*

**Name** : Professor Souma Halder

**Name of the college:** Government girl's general degree college.

**Place:** Kolkata

**Date:** 28.05.23

## ANNEXURE-IA

### SUPERVISOR'S CERTIFICATE

This is to certify that **SANIA AZIM ZAMAN** a student of **B.com Honours** is accounting & finance of **GOVT. GIRLS' GENERAL DEGREE COLLEGE** under the University of Calcutta has worked under my supervision and guidance for his project work and prepared a project with the topic of "**CASE STUDY ON INVENTORY MANAGEMENT TECHNIQUE**" – on . "**Mahindra CIE Automotive LTD.**"

This project report, which he is submitting is his genuine and original work to the best of my knowledge.

Place: Kolkata

Date:

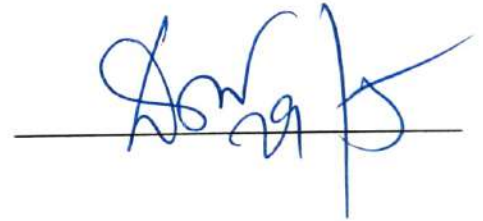
Signature:

Name: **GOURAB DAS**

Designation: **Professor**

College Name: **GOVT. GIRLS'**

**GENERAL DEGREE COLLEGE**



SUPERVISOR'S CERTIFICATE

This is to certify that Miss Syeada Hashmi Fatema Begum, student of B.Com., Honours in Accounting & Finance of Government Girls General Degree College under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title "MARKETING STRATEGY OF BRITANNIA BISCUITS" which she is submitting, is her genuine and original work to the best of my knowledge.

Place: Kolkata

Date:



Prof. Gourab Das

Department of Commerce

Government Girls' General Degree College