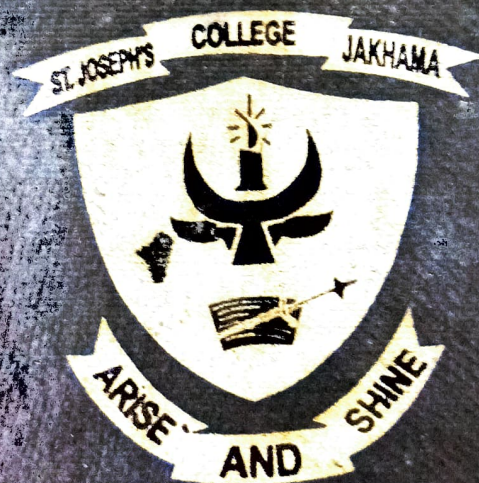


A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN
PANTALOONS, SILIGURI

pantaloons
IN LOVE WITH LIFE
IN  WITH FASHION

A Project report submitted in partial fulfillment of the requirement for
The awards of degree of
Bachelor of Business administration
To
Nagaland University



Organization guide:
Mr. Vishant Thapa
Assistant CSD Manager
Pantaloons, Siliguri

Institutional Guide:
Mr. Imtipong Longkumer
Assistant Professor
St. Joseph's College, Jakhama

Submitted By:
Mr. Orenvungo Z Ezung
Roll No. BB15010827
Registration No. 15010061 of 2015



Dated - 14th Nov 2017


TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Orenvungo Z Ezung residing at Kohima, Nagaland and a student of **BBA (BACHELOR OF BUSINESS ADMINISTRATION) of St. Joseph College Jakhama** has successfully completed his project based internship in Marketing during the period from **01st May 2017 – 31st May 2017** as a part fulfillment of his course.

Throughout the project named "**CUSTOMER RELATIONSHIP MANAGEMENT**", we found him to be sincere and hardworking.

We wish him all the best in all his future endeavors.

For Aditya Birla Fashion & Retail Ltd


Raja Gurung
Assistant Manager (HR)

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

Siliguri : Cosmos Mall, Sevoke Road, 2nd Mile, Siliguri, West Bengal - 734 001. India T : +91 3533041050

Regd. Office: 701-704, 7th Floor, Skyline Icon, Business Park, 86/92, Off A. K. Road, Marol Village Andheri East, Mumbai, Maharashtra-400059, India

T : +91 - 8652905000 | F : +91 - 8652905400 | E : abfrl@adityabirla.com | W : www.abfrl.com

Corporate ID No.: L18101MH2007PLC233901

Declaration

I hereby declare that the Project entitled "A study on Customer Relationship Management" is conducted and submitted by me as a partial fulfillment for the degree of Bachelor of Business Administration (BBA) under Nagaland University for Evaluation.

It is an original work and is not submitted for obtaining any other degree.

Place: SJC

Date: 20-4-2018



Orenvungo Z Ezung

Acknowledgement

I offer my sincerest thanks and express my deep gratitude to Mr. Vishant Thapa my project guide for his immense help and guidance. I would also like to take this opportunity to thank Mr. Raja Gurang the HR manager for his continues help in providing detail information and guidance whenever needed in project. I would also like to thank department faculties Mr. MD Tabrej, Mr. Zubemo and Mr Imptipong for their guidance and support. Last but not the least I would to thank all those person who help me in completing my project.

Orenvungo Z Ezung



OFFICE OF THE
BACHELOR OF BUSINESS ADMINISTRATION
ST. JOSEPH'S COLLEGE: JAKHAMA
P.B. NO-39, KOHIMA-797 001: NAGALAND

Ref. No.....

Date.....

To whom it may concern.

This is to certify that Mr. Orenvungo Z. Ezung (Registration No. 15010061 of 2015) a student of BBA final year of the Dept. of Business Administration, St. Joseph's College, Jakhama (Nagaland University) has undertaken a project report entitled "CUSTOMER RELATIONSHIP MANAGEMENT" under my guidance during the period 1st may 2017 to 30th May 2017 for the partial fulfillment of the degree of BBA of Nagaland University.

This is to further certify that the present report is his original work and has not been submitted to any other institute or university for getting any certificate, diploma or degree.

Dated: 20/4/18

Place: Jakhama

Mr. Imtipong Longkumer

Asst. Professor

Dept. of B.B.A

St. Joseph's College, Jakhama.

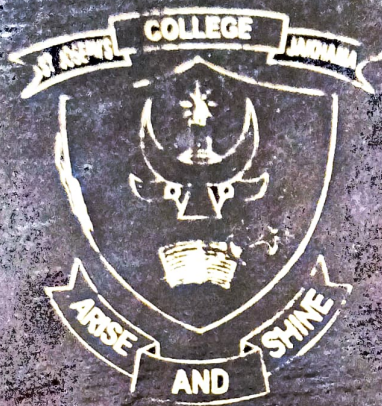
TABLE OF CONTENT

Sl. No.	Title of the content	Page No.
1	Executive summary	1
2	Objective of the study	2
3	Research Methodology	3
4	Limitation of the project	4
5	Company's Profile	5-7
6	Introduction to Customer Relationship Management	8-9
7	Analysis and interpretation of Data	10-19
8	Research Findings	20
9	Suggestions	21
10	Conclusion	22

- Bibliography
- Annexure

A PROJECT REPORT ON

"A study to examine the Service Quality in Reliance Trend"
Project Report submitted in partial fulfilment for awarding the degree of
Bachelor of Business Administration of Nagaland University



Session 2016-2019

Submitted by: Müdozo Rhakho

St. Joseph's College (Autonomous Jakhama)

Department of BBA

Roll No. P16914

UNDER THE GUIDANCE OF

INSTITUTIONAL GUIDE

Ms' Nensiya Kath (Asst. Prof.)

Department of BBA

St. Joseph's college(Autonomous Jakhama)

ORGANIZATIONAL GUIDE

Ms' Wonchibemo B Ovung

Asst. Visual Merchandiser

Reliance Trends, Dimapur



OFFICE OF THE
BACHELOR OF BUSINESS ADMINISTRATION
ST. JOSEPH'S COLLEGE, JAKHAMA
PB. NO- 39, KOHIMA- 797001: NAGALAND

Ref. NO. _____

Date. 20/04/19

TO WHOM IT MAY CONCERN

This is to certify that Müdozo Rhakho, Registration No. 16011024 a student of BBA final year of the Dept. of business Administration St. Joseph's College (Autonomous Jakhama) has undertaken a project study entitle "A study to examine the Service Quality at Reliance Trends" under my guidance during the period 1st May 2018 to 30th May 2018 for the partial fulfilment of Degree of Bachelor of Business Administration of Nagaland University.

This is to further certify that the present report is his original work and has not been submitted to any institute or university for getting any Certificate Diploma or Degree.

N. Nensiya
25/4/2019

Place: St. Joseph's College
(Autonomous Jakhama)

Ms' Nensiya Kath (Asst. Prof)
Dept. Of Business Administration
St. Joseph's college
(Autonomous Jakhama) Date:



31st MAY 2018

To Whom It May Concern

This is to certify that Mr. Miidozo Rhakho student of **St Joseph's College: Jakhama, Kohima Nagaland** has completed his project on '**Service Quality**' with Reliance Trends Ltd , for the period starting from 1st May 2018 to 30th May 2018 .

While on the assignment Mr. Miidozo Rhakho has displayed both diligence and responsibility

We wish Mr. Miidozo Rhakho all the very best in her future endeavours.

Regards



Arijit Mitra

Human Resources - East

Reliance Retail Limited

CIN U01100MH1999PLC120563 Phone: +91 22 67673800

Registered Office : 3rd Floor, Court House, Lokmanya Tilak Marg, Dhobi Talao, Mumbai - 400 002, India.
www.relianceretail.com

ACKNOWLEDGEMENT

I want to acknowledge and thank to our almighty God, for guiding me and protecting me throughout the internship. I would also like to thank my institutional guide Ms Nensiya Kath for her continuous support and guidance, without which this very report would have not been completed.

I also would like to thank each and every staff members and management of Reliance Trends, Dimapur for their valuable contribution in letting me carry out my project.

I would also like to thank my families for supporting me through their prayers and financially to do my summer internship.

Thanking you all

DECLARATION

I hereby declare that the report entitled "To examine the Service Quality in Reliance Trends" is my original piece of work carried out by me under the guidance of Ms' Nensiya Kath (Asst. Prof of BBA Dept.) and this report is submitted in the partial fulfilment of the degree course.

Signature: Müdozo
Müdozo Rhakho 26/04/19

Roll No. P16011024

BBA 5th Semester

TABLE OF CONTENT

Sl. no	Particulars	Page no.
1	Introduction	1
2	Company profile	2
3	Objectives of the Study	3
4	Significance of the study	4
5	Research Methodology	5
6	.Limitation of the Study	6
7	Literature Review	7-9
8	Data analysis and interpretation	10-24
9	Findings and suggestions	25-26
10	Conclusion	27
11	Annexure	28-30
12	Bibliography	31

A PROJECT REPORT ON
FARM CRAFT ENTERPRISES Kohima, Nagaland

Submitted in partial fulfillment of the requirement for the degree course of
Bachelor of Business Administration

Of
Nagaland University

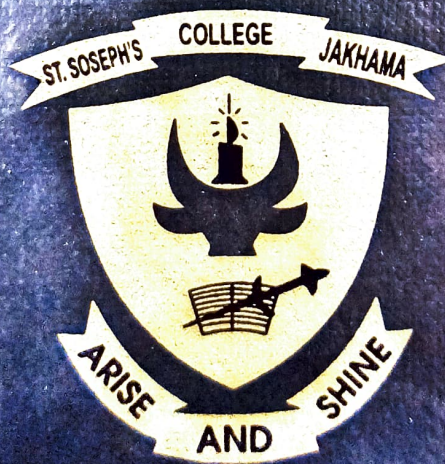
Submitted by:

A YONGTSACHI SANGTAM

St. Joseph's College (Autonomous), Jakhama, Kohima

NU Roll No: P18010001

Regd. No: 18010880 of 2018



INSTITUTIONAL GUIDE: Mr. Abel Vitsu

Asst. Professor

DEPARTMENT OF BUSINESS ADMINISTRATION

ST. JOSEPH'S COLLEGE (AUTONOMOUS) JAKHAMA, NAGALAND

ORGANISATIONAL GUIDE: Mr. Likhampi Sangtam

FARM CRAFT ENTERPRISES

KOHIMA, NAGALAND

Farm CRAFT ENTERPRISES

Ref. No.

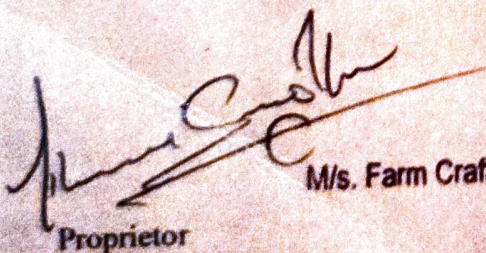
Date:

TO WHOM IT MAY CONCERN

This is to certify that, A **Yongtsachi Sangtam**, student of BBA 6th semester, of St. Joseph's College (Autonomous) Jakhama, Kohima, Nagaland. She has completed her internship program for 1 month from Farm Craft Enterprises Kohima, Nagaland. Her Internship tenure was from 1st March 2021 to 30th March 2021 under the guidance of Mr. **Likhampi Sangtam**, Proprietor of Farm Craft Enterprises and submitted a project title 'A study on SWOT analysis at Farm Craft Enterprises'.

During the span, we found her punctual and hardworking person. She was sincere and attentive.

We wish her a successful career.



M/s. Farm Craft Enterprises

Proprietor

Farm Craft Enterprises

Proprietor



**OFFICE OF THE
BACHELOR OF BUSINESS ADMINISTRATION
ST. JOSEPH'S COLLEGE (A): JAKHAMA
P.B. NO-39, KOHIMA-797 001: NAGALAND**

Ref. No.

Date... 06/04/2021

TO WHOM IT MAY CONCERN

This is to certify that **Ms. A YONGTSACHI SANGTAM, Reg. No. 18010880 of 2018** a student of **BBA** final year of **St. Joseph's College (Autonomous) Jakhama** has undertaken a project study, entitled "**A study on SWOT analysis of FARM CRAFT ENTERPRISES, Kohima**" under my guidance during the period, **4rd March– 28th of March 2021** for the partial fulfillment of **Degree of Bachelor of Business Administration of Nagaland University.**

This is to further certify that the present report is her original work and has not been submitted to any other institute or university for the award of any other certificate, diploma or degree.

Signature
06/04/21

Sir Ahel Vitsu

Asst. Prof.

Dept. of Business Administration

St. Joseph's College (Autonomous) Jakhama

DECLARATION

I the undersigned solemnly declare that the project report is based on my own work carried out during the course of our study. I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- I. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
- II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
- III. We have followed the guidelines provided by the university in writing the report.
- IV. Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them in the text of the report and giving their details in the references.

Yongtsa

A YONGTSACHI SANGTAM

BACHELOR OF BUSINESS ADMINISTRATION

ST. JOSEPH'S COLLEGE (AUTONOMOUS), JAKHAMA

P.B. NO- 39, KOHIMA-797001: NAGALAND



ACKNOWLEDGEMENT

First of all, I would like to acknowledge “The Almighty”, the supreme authority of the universe. This report is a product of hard study; query involves many people’s considerable attention to it. Without their assistance, suggestion, direction, and co-operation preparation of this report would have been impossible. So, I want to pay my gratitude to them.

I want to express my gratitude mainly to my supervisor Mr. Ahel Vitsu Department of Business Administration, St. Joseph’s Autonomous College, Jakhama, who helped me from the very beginning of my internship.

My honourable supervisor from time to time give me an appointment and suggest me to prepare this report that finally made me possible to complete this report which is a partial requirement of the BBA Course.

I also want to acknowledge Mr. “LIKHAMPI SANGTAM”, my organization guide in “FRAM CRAFT ENTERPRISES”. who helped me to manage attachment in this Organization and provided me with all the required information to make this report successful, who in every step of my internship project guided me, taught me, provided information, and enables me to know the organization better.

I sincerely thank the executives of the “FARM CRAFT ENTERPRISES” who helped me very much in the composition of my internship paper.

Overall, I am also grateful to all staff of the “FARM CRAFT ENTERPRISES” for their co-operation and help at the time of my work with them in that branch and to collect information to prepare this report. I am also grateful to the Department of Business Administration, St. Joseph’s Autonomous College, Jakhama for providing me such an opportunity to come to a real situation.

Last but not the least; I want to express my deep gratitude to my parents, all well-wishers whose enormous helps assist me to complete this report.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1.	INTRODUCTION 1.1 WHO INVENTED SWOT? 1.2 WHEN SHOULD YOU DO A SWOT? 1.3 WHAT ARE THE ADVANTAGES OF SWOT? 1.4 WHAT ARE SOME OF THE LIMITATIONS OF SWOT? 1.5 HOW DO YOU MAKE THE MOST OUT OF SWOT? 1.6 WHAT PREPARATION SHOULD BE DONE BEFORE A SWOT? 1.7 WHAT IS THE BEST MEDIUM FOR RUNNING A SWOT SESSION? 1.8 HOW OFTEN IS SWOT UPDATED? 1.9 WHAT IS THE RISK OF COMPLETING A SWOT?	1-5
2.	COMPANY'S PROFILE 2.1 WHAT ARE THE PRODUCTS AVAILABLE AT FARM CRAFT ENETERPRISES? 2.2 MISSION STATEMENT? 2.3 OBJECTIVES OF FARM CRAFT ENTERPRISES	6-13
3.	RESEARCH METHODOLOGIES 3.1 PROJECT RESEARCH TOPIC	14-19

	<p>3.2 OBJECTIVES OF THE PROJECT TOPIC</p> <p>3.3 NAME OF THE ORGANIZATION</p> <p>3.4 LOCATION OF THE ORGANIZATION</p> <p>3.5 SAMPLING</p> <p>3.6 SOURCES OF DATA</p> <p style="padding-left: 40px;">3.6.1 PRIMARY DATA</p> <p style="padding-left: 40px;">3.6.2 SECONDARY DATA</p> <p>3.7 LIMITATIONS OF THE PROJECT</p> <p>3.8 LIKERT SCALE</p> <p style="padding-left: 40px;">3.8.1 TYPES OF LIKERT SACLE</p> <p style="padding-left: 40px;">3.8.2 ADVANTAGES OF LIKERT SCALE</p> <p>3.9 PIE CHART</p> <p>3.10 GRAPH</p>	
4.	<p>DATA ANALYSIS AND INTERPRETATION</p> <p>4.1 AREA OF SALES</p> <p>4.2 ORGANIZATIONAL STRUCTURE OF FARM CRAFT ENTERPRISES</p> <p>4.3 SALES STRATEGY OF FARM CRAFT ENTERPRISES</p> <p>4.4 PORTER'S 5 FORCES ANALYSIS</p> <p style="padding-left: 40px;">4.4.1 BUYER POWER</p> <p style="padding-left: 40px;">4.4.2 SUPPLY POWER</p> <p style="padding-left: 40px;">4.4.3 THREATS OF SUPPLIERS</p> <p style="padding-left: 40px;">4.4.4 POTENTIAL ENTRAINTS</p> <p style="padding-left: 40px;">4.4.5 INDUSTRY RIVALRY</p> <p>4.5 DATA ANALYSIS AND INTERPRETATION</p>	20-51
5.	<p>SWOT ANALYSIS OF FARM CRAFT ENETERPRISES</p>	52-53

6.	WORKING OF FARM CRAFT ENTERPRISES BEFORE AND DURING/ AFTER LOCKDOWN	54-55
7.	FINDINGS AND SUGGESTIONS 8.1 FINDINGS 8.2 SUGGESTIONS	56-58
8.	CONCLUSION	59-60
	BIBLIOGRAPHY	61-62
	ANNEXURE	63-69

**A STUDY OF HUMAN RESOURCE MANAGEMENT
AT SYMBIOS CREATIONS PRIVATE LIMITED**

By

KEVISANO ROSEMARY KUOTSU

19BAD032

Registration No: 19011174 9

**A PROJECT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR'S IN BUSINESS ADMINISTRATION**

Supervisor

MR. LUNGKUNGAM LEO PANMEI

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION

St. Joseph's College (Autonomous)

Jakhama, Kohima - 797005

Nagaland, India

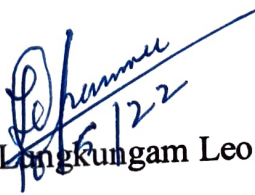
2019-2022


DECLARATION

I, Kevisano Rosemary Kuotsu hereby declare that the project entitled "**HUMAN RESOURCE MANAGEMENT AT SYMBIOS CREATIONS PVT- LTD IN KOHIMA**" has been done by me under the guidance of **Mr. Lungkungam Leo Panmei**, Assistant Professor, Department of Business Administration in partial fulfillment of the requirement for the Degree of Bachelor of Business Administration during the academic year 2019-2022.

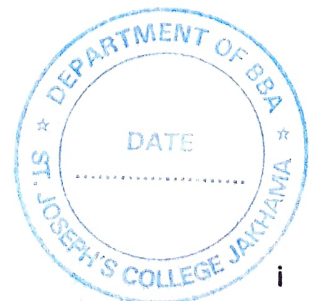

06/05/22

Kevisano Rosemary Kuotsu
6th semester Bachelors of Business Administration
St. Joseph's college Autonomous Jakhama


06/05/22
Mr. Lungkungam Leo Panmei
Supervisor and institutional guide
St. Joseph's college Autonomous Jakhama


07/5/22
Mr. Zubemo Humtsoe
Head of the Department
St. Joseph's college Autonomous Jakhama

DIRECTOR
DEPT. OF LBA
DATE



CERTIFICATE

This is to certify that **Kevisano Rosemary Kuotsu, Registration no: 19011174 of 2019**, a student of **BBA final year of St. Joseph's College (Autonomous), Jakhama** has undertaken a project study, entitled **"HUMAN RESOURCE MANAGEMENT AT SYMBIOS CREATIONS PVT- LTD IN KOHIMA** "under my guidance, during the period **1st October - 30th October 2021** for the partial fulfilment of the **Degree of Bachelor of Business Administration.**

This is to further certify that the present report is her original work and has not been submitted to any other institute or university for the award of any certificate, diploma, or degree.

Signature..........
10/5/22

Mr. Lungkungam Panmei

Supervisor and

Institutional Guide

Department of Business Administration

St. Joseph's College (A), Jakhama

Signature..........
9/5/22

Mr. K. Zubemo Humtsoe

Director

Department of Business Administration

St. Joseph's College (A), Jakhama

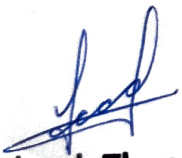
DEPT. OF BBA
DATE



TO WHOM IT MAY CONCERN

This is to certify that **Miss Kevisano Rosemary Kuotsu**, a student of St Joseph's Colleges Jakhama, Kohima Nagaland under the Department of Bachelor of Business Administration of 6th Semester has completed her internship on the Title/ Topic "A Study of Human Resource Management at Symbios Creations Pvt. Ltd". The internship was of 4 Weeks W.e.f 1st October 2021 to 31st October 2021 under my supervision. We found her sincere and hardworking.

We wish her all the best in her future endeavors.



Jacob Thonger
Senior Manager-Business Development
Symbios Creations Pvt. Ltd

TABLE OF CONTENTS

Sl.No	CONTENT	Page No.
1	Introduction 1.1 Introduction on Human Resource Management 1.2 Statement of the problem 1.3 Scope of the study 1.4 Need of the study	1-3
2	Company's Profile 2.1 Company's overview 2.2 SymBios Organization Structure 2.3 Business Verticals	4-10
3	Research Design and Methodology 3.1 Research Plan 3.2 Project Plan 3.3 Projective Objective 3.4 Organization 3.5 Duration 3.6 Sample Size 3.7 Sample Technique 3.8 Instrument 3.9 Source of Data 3.10 Method of Data Collection 3.11 Limitations of the Study	11-13
4	Data Analysis and Interpretation	14-37
5	Findings, Suggestions and Conclusion 5.1 Findings 5.2 Suggestions 5.3 Conclusion	38-41

6	References	42
7	Annexure	43-49

7. Annexure

Dear Sir /Madam,

My name is Kevisano Rosemary Kuotsu, pursuing my Bachelor of Business Administration from St. Joseph's College (Autonomous), Jakhama, Nagaland.

At present I am doing my Summer Internship Project work at Symbios Creations Pvt Ltd, Kohima and as a part of my internship I am doing a survey on the topic "Human Resource Management".

In this relation, I have designed a questionnaire, I would be very grateful to you if you could kindly spare some time from your busy schedules and necessitate me with some essential and required information. The information provided will be austere used for the academic purposes only.

Thanking you for your valuable time and kind rejoinder.

Yours sincerely

Kevisano Rosemary Kuotsu

BBA, 6th Semester

St. Joseph's College (Autonomous)

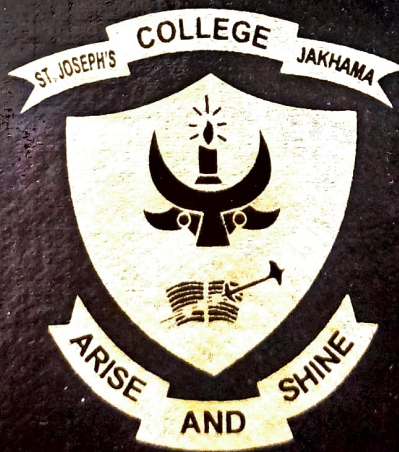
Jakhama; Nagaland

**A STUDY ON THE ATTITUDE OF YOUTHS TOWARD
ENTREPRENEURSHIP AS A CAREER**

By
Mürhellü Vero
Roll No. 20BAD046

A PROJECT
SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF BACHELORS IN
BUSINESS ADMINISTRATION

Supervisor
Asst. Professor Mr. K. Zubemo Humtsoe



DEPARTMENT OF BUSINESS ADMINISTRATION
St. Joseph's College (Autonomous)
Jakhama, Kohima- 797005
Nagaland, India
2023

DECLARATION

I, Mürhelü Vero, hereby declare that the subject matter of the research paper is the record of the work done by me, that the content of this research paper did not form basis of the award of any previous degrees to me or to the best of my knowledge to anybody else, and that the research paper has not been submitted by me for any research degree in any other university/institute. This is being submitted to St. Joseph's College (Autonomous) for the award of degree of Bachelors of Business Administration.

Mürhelü
01.05.2023
Signature.....

Mürhelü Vero

Signature  10/05/2023

K. Zubemo Humtsoe

Supervisor

Signature  10/05/2023

Mr. K. Zubemo Humtsoe

Head of the department

DIRECTOR
DEPT. OF BBA
DATE.....




Office Of The
 Department Of Business Administration
 St. Joseph's College (Autonomous), Jakhama
 NAAC GRADE A (CGPA: 3.12)
 P.B. NO-39, Kohima-797 001: Nagaland




CERTIFICATE

This is to certify that the project report entitled “**A study on the attitude of youths towards entrepreneurship as a career**” being submitted by Ms. Mürhelü Vero for the award of the degree of Bachelor of Business Administration (BBA) in the Department of Business Administration of St. Joseph's College (Autonomous) is the result of his/her investigation under my supervision. She has fulfilled all the requirements for the submission of the project report under the project report ordinance of the St. Joseph's College (Autonomous), and project report presented is worthy of being considered for the Bachelor of Business Administration degree in the Department of Business Administration.

The work described in this project report is original and has not been submitted for any other degree or diploma in this or any other university.

Signature. 
 K. Zubemo Humtsoe
 Supervisor


 K. Zubemo Humtsoe
 Head of the Department
 Dept. of Business Administration

DIRECTOR
 DEPT. OF BBA
 DATE

CERTIFICATE




CERTIFICATE OF INTERNSHIP

THIS CERTIFICATE IS AWARDED TO

Murhelm Verso

in appreciation for His/Her contribution as an intern at
Entrepreneurs Associates from

01.06.2022 to 05.07.2022


Neichute Doulo
CEO & Co-ordinator, EA


Yutho Sangtam
Administrative Co-ordinator, EA

ACKNOWLEDGEMENT

This research project would not have been possible without the support of many people. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project. First and foremost I thank our Almighty God for guiding and protecting me throughout my project work.

I take this opportunity to express my profound gratitude and deep regards to my research guide Mr. K. Zubemo Humtsoe, Assistant professor, Business administration, St. Joseph's College (Autonomous), Jakhama for his guidance, monitoring and constant encouragement throughout the course of the project.

I also thank my family and friends for their prayers and unconditional support while doing this research project.

I express my heartfelt gratitude to the organizational guide Ma'am Gracy for guiding me throughout the internship. My sincere thanks to all the people who helped me by answering my questionnaires and by sharing their views, enabling me to complete my project work.

Mürhelü

01.05.2023

Mürhelü Vero

BBA 6th Semester

St. Joseph's College (Autonomous), Jakhama

TABLE OF CONTENTS

CHAPTER NO.	CONTENTS	PAGE NO.
1.	1.1 INTRODUCTION	1-6
	1.1.1 Meaning	
	1.1.2 Definition	
	1.1.3 Entrepreneurship in Nagaland	
	1.1.4 Scope if the study	
	1.1.5 Company's profile	
	1.1.6 Founder	
	1.1.7 Vision	
	1.1.8 Mission	
	1.1.9. Beliefs	
2	2.1 LITERATURE REVIEW	7-12
	2.2 Research gap identified	
3	3.1 RESEARCH DESIGN AND METHODOLOGY	
	3.1.1. Research topic	13-16
	3.1.2. Objective of the study	
	3.1.3. Hypothesis of the study	
	3.1.4 Jurisdiction	
	3.1.5 Time taken	
	3.1.6 Research methods	
	3.1.7 nature of data	

	3.1.8. Source of data	
	3.1.9. Sampling technique	
	3.1.10. Sample size	
	3.1.11. Analysis technique.	
4	DATA ANALYSIS AND INTERPRETATION	17-61
5	5.1 FINDINGS AND SUGGESTIONS	62-64
	5.1.1 FINDINGS	
	5.1.2 SUGGESTIONS	
6	LIMITATIONS OF THE PROJECT WORK	65-66
7	CONCLUSION	67-68
	APPENDIX 1	69-71
	BIBLIOGRAPHY	
	APPENDIX 2	72-80
	QUESTIONNAIRE	
