

RANIGANJ GIRLS' COLLEGE



Raniganj Girls' College

(ESTD: 1980) (NAAC ACCREDITED: B+ COLLEGE)

Recognised under Section 2F and 12B of the UGC Act 1956

Affiliated to Kazi Nazrul University

B.COM (HONOURS IN ACCOUNTING)

COURSE NAME:- ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE:- BCOMHSE401

STUDENT'S NAME:- PAPIA BAURI

KNU REG. NO.:- KNU20113001292

COLLEGE ROLL NO.:- 03

YEAR:- 2ND YEAR

SEMESTER:- 4TH SEMESTER

SESSION:- 2021-2022

Raniganj Girls' College

Course Name: Entrepreneurship Development

Course Code: BCOMHSE401

Topic of the project: New Business Plan Preparation and Presentation

A Project Report

Submitted by Semester-IV students (Academic Year 2021-22)

Name of the student	Registration Number
PAPIA BAURI	KNU20113001292
PAYAL GORAI	KNU20113001486
PREETI KUMARI CHAURASIA	KNU20113001574
PRITI UPADHYAY	KNU20113001752
PRITY PASI	KNU20113001603
PRIYANKA PRASAD	KNU20113001584
PRIYA THAKUR	KNU20113001348
PUJA KEDIA	KNU20113001469
RAJANI BISHWAKARMA	KNU20113001594
RETIKA MAHATO	KNU20113001534
RUCHI SINGH	KNU20113001639
SABITA KUMARI	KNU20113001420
SANDHYA KUMARI	KNU20113001754
SIA SINGH	KNU20113001352
SUMITARA KARMAKAR	KNU20113001360
SUSHMA YADAV	KNU20113001491
SWARNALI SEN	KNU20113001453
TANUSHREE SEN	KNU20113001513
TITHI MARODIA	KNU20113001496

CERTIFICATE

This is to certify that this project titled “**New Business Plan Preparation and Presentation**” submitted by the students for the award of degree of B.Com. Honours is a bonafide record of work carried out under my guidance and supervision.

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Place: Raniganj

Date: 28.06.2022

Susanta Ghosh

Assistant Professor, Department of Commerce

Signature of the supervisor with designation and department

HANDMADE JEWELLERY



- **INTRODUCTION** :- Handmade Jewellery is made by an artist without the use of mass-manufacturing machines. There is no standard “look” for handmade jewellery. It can range from simple hand-assembled necklaces, earrings and bracelets to intricate designs that take hours or days and skilled techniques to finish. What they all have in common though is that a jewellery artist makes each individual piece using only their hands and simple tools.

Why choose Handmade Jewellery?

When you choose to purchase a piece of handmade jewellery, you’re going to get a unique keepsake each time. There is almost always a little variation between each individual piece of the same style, due to the nature of handmade anything. There may be slight imperfections- maybe a cut line isn’t 100% straight –but there is also much more character to a piece of handmade jewellery. There’s a story behind not only the design of the jewellery piece but the artist you’re buying from helping a small business owner to pursue their passion when you buy handmade jewellery.

NAME OF THE BUSINESS :- SHREE DURGA FASHION

EXPECTED CAPITAL :- Capital in business refers to the sum of financial assets that are required to produce goods or services. This is a small business so I have to invest Rs.100000.

SOURCE OF CAPITAL :- Capital is a most important part to set up a business. I will collect money from my family and myself. It will help me a lot to create business.

COLLECTION OF RAW MATERIALS :- Raw materials are materials or substances used in the primary production or manufacturing of goods. Handmade jewellery business will need a lot of jewellery related things. I will buy these raw materials from the wholesale market and jewellery shop.

RAW MATERIALS:-

- 1) Woolen Thread
- 2) Silk Thread
- 3) Jute Cloths
- 4) Card Board
- 5) Cowrie Shells
- 6) Pom Pom Balls
- 7) Stones(Mukta)
- 8) Metal Ghungharoo
- 9) Bangles
- 10) Jumpping Ring
- 11) Earring Hooks
- 12) Fish Hooks
- 13) Stopper
- 14) Earrings Post
- 15) Readymade Tarcels
- 16) Charms
- 17) Link Chain
- 18) Febric colours, Brushes, Glue, Rullar, Pencils
- 19) Scissors, Pliers & Cutter etc.



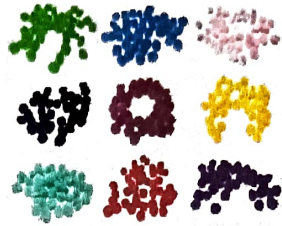
Woolen Thread



Silk Thread



Cowrie Shells



Pom Pom Ball



Fabric Colours



Jute Clothes



Plier & Cutter



Other Materials

HOW TO PRODUCE :- For Necklace-

- **Step 1:-** Taking a cardboard to draw like Devi Durga using any regular pencil or pen.
- **Step 2:-** Cutting the extra cardboard with scissor.
- **Step 3:-** Attaching the jute fabric on this cardboard with fevical glue.
- **Step 4:-** Then cut the extra jute clothes.
- **Step 5:-** Applying fabric colours on it.
- **Step 6:-** Sticking pom pom balls and cowrie shells using silk thread.
- **Step 7 :-** Taking red colour readymade tassel and woolen thread.
- **Step 8:-** Attaching all the things properly.
- **Step 9:-** Now applying wood keeper. It helps colour long lasting and create a glossy effect.



Necklace



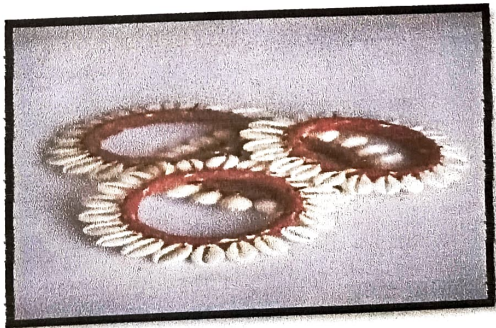
Earrings

For Earrings-

- Step 1:- Taking a small cardboard to draw Kulo using regular pencils or pen.
- Step 2:- Cutting the extra cardboard with scissors and attaching jute fabric on it with fevical.
- Step 3:- Applying fabric colours on it and write down 'Rupang Dehi'.
- Step 4:- Taking Earring hooks, cowrie shells and pom pom lace.
- Step 5:- Attaching all the things properly.

For Bangles-

- Step 1:- Taking readymade bangles then attaching red colour clothes with woolen thread on it.
- Step 2:- Taking Cowrie shells and stones.
- Step 3:- Then stitching all the things with silk thread.



FINISHED GOODS OR PRODUCTS PRICE:-

- (i) Necklace Set Price:- Rs. 300 per piece
- (ii) Only Earrings:- Rs. 50 per pair
- (iii) Bangles :- Rs. 75 or Rs. 80 per pair

PROSPECTIVE CUSTOMER :- A key part of successfully marketing your jewelry business is to understand who your customer is and how to target them. A prospective customer, or prospect, is a person or organization interested in making a purchase, with financial resources required, and the power to make purchasing decisions. The organization retains a careful focus on customer needs and satisfaction. Nearly a quarter of the jewelry market consists of consumers under age 35.

ADVERTISEMENT:- Advertisement is a way of marketing a business in order to increase sales or make audience aware of your products or services. Until a customer deals with you directly and actually buys your products or services, your advertisement may help to form their first impressions of your business. I have to accept this kind of advertisement like:-

- (i) Leaflets /Banners
- (ii) Facebook Marketplace
- (iii) Whatsapp & Instagram etc.

DISTRIBUTION SYSTEM :- Distribution systems are defined as the systems, procedures and activities that function to facilitate and monitor the distribution of goods and services from a business or company to the consumer. I have to accept this kind of systems like:-

- (i) Consignment Shops
- (ii) Local area
- (iii) Online Order etc.

EXPECTED PROFIT:-

Expected Revenue & Profit for the year 2022-2023

PARTICULARS	AMOUNT (Rs.)	AMOUNT (Rs.)
Expected Sales	120000	130000
Other Income	10000	
Less:- Expenses-		
(i) Purchase of raw materials consumed	65000	100000
(ii) Wages	30000	
(iii) Other Expenses	5000	
<u>PROFIT</u>		30000

ANY OBSTACLES / PROBLEMS:-

(i) Jewellery Problems:-

- Tension of Designs getting copied
- Making Issue
- Time and Energy Issue

(ii) Selling Problems:-

- Timely Delivery
- Getting people to pay online
- Hit the Target Audience
- Gaining trust amongst people

ADVANTAGES OF HAND MADE JEWELLERY:-

- Designed and made by an Artisan. When you're looking for jewellery that is both personal and meaningful.
- Environmentally Friendly.
- High quality jewellery materials.
- Prompt Customer-Friendly Service.
- No use of machines.
- Sentimental significance.
- Attractive and affordable, it is popular in today's time.

COMPETITION:- Handmade jewellery is a popular product in today's time. But this business is a very competitive business. There are many artisans focusing on making jewellery. So there is a lot of competition in the handmade jewellery business. It is neither easy nor guaranteed that you will succeed, but with hard work and creativity, you can build a good business and a great life for yourself.

EMPLOYMENT / LABOUR:- Labour is the amount of physical, metal, and social effort used to produce goods and services in an economy. It supplies the expertise, and service needed to turn raw materials into finished products and services.

I thought that labours are the most important person for growing a new business. Their hard work and time is very helpful to create or attract the customers. I will keep 15 labours in this business.

➤ **CONCLUSION:-** Hope is an abstract concept and from the start of my project, I have been thinking how can I represent such a subjective concept in the form of jewellery. At the beginning, I had no idea that where this project will go and I only had some vague ideas about it. Handmade jewellery has sentimental significance for the creator, giver, and the receiver alike. It starts with an artisan that designs from personal experience or with intent to fulfill a request. Then a giver/buyer that appreciates the beauty, hardship, and feels that purpose of the piece is represented.

Checked
Priyanka
28/06/22