

## Enterprise with natural products (colourant)

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Received: 08.12.2014; Revised: 30.03.2015; Accepted: 15.04.2015

■ **ABSTRACT** : Entrepreneurship is a key driver of our economy and majority of job or wealth are created only by enterprises, which is commonly seen as an innovator of a generation of new idea and business processes. It is the participation in the formation and development of growth of a new enterprise. Both man and women of working age constitute the main strength of economic development of nation, in India woman constitute 60 per cent of rural unemployment they can have engaged themselves on entrepreneurship development through natural dye production, and its utilization on different creative products such as cloth, food products, cosmetic, pottery printing, screen printing etc. The availability of abundant natural resources and growing demands of natural products specially in European country may serve as a platform for entrepreneurship development and training programme through natural dyes.

■ **KEY WORDS**: Entrepreneurship, Microfinance, Fastness, Colourant

■ **HOW TO CITE THIS PAPER** : Gogoi, Minti and Baruah, Bulbul (2015). Enterprise with natural products (colorant). *Asian J. Home Sci.*, 10 (1) : 93-97.

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