

The price of success is hard work



With the impact of media, increasing globalization, technology women entrepreneurs have become a strong driving force in today's world. Smt. Elisha Gobu is one of them. Proprietor of 'Kasorina Beauty Parlor' is not only able to fulfill her duties of motherhood and entrepreneurship but also providing employment to unemployed women of the region and thus building the nation in her small way.

The Beauty parlor is dedicated to consistently providing high customer satisfaction by rendering excellent service, quality products at an acceptable price and value relationship. To set up her enterprise she availed bank loan of Rs. 1,80,000 from State Bank of India, Belilious Road Branch, Howrah. Helping hand to her family, she is also supporting families of her employees.

She has created a large client following through hard work and dedication. Smt. Elisha and her team of four talented beauticians have made this venture extremely successful. The venture's reputation is growing and becoming popular among beauty parlours.

Name & address of the Entrepreneur	:	Smt. Elisha Gobu M/s Kasorina Beauty Parlour, 33/2, Sarda Chatterjee lane, Kadamtala, Howrah, West Bengal.
Category of the entrepreneur	:	Sex : Female
Industry/Activity (Name of the Industry)	:	Beauty Parlour
Unit financed by the Bank(Name & Address)	:	SBI, Belilious Road, Howrah
Project Cost (Rs.)	:	1,89,500/-
Annual Turnover (Rs.)	:	3,36,000/-
Employment provided by the entrepreneur in the unit	:	4 Persons