

References

1. Journals

- Arya, V.P.(1967), *A guid to Settlement of Industrial Disputes, Management Publications*, Oxford and IBH Publishing Co.
- Ashton; T .S. (1962). *The Industrial Revolution, 1760-1830*. Oxford University Press, Oxford
- Baishya, p. (1989) *Small & Cottage Industries. A study in Assam* Manas Publication, New Delhi,p-168.
- Baishya,p.(1989) *Small & Cottage Industries. A study in Assam* Manas Publication, New Delhi, p-169
- Choudhury, P.C. 1959. *The History and Civilization of the People of Assam- To The Twelfth Century A.D.*, Department Of History and Ancient Studies, Government of Assam
- Choudhury, P.C. 1966. *The History and Civilization of the People of Assam*, Department of History and Ancient Studies, Government of Assam, Guwahati.
- Choudhury, P.C. 1959. *The History and Civilization of the People of Assam- To The Twelfth Century A.D.*, Department Of History and Ancient Studies, Government of Assam, Guwahati.
- Choudhury, P.C. 1966. *The History and Civilization of the People of Assam*, Department of History and Ancient Studies, Government of Assam, Guwahati.
- Clark and Clark, (1962) *principles of marketing*, the Macmillan Co, New York, pp 4-6.
- Davar, R.S.(1977) *Modern Marketing Management*, Bombay Progressive Corporation Pvt. Ltd. P-4
- Deka, K.N. 1995. *Aeekhan Sartthebari*, Pratyush Printers, Baniyakuchi Bazaar, Sarthebari.
- Deka, L. (1976) *Nirab Sadhak Kohiram Das*, Sauji Prakashan, Sarthebari. Pp53-54
- Deka, K.B (2005) *the bell metal Handicraft of Assam* , An article published on 7th august,

“ the sentinel Sunday edition mélange, pp-10-11

Dr. Veena R. Humbe, & Dr. Babasaheb Ambedkar Marathwada ,International Journal of Science and Research (IJSR),ISSN (Online): 2319-7064,

Dean Joel, “ Product Line Policy”, Journal of business university of Chicago Press, Vol.23, October 1950, pp. 248-258.

Harward Business Review, Vol.83, July-August, 1955, pp.91-100

Interactive Design Research And Need Assessment Survey Report(submitted at nid) Cluster & unit level design audit report Amtala, 24 south pargana, west bengal Msme scheme 2011Submitted by: Anjani Kumar

Incidence of sensory neural hearing loss in Bell metal artisans of Sarthebari, a research paper submitted by Dr. P.M.Baruah chief consultant of N.M.B. Nurshinghome ,Nalbari, Assam, 2004-2005.

Kalita & Prosad, Apeejay ,Journal of Management Sciences and Technology, 4 (1), October – 2016,ISSN -2347-5005.

Kuchai, S.C. The industrial Economy of India, Ghananya Publishing House Allahabad 1969 p-132.

Kalita, B. (2008),: A Geographical Analysis of Bell Metal Industry in Sarthebari, Amar Asom, 23rd March, 2008, p-6.

Malvin, T. Copeland, The Executive at work (Cambridge, Harward University Press, 1951) p.85.

Moonmoon Kalita & Puja Prosad International Journal of Humanities & Social Science Studies (IJHSSS) ISSN: 2349-6959 (Online), ISSN: 2349-6711 (Print) Volume-III, Issue-V, March 2017, Page No. 109-119.

Mukhtar Nabi Hhan ,Product development programs as a Marketing Strategy in small scale Industry a phd thesis in commerce

Marketing Defnitions : A Glossary of Marketing Terms, American Marketing Association, Chicago, 1960, pp. 11, 14.

Marketing Defnitions : A Glossary of Marketing Terms, American Marketing

- Association, Chicago, 1960, p.8.
- Marshall, (1928) principles of economics of industry, London, Macmillan and Co.Ltd, p-42.
- Neha Nagor and Prof. (Dr.) Karunesh Saxena Annals of Management Research, Volume 2, Number 1, January – February 2012 .
- Rao, C.N.V. (1977), Role of Packing in Marketing and Distribution, Udyog Samachar, Vol-I, April, No-9, p-16.
- Research Journal of Management Science_ISSN 2319–1171, Vol. 2(2), 23-26, February (2013) Res. J. Management Sci. Waqar Ahmad Khan¹ and Zeeshan Amir². Retrieved 17 June 2017.
- Rayapati Raveendra Nadh¹, Dr.P.Venkata Rao², Dr.B.M.HarshaVardhan³, International Journal of Emerging Research in Management &Technology ISSN: 2278-9359 (Volume-2,Issue-5)
- Weiner, M. (1973), Assam and its Migrants' *Demography India*, Vol.II, No.2
- Aitha, K.R., (2012), “Marketing channel length in rural India: Influence of the external environment and rural retailer buyer behaviour” International Journal of Retail & Distribution Management Volume: 40 Issue: 3.
- Andres J., Stefaniak C., Parker C., Rees P. (2009), Localisation as a marketing Strategy for small retailers, Received November , Revised March 2010, Accepted April 2010
- Ashok K. Mishra K.A., Chang H., (2009), “Factors affecting precautionary savings of self-employed farm households”, Agricultural Finance Review Volume: 69 Issue: 3
- Aziz A. (2006), Rural Entrepreneurship: Opportunities, Challenges and Responses, key note address by the author as the chief guest in the national seminar on rural entrepreneurship.
- Brown C., Waldron S., Longworth J., (2011), “Specialty products, rural livelihoods and agricultural marketing reforms in China”, China Agricultural Economic Review Volume: 3 Issue: 2

- Bar-El R.,(2008), “Rural non-farm employment policy” Contributions to Conflict Management, Peace Economics and Development , Book , Chapter 9, Volume 8, Emerald Group Publishing Limited, pp.127-135
- Christine N., Samia Patricia M. (2008) Understanding key factors in social enterprise development of the BOP: a systems approach applied to case studies in the Philippines Journal of Consumer Marketing 25/7 446–454, Emerald Group Publishing Limited
- Craig S., Douglas P.S., (2011). “Empowering rural consumers in emerging markets”, International Journal of Emerging Markets Volume: 6 Issue: 4.
- Dabas S., Sternquist B., Mahi H., (2012), “Organized retailing in India: upstream channel structure and management”, Journal of Business & Industrial Marketing Volume: 27 Issue: 3
- : A conference summary.’’ Economic Review Quarterly III: 73–85.
- Flora, C. B., J. Flora, J. D. Spears, L. E. Swanson, M. B. Lapping, and M. L. Weinberg (1992). Rural Communities: Legacy and Change. Boulder, CO:Westview Press.
- Giron H., Paz La De J., Hernandez D., Luisa M., Castaneda J., Cesar Julio M.C.(2007), Strategy and Factor For Success : The Mexican Handicraft Sector, Performance Improvement ; Sep 2007 ;46,8;ABI/INFORM Global pp. 16
- Haggblade, Hazell, Reardon (2010) Transforming The Rural Nonfarm Economy: Opportunities and Threats in the Developing World. By The University of Chicago. All rights reserved.
- Liang Z., Chen Y. P. , Yanmin G., (2002) Rural Industrialisation and Internal Migration in China [Paper Urban Studies, Vol. 39, No. 12, 2175–2187, 2002
- Lowe and Ward (2009) England’s Rural Futures: A Socio-Geographical Regional Studies, Vol. 43.10, pp. 1319–1332, December.
- Manveer Mann M., Byun, E.-S., (2011), “Accessing opportunities in apparel retail sectors in India: Porter's diamond approach” Journal of Fashion Marketing and Management Volume: 15 Issue: 2.
- Miller, N. J. and T. L. Besser (2000). “The importance of community values in small

- business strategy formation: Evidence from rural Iowa.” Journal of Small Business Mukherjee, A., (2011), “Fuelling India's Retail Boom – What Should Be the Right Policy?”, International Marketing Advances in International Marketing, Volume 21, Emerald Group Publishing Limited, pp.57-74.
- Narver C.J. , Slater, Stanley F. (1990) The Effect of a Market Orientation on Business Profitability , Journal of Marketing; Oct ; 54, 4; ABI/INFORM Global pg. 20
- Nerys F., Peter M. , Dennis T. and Andrew H. (2006), Entrepreneurship and rural economic development: a scenario analysis approach International Journal of Entrepreneurial Behaviour & Research Vol. 12 No. 5, pp. 289-305.
- Narasaiah Laxmi, Margaret Deevona M, ”Small Scale Industry”, Discovery publishing house, edition 1999,ISBN-9788171414697.
- OECD (1996), Better policies for rural development. Paris, organisation for Economic Co-operation and Development.
- Paddison A., (2007) Rural retailing: a sector in decline, Department of Marketing, Institute for Retail Studies,University of Stirling, Stirling, UK, and Eric Calderwood Eric Calderwood Associates, UK International Journal of Retail & Distribution Management Vol. 35 No. 2, pp. 136-155.
- Poon K., Weersink A., (2011) “Factors affecting variability in farm and off-farm income”, Agricultural Finance Review Volume: 71 Issue: 3
- Prahalad, C. K.(2000), “The fortune at the bottom of the pyramid,” Wharton school publishing.
- Prasad S., Tata J., (2009), “Micro-enterprise quality”, International Journal of Quality & Reliability Management Volume: 26 Issue: 3
- Rajagopal, (2009), “Branding paradigm for the bottom of the pyramid markets” Measuring Business Excellence Volume: 13 Issue: 4.
- Reardon, T., Stamoulis, K., Cruz, M, Balisacan, A., Berdegue, J. & Banks, B. (1998). Rural non-farm income in developing countries. In FAO, The state of food and agriculture 1998: Part III. Rome, Food and Agriculture Organization of the United Nations

- Singh K S., Chaudhuri A., (2009), “The reality of India: folding constraints into business strategy” , Journal of Business Strategy Volume: 30 Issue: 4 2009
- Smith W. I., Jackson C., (2004), “Women creating wealth through rural enterprise”, International Journal of Entrepreneurial Behaviour & Research Volume: 10 Issue: 6
- Sanyal, S., Banerjee, S. and Majumder, S., India’s Leather in the World Market: Exploration of Recent Trends, Trade and Development Review 3 (1), 22 – 58 (2010)
- Sakia, B. (5 Jan 2016). Assamese Jewellery and Its Status and Prospects : A Case Study of Rangthali Village of Nagaon District, Assam. ISOR Journal Of Humanities And Social Science (ISOR-JHSS)
- Sridhar G., Mishra D., (2011), “Executives social representation of rurality and product adaptation: A case of rural markets in India” Asia Pacific Journal of Marketing and Logistics Volume: 23 Issue: 3 2011.
- Stathopoulos, Psaltopoulos Demetrios and Dimitris S. (2004) Rural entrepreneurship in Europe Sophia International Journal of Entrepreneurial Behaviour & Research Vol. 10 No. 6, pp. 404-425 Emerald Group Publishing Limited.
- Saikia, P. and Deka, K. B. (2009), General Manager of NEDFi and an inhabitant of Sarthebari have revealed the information at the time of field work
- Sarmah and Singha (2003), Report on the Brass Metal Industry of Hajo, Spectrum, Vol. II, Issue-1, Department of Economics, Dispur College, pp. 78-80
- Hanrahan ,S. (2007) , “Women working off the farm: a case of economic citizenship?”, Research in Rural Sociology and Development, Volume 13, Emerald Group Publishing Limited, pp.115-142
- Hienerth C. and Kessler A. (2006) Measuring Success in Family Businesses: The Concept of Configurational Fit Family Business Review; Jun ; 19, 2; ABI/INFORM Global pg. 115
- John S, Mano R. , Selvaraj Dr. P (2007) , “Social Changes and the Growth of Indian

Rural Market” : An Invitation To FMCG Sector

- Kashyap P and Raut S (2006), *The Rural Marketing Book*, Biztantra publications.
- Kean, Rita C., Niemeyer, Shirley, Miller, Nancy J, (1996) Competitive strategies in the craft product retailing industry, *Journal of Small Business Management*; Jan ; 34, 1; ABI/INFORM Global pg. 13
- Keefe O' (2003) Small, yet mighty Sue Telecommunications Americas; Feb ; 37, 2; ABI/INFORM Global pg. 8
- Kent, T., (2007), “Creative space: design and the retail environment”, *International Journal of Retail & Distribution Management* Volume: 35 Issue: 9
- Aggarwal, S.C.(1952), *Industrial Housing m India*, Published by Lately Deputy Secretaryto the Government of India, Ministry of Labour, Ministry of Industry& Supply.
- Arya, V.P.(1967), *A guid to Settlement of Industrial Disputes, Management Publications*, Oxford and IBH Publishing Co.
- Ashton; T .S. (1962). *The Industrial Revolution, 1760-1830*. Oxford University Press, Oxford
- Baishya, p. (1989) *Small & Cottage Industries. A study in Assam* Manas Publication, New Delhi,p-168.
- Baishya,p.(1989) *Small & Cottage Industries. A study in Assam* Manas Publication, New Delhi, p-169
- Bhagabati, A.K Bora K, & Kar, B.K.,(2002) *Industry*, an article published on *Geography of Assam*, Rajesh publication, New Delhi- 110002, p-²⁰⁶
- Baishya, p. (1989) *Small & Cottage Industries. A Study in Assam* Manas Publication, New Delhi, p-172
- Bhagabati A.K., Bora A.K. & Kar B.K. (2002) *Industries*, an article published on *Geography of Assam*, Rajesh publication, New Delhi-110002, pp-208-209
- Baishya, p. (1989) *Small & Cottage Indstries. A Study in Assam* Manas Publication, New Delhi, p-175
- Baishya, p. (1989) *Small & Cottage Industries. A Study in Assam* Manas Publication,

New Delhi, p.180

Bhagabati, A.K Bora, A.K. Kar, B.K. (2002) Industries, an article published on, Geography of Assam, Rajesh Publications New Delhi-110002, p-238.

Baishya, P. 1986. The role of small scale and cottage industries; A case study in Kamrup district of Assam, unpublished Ph. D. thesis submitted at Gauhati University, Guwahati, Assam, 18-19

Baishya, P.(1989) Small & cottage Industries, A Study in Assam, Manas Publication, New Delhi, p-268

Choudhury, P.C. 1959. The History and Civilization of the People of Assam- To The Twelfth Century A.D., Department Of History and Ancient Studies, Government of Assam, Guwahati. CottageEmporiumIndia.com. (n.d.). *CottageEmporiumIndia*. Retrieved 07 15, 2015, from <http://www.cottageemporiumindia.com>.

Choudhury, P.C. 1966. The History and Civilization of the People of Assam, Department of History and Ancient Studies, Government of Assam, Guwahati.

Choudhury, P.C. 1959. The History and Civilization of the People of Assam- To The Twelfth Century A.D., Department Of History and Ancient Studies, Government of Assam, Guwahati.

Choudhury, P.C. 1966. The History and Civilization of the People of Assam, Department of History and Ancient Studies, Government of Assam, Guwahati.

Choudhury, B. (2006), Bell Metal Industry of Sarukshetri Block in Barpeta District of Assam: Its Problems and Prospects; UGC Sponsored Project Report, Department of Economics, pp. 81-82

Choudhury, B. (2006), Bell Metal Industry of Sarukshetri Block in Barpeta District of Assam: Its Problems and Prospects; UGC Sponsored Project Report, Department of Economics, pp.81-82

Clark and Clark, (1962) principles of marketing, the Macmillan Co, New York, pp 4-6.

Davar, R.S.(1977) Modern Marketing Management, Bombay Progressive Corporation

Pvt. Ltd. P-4

Deka, P.K. 1986. "Contribution of Bell Metal Workers on Assamese Society", *Souvenir*, Golden Jubilee Celebration of the Assam Co-Operative Bell Metal Utensils Manufacturing Societies Ltd

Deka, K.N. 1995. Aekhan Sarthebari, Pratyush Printers, Baniyakuchi Bazaar, Sarthebari.

Desai, V. (2003) Small Scale Industries and Entrepreneurship, Himalayan Publishing, Mumbai, reprint, pp-242-243.

Deka, L. (1976) Nirab Sadhak Kohiram Das, Sauji Prakashan, Sarthebari. Pp53-54

Deka, K.B (2005) the bell metal Handicraft of Assam , An article published on 7th august, " the sentinel Sunday edition mēlange, pp-10-11

Deka , K. (1995) Ai Khan Sarthebari, RajendraKutir, Bapuji Nagar Sarthebari. P-22 .

Desai, V.(2003) small-scale industries and entrepreneurship, Himalaya Publishing House, Mumbai, Reprint, p279, Ibid, p-283.

Desai, V. (2003) Small-scale industries and Entrepreneurship, Himalaya Publishing House, Mumbai 400004, p-278

Dhar, P.K. (2002) The Economy of Assam, Kalyani Publishers, Nrwdelhi, p-269

Dhar , P.K. (2002) The Economy of Assam, Kalyani Publishers, New Delhi, p-191

Desai, S.S.M., (2002) Economic history of India, Parbati Publishers, Kolkata pp-19-20

Dhar, P.K. (2002) The Economy of Assam, Kalyani Publishers, Sixth Edition, Kolkata 700009, p-268

Desai, V. (2003) Small industries and Entrepreneurship, Himalayan Publishing House, New Delhi 110002 Reprint, pp-93

Desai, V. (2003) Small Scale industries and Entrepreneurship, Himalayan Publishing House, New Delhi 110002 Reprint, p-27

Desai,V.(2003) Small Scale industries and entrepreneurship, Himalayan Publishing

House, New Delhi 110002 Reprint,p-26

Dr. Veena R. Humbe, & Dr. Babasaheb Ambedkar Marathwada ,International Journal of Science and Research (IJSR),ISSN (Online): 2319-7064,

Dean Joel, “ Product Line Policy”, Journal of business university of Chicago Press, Vol.23, October 1950, pp. 248-258.

Directorate of Census Operations,Assam. (n.d.). *census2011*. Retrieved june 30, 2013, from ww.census2011.co.in/census/district/142-barpeta.html

Economic Survey of Assam, 1975-76 by the Directorate of Economics and Statistics, Govt. of Assam, ,Guwahati, 1979, p.62.

Fuste. J and Mehta, I.R (1976). Indian History and Culture Western Publication Delhi p 71

Government of India, (1985-90) Seventh Five Year plan, Vol-II p-97.

Gopalakrishnan, R. (2000) Assam Land and People, Omsons Publications New Delhi 110027, p-212

Gupta, K.C. (1988). Progress and prospects of pottery industry in India, Mittal Publications, Delhi, pp-120-121.

Gopalkrishnan, R. (2000) Assam Land and People, Omsons Publications, Rajouri Garden, New Delhi – 110027, p-219

Gupta, K.C. (1988) Progress and Prospects of Pottery Industry in India, Mittal Publication, Delhi-110035, p-125.

Gupta, K.C. (1988) Progress and prospect of pottery industry in India , Mittal Publications Delhi ,110035 (INDIA) P-165.

Gupta , K.C (1988). Progress and prospect of pottery industry in india : Mittal publications Delhi, 110035(INDIA) p-184.

History of religion and culture of north east India”,ISBN 81-8205178-9,T.Raatan,2006, Isha Books Publication.

Harward Business Review, Vol.83, July-August, 1955, pp.91-100

IOSR Journal Of Humanities And Social Science (JHSS) ISSN: 2279-0837, ISBN: 2279-0845. Volume 5, Issue 5 (Nov. - Dec. 2012), PP 26-30 www.Iosrjournals.Org

accessed on 20.09.13

- Interactive Design Research And Need Assessment Survey Report(submitted at nid)
Cluster & unit level design audit report Amtala, 24 south pargana, west bengal Msme
scheme 2011Submitted by: Anjani Kumar
- Incidence of sensory neural hearing loss in Bell metal artisans of Sarthebari, a research
paper submitted by Dr. P.M.Baruah chief consultant of N.M.B. Nurshinghome ,Nalbari,
Assam, 2004-2005.
- Kalita & Prosad, Apeejay ,Journal of Management Sciences and Technology, 4 (1),
October – 2016,ISSN -2347-5005.
- Kuchai, S.C. The industrial Economy of India, Ghananya Publishing House
Allahabad 1969 p-132.
- Kalita, B. (2008),: A Geographical Analysis of Bell Metal Industry in Sarthebari, Amar
Asom, 23rd March, 2008, p-6.
- Malvin, T. Copeland, The Executive at work (Cambridge, Harward University Press,
1951) p.85.
- Moonmoon Kalita & Puja Prosad International Journal of Humanities & Social Science
Studies (IJHSSS) ISSN: 2349-6959 (Online), ISSN: 2349-6711 (Print) Volume-III, I
ssue-V, March 2017, Page No. 109-119.
- Mukthar Nabi Hhan ,Product development programs as a Marketing Strategy in small
scale Industry a phd thesis in commerce
- Mishira, S.N. (1986) Organizational Requirements of village and Small Scale Industries,
Mittal Publication Delhi- 110035, p-2
- Marketing Definitions : A Glossary of Marketing Terms, American Marketing
Association, Chicago, 1960, pp. 11, 14.
- Marketing Definitions : A Glossary of Marketing Terms, American Marketing
Association, Chicago, 1960, p.8.
- Marshall, (1928) principles of economics of industry, London, Macmillan and Co.Ltd, p-
42.

Neha Nagor and Prof. (Dr.) Karunesh Saxena Annals of Management Research,
Volume 2, Number 1, January – February 2012 .

Rao, C.N.V. (1977), Role of Packing in Marketing and Distribution, Udyog
Samachar, Vol-I, April, No-9, p-16.

Report (1987-88) Techno economic survey of Brass and Bell-metal industries,
Guwahati, Govt. of Assam p-2

Report (1987-88) techno economic survey of Brass and Bell metal industries of Assam ,
Directorate of industries, Govt. of Assam. P-6

Report (1987) Reserve Bank Of India: Report of the standing Advisory Committee to
Review the Flow of Institutional Credit to SSI sector, p-42

Report (1987-88) Report on Techno Economic Survey of Brass and Bell-metal
Industries of Assam, Directorate of Industries, Government of Assam, Guwahati,
p-27

Report(1975) Evaluation study on Bell-Metal Industries in Assam, Directorate of
Evaluation, Government of Assam, June p-51

Report, (1975) Evaluation on bell-metal Industries in Assam, Directorate of Evaluation,
Government of Assam, p-12

Rao, R.V. (1967) Cottage and small industries and planned economy, Sterling publishers
(p) Ltd. Delhi-6, p-19

Rao, R.V. (1967) Cottage & small industries and planned economy, Sterling publishers
(p) Ltd, Delhi, p-17,

Research Journal of Management Science_ISSN 2319–1171, Vol. 2(2), 23-26, February
(2013) Res. J. Management Sci. Waqar Ahmad Khan¹ and Zeeshan Amir². Retrieved
17 June 2017.

Rayapati Raveendra Nadh¹, Dr.P.Venkata Rao², Dr.B.M.HarshaVardhan³,International
Journal of Emerging Research in Management &Technology ISSN: 2278-9359
(Volume-2,Issue-5)

Rao, R.V. (1967) Cottage and Small Scale Industries, Sterling publishers (p) Ltd. Delhi,

pp-30,31

Scott, C.(1977) personnel management tata, Mc. Graw hill publishing Co New Delhi,
Ltd. P-451

Sarma, B. K. (1993) Industrial Landscape of North East India, Mittal Publications, New
Delhi

Talukdar, R.(2006) Blending Tradition with Modernity, An article published on The
Assam Tribune, May 21, Tribune Building, Guwahati-3

Weiner, M. (1973), Assam and its Migrants' *Demography India*, Vol.II, No.2

W.W. Hunter, A Statistical Account of Assam, Vol. II, New Delhi, reprint, p.67,76.

Bibliography.

Aitha, K.R., (2012), “Marketing channel length in rural India: Influence of the external
environment and rural retailer buyer behaviour” *International Journal of Retail &
Distribution Management* Volume: 40 Issue: 3.

Ashok K. Mishra K.A., Chang H., (2009), “Factors affecting precautionary savings of
self-employed farm households”, *Agricultural Finance Review* Volume: 69 Issue: 3

Aziz A. (2006), *Rural Entrepreneurship: Opportunities, Challenges and Responses*, key
note address by the author as the chief guest in the national seminar on rural
entrepreneurship.

Brown C., Waldron S., Longworth J., (2011), “Specialty products, rural livelihoods and
agricultural marketing reforms in China”, *China Agricultural Economic Review*
Volume: 3 Issue: 2

Bar-El R.,(2008), “Rural non-farm employment policy” *Contributions to Conflict
Management, Peace Economics and Development* , Book , Chapter 9, Volume 8,
Emerald Group Publishing Limited, pp.127-135

Christine N., Samia Patricia M. (2008) Understanding key factors in social enterprise
development of the BOP: a systems approach applied to case studies in the Philippines
Journal of Consumer Marketing 25/7 446–454, Emerald Group Publishing Limited

Craig S., Douglas P.S., (2011). “Empowering rural consumers in emerging markets”,

- International Journal of Emerging Markets Volume: 6 Issue: 4.
- Dabas S., Sternquist B., Mahi H., (2012), “Organized retailing in India: upstream channel structure and management”, Journal of Business & Industrial Marketing Volume: 27 Issue: 3
- Drabenstott, M., Novack N., and Abraham B. (2003), “Main streets of tomorrow: Growing and financing rural entrepreneurs: A conference summary.” Economic Review Quarterly III: 73–85.
- Flora, C. B., J. Flora, J. D. Spears, L. E. Swanson, M. B. Lapping, and M. L. Weinberg (1992). Rural Communities: Legacy and Change. Boulder, CO:Westview Press.
- Giron H., Paz La De J., Hernandez D., Luisa M., Castaneda J., Cesar Julio M.C.(2007), Strategy and Factor For Success : The Mexican Handicraft Sector, Performance Improvement ; Sep 2007 ;46,8;ABI/INFORM Global pp. 16
- Goswami, M. (2009): The Bell Metal Industry in Assam; a Study on Sarthebari (1880-1947), M. Phil. Dissertation, submitted to Department of History, Assam University, Silchar, p. 47
- Haggblade, Hazell, Reardon (2010) Transforming The Rural Nonfarm Economy: Opportunities and Threats in the Developing World. By The University of Chicago. All rights reserved.
- Liang Z., Chen Y. P. , Yanmin G., (2002) Rural Industrialisation and Internal Migration in China [Paper Urban Studies, Vol. 39, No. 12, 2175–2187, 2002
- Lowe and Ward (2009) England’s Rural Futures: A Socio-Geographical Regional Studies, Vol. 43.10, pp. 1319–1332, December.
- Manveer Mann M., Byun, E.-S., (2011), “Assessing opportunities in apparel retail sectors in India: Porter's diamond approach” Journal of Fashion Marketing and Management Volume: 15 Issue: 2.
- Miller, N. J. and T. L. Besser (2000). “The importance of community values in small business strategy formation: Evidence from rural Iowa.” Journal of Small Business Mukherjee, A., (2011), “Fuelling India's Retail Boom – What Should Be the Right Policy?”, International Marketing Advances in International Marketing, Volume 21, Emerald Group Publishing Limited, pp.57-74.

North East Ethnic-Assam: Assam Jewellery. (n.d.). Retrieved from Google:
assamethnic.blogspot.com/Assam. accessed on 12.07.15.

Narver C.J. , Slater, Stanley F. (1990) The Effect of a Market Orientation on Business Profitability , Journal of Marketing; Oct ; 54, 4; ABI/INFORM Global pg. 20

Nerys F., Peter M. , Dennis T. and Andrew H. (2006), Entrepreneurship and rural economic development: a scenario analysis approach International Journal of Entrepreneurial Behaviour & Research Vol. 12 No. 5, pp. 289-305.

Narasaiah Laxmi, Margaret Deevona M, "Small Scale Industry", Discovery publishing house, edition 1999,ISBN-9788171414697.

OECD (1996), Better policies for rural development. Paris, organisation for Economic Co-operation and Development.

Paddison A., (2007) Rural retailing: a sector in decline? Department of Marketing, Institute for Retail Studies,University of Stirling, Stirling, UK, and Eric Calderwood Eric Calderwood Associates, UK International Journal of Retail & Distribution Management Vol. 35 No. 2, pp. 136-155.

Poon K., Weersink A., (2011) "Factors affecting variability in farm and off-farm income", Agricultural Finance Review Volume: 71 Issue: 3

Prahalad, C. K.(2000), "The fortune at the bottom of the pyramid," Wharton school publishing.

Prasad S., Tata J., (2009), "Micro-enterprise quality", International Journal of Quality & Reliability Management Volume: 26 Issue: 3

Rajagopal, (2009), "Branding paradigm for the bottom of the pyramid markets" Measuring Business Excellence Volume: 13 Issue: 4.

Reardon, T., Stamoulis, K., Cruz, M, Balisacan, A., Berdegue, J. & Banks, B. (1998). Rural non-farm income in developing countries. In FAO, The state of food and agriculture 1998: Part III. Rome, Food and Agriculture Organization of the United Nations

Singh K S., Chaudhuri A., (2009), "The reality of India: folding constraints into

- business strategy” , Journal of Business Strategy Volume: 30 Issue: 4 2009
- Smith W. I., Jackson C., (2004), “Women creating wealth through rural enterprise”, International Journal of Entrepreneurial Behaviour & Research Volume: 10 Issue: 6
- Sanyal, S., Banerjee, S. and Majumder, S., India’s Leather in the World Market: Exploration of Recent Trends, Trade and Development Review 3 (1), 22 – 58 (2010)
- Sakia, B. (5 Jan 2016). Assamese Jewellery and Its Status and Prospects : A Case Study of Rangthali Village of Nagaon District, Assam. ISOR Journal Of Humanities And Social Science (ISOR-JHSS)
- Sridhar G., Mishra D., (2011), “Executives social representation of rurality and product adaptation: A case of rural markets in India” Asia Pacific Journal of Marketing and Logistics Volume: 23 Issue: 3 2011.
- Stathopoulos, Psaltopoulos Demetrios and Dimitris S. (2004) Rural entrepreneurship in Europe Sophia International Journal of Entrepreneurial Behaviour & Research Vol. 10 No. 6, pp. 404-425 Emerald Group Publishing Limited.
- Saikia, P. and Deka, K. B. (2009), General Manager of NEDFi and an inhabitant of Sarthebari have revealed the information at the time of field work
- Sarmah and Singha (2003), Report on the Brass Metal Industry of Hajo, Spectrum, Vol. II, Issue-1, Department of Economics, Dispur College, pp. 78-80
- Tahori K. and Singh S. (1993), “Rural Industrialization, A Plan for the future”, second revised edition, Vikas Publishing House, New Delhi.
- Thaimani, K. K., Handicrafts during seventh five year plan. ,paper presented in National Seminar on development and management of Handicrafts cooperative 24-26th November,
- Hanrahan ,S. (2007) , “Women working off the farm: a case of economic citizenship?”, Research in Rural Sociology and Development, Volume 13, Emerald Group Publishing Limited, pp.115-142
- Hienerth C. and Kessler A. (2006) Measuring Success in Family Businesses: The Concept

of Configurational Fit Family Business Review; Jun ; 19, 2; ABI/INFORM Global pg. 115

John S, Mano R. , Selvaraj Dr. P (2007) , “Social Changes and the Growth of Indian Rural Market” : An Invitation To FMCG Sector

Kotler, P., Marketing Management, Thomson Press (India) Ltd,New Delhi, (2003)

Kashyap P and Raut S (2006), The Rural Marketing Book, Biztantra publications.

Kean, Rita C., Niemeyer, Shirley, Miller, Nancy J, (1996) Competitive strategies in the craft product retailing industry, Journal of Small Business Management; Jan ; 34, 1; ABI/INFORM Global pg. 13

Keefe O' (2003) Small, yet mighty Sue Telecommunications Americas; Feb ; 37, 2; ABI/INFORM Global pg. 8

2. Project Report of Government and other agencies

Aggarwal, S.C.(1952), *Industrial Housing m India*, Published by Lately Deputy Secretaryto the Government of India, Ministry of Labour, Ministry of Industry& Supply.

Choudhury, B. (2006), Bell Metal Industry of Sarukshetri Block in Barpeta District of Assam: Its Problems and Prospects; UGC Sponsored Project Report, Department of Economics, pp. 81-82

Choudhury, B. (2006), Bell Metal Industry of Sarukshetri Block in Barpeta District of Assam: Its Problems and Prospects; UGC Sponsored Project Report, Department of Economics,pp.81-82

Deka, P.K. 1986. “Contribution of Bell Metal Workers on Assamese Society”, *Souvenir*, Golden Jubilee Celebration of the Assam Co-Operative Bell Metal Utensils Manufacturing Societies Ltd

Directorate of Census Operations,Assam. (n.d.). *.census2011*. Retrieved june 30, 2013, from ww.census2011.co.in/census/district/142-barpeta.html

Economic Survey of Assam, 1975-76 by the Directorate of Economics and Statistics, Govt. of Assam, ,Guwahati, 1979, p.62.

Government of India, (1985-90) Seventh Five Year plan, Vol-II p-97.

Kalita, B. (2008),: A Geographical Analysis of Bell Metal Industry in Sarthebari, Amar Asom, 23rd March, 2008, p-6.

Talukdar, R.(2006) Blending Tradition with Modernity, An article published on The Assam Tribune, May 21, Tribune Building, Guwahati-3

Report (1987-88) Techno economic survey of Brass and Bell-metal industries, Guwahati, Govt. of Assam p-2

Report (1987-88) techno economic survey of Brass and Bell metal industries of Assam , Directorate of industries, Govt. of Assam. P-6

Report (1987) Reserve Bank Of India: Report of the standing Advisory Committee to Review the Flow of Institutional Credit to SSI sector, p-42

Report (1987-88) Report on Techno Economic Survey of Brass and Bell-metal Industries of Assam, Directorate of Industries, Government of Assam, Guwahati, p-27

Report(1975) Evaluation study on Bell-Metal Industries in Assam, Directorate of Evaluation, Government of Assam, June p-51

Report, (1975) Evaluation on bell-metal Industries in Assam, Directorate of Evaluation, Government of Assam, p-12

Drabenstott, M., Novack N., and Abraham B. (2003), “Main streets of tomorrow: Growing and financing rural entrepreneurs

Baishya, P. 1986. The role of small scale and cottage industries;A case study in Kamrup district of Assam, unpublished Ph. D. thesis submitted at Gauhati University, Guwahati, Assam, 18-19

Goswami, M. (2009): The Bell Metal Industry in Assam; a Study on Sarthebari (1880-1947), M. Phil. Dissertation, submitted to Department of History, Assam University,

Silchar, p. 47

3. Books

- Baishya, P.(1989) Small & cottage Industries, A Study in Assam, Manas Publication, New Delhi, p-268
- Bhagabati, A.K Bora K, & Kar, B.K.,(2002) Industry, an article published on Geography of Assam, Rajesh publication, New Delhi- 110002, p-
- Baishya, p. (1989) Small & Cottage Industries. A Study in Assam Manas Publication, New Delhi, p-172
- Bhagabati A.K., Bora A.K. & Kar B.K. (2002) Industries, an article published on Geography of Assam, Rajesh publication, New Delhi-110002, pp-208-209
- Baishya, p. (1989) Small & Cottage Industries. A Study in Assam Manas Publication, New Delhi, p-175
- Baishya, p. (1989) Small & Cottage Industries. A Study in Assam Manas Publication, New Delhi, p.180
- Bhagabati, A.K Bora, A.K. Kar, B.K. (2002) Industries, an article published on, Geography of Assam, Rajesh Publications New Delhi-110002, p-238.
- Deka , K. (1995) Ai Khan Sarthebari, RajendraKutir, Bapuji Nagar Sarthebari. P-22 .
- Desai, V.(2003) small-scale industries and entrepreneurship, Himalaya Publishing House, Mumbai, Reprint, p279, Ibid, p-283.
- Desai, V. (2003) Small-scale industries and Entrepreneurship, Himalaya Publishing House, Mumbai 400004, p-278
- Desai, V. (2003) Small industries and Entrepreneurship, Himalayan Publishing House, New Delhi 110002 Reprint, pp-93
- Desai, V. (2003) Small Scale industries and Entrepreneurship, Himalayan Publishing House, New Delhi 110002 Reprint, p-27
- Desai,V.(2003) Small Scale industries and entrepreneurship, Himalayan Publishing House, New Delhi 110002 Reprint,p-26
- Fuste. J and Mehta, I.R (1976). Indian History and Culture Western Publication Delhi p

- Gopalakrishnan, R. (2000) Assam Land and People, Omsons Publications New Delhi 110027, p-212
- Gupta, K.C. (1988). Progress and prospects of pottery industry in India, Mittal Publications, Delhi, pp-120-121.
- Gopalkrishnan, R. (2000) Assam Land and People, Omsons Publications, Rajouri Garden, New Delhi – 110027, p-219
- Gupta, K.C. (1988) Progress and Prospects of Pottery Industry in India, Mittal Publication, Delhi-110035, p-125.
- Gupta, K.C. (1988) Progress and prospect of pottery industry in India , Mittal Publications Delhi ,110035 (INDIA) P-165.
- Gupta , K.C (1988). Progress and prospect of pottery industry in india : Mittal publications Delhi, 110035(INDIA) p-184.
- History of religion and culture of north east India”, ISBN 81-8205178-9, T.Raatan, 2006, Isha Books Publication.
- Mishra, S.N. (1986) Organizational Requirements of village and Small Scale Industries, Mittal Publication Delhi- 110035, p-2
- Rao, R.V. (1967) Cottage and Small Scale Industries, Sterling publishers (p) Ltd. Delhi, pp-30,31
- Scott, C.(1977) personnel management tata, Mc. Graw hill publishing Co New Delhi, Ltd. P-451
- Sarma, B. K. (1993) Industrial Landscape of North East India, Mittal Publications, New Delhi
- W.W. Hunter, A Statistical Account of Assam, Vol. II, New Delhi, reprint, p.67,76
- Bar-El R.,(2008), “Rural non-farm employment policy” Contributions to Conflict Management, Peace Economics and Development , Book , Chapter 9, Volume 8, Emerald Group Publishing Limited, pp.127-135
- Desai, V. (2003) Small Scale Industries and Entrepreneurship, Himalayan Publishing, Mumbai, reprint, pp-242-243.
- Dhar, P.K. (2002) The Economy of Assam, Kalyani Publishers, Nrwdelhi, p-269

Dhar , P.K. (2002) The Economy of Assam, Kalyani Publishers, New Delhi, p-191

Desai, S.S.M., (2002) Economic history of India, Parbati Publishers, Kolkata pp-19-20

Dhar, P.K. (2002) The Economy of Assam, Kalyani Publishers, Sixth Edition, Kolkata 700009, p-268

Tahori K. and Singh S. (1993), “Rural Industrialization, A Plan for the future”, second revised edition, Vikas Publishing House, New Delhi.

Thaimani, K. K., Handicrafts during seventh five year plan. ,paper presented in National Seminar on development and management of Handicrafts cooperative 24-26th November,

Kotler, P., Marketing Management, Thomson Press (India) Ltd,New Delhi, (2003)

4. World Wide Web

Assamese Jewellery- Assam Online Shopping. (2009, March). Retrieved from Google: assamsilkshopping.com/Assamese-accessed on 16,June 2016.

Assamese Jewellery Online Shopping : Buy Assamese... (n.d.). Retrieved from Google: onlineplus.co.in/assamese-jewellery accessed on 16,June 2016

Barpeta Assamese Jewellery - Assam Online Shopping. (n.d.). Retrieved from Google: assamsilkshopping.com/Assamese- accessed on 16,June 2016

Barpeta District Population Census 2011, Assam Literacy sex... (n.d.). Retrieved from Google: www.censusindia.gov.in/2011 census. accessed on 16,June 2016

Assam, Guwahati. CottageEmporiumIndia.com. (n.d.). *CottageEmporiumIndia*. Retrieved 07 15, 2015, from <http://www.cottageemporiumindia.com>.

IOSR Journal Of Humanities And Social Science (JHSS) ISSN: 2279-0837, ISBN: 2279-0845. Volume 5, Issue 5 (Nov. - Dec. 2012), PP 26-30 www.iosrjournals.Org accessed on 20.09.13

The Office of the Deputy Commissioner, Barpeta, Assam(India). (n.d.). *barpeta.nic.in*. Retrieved june 17, 2015, from <http://barpeta.nic.in/History.htm>.

Tourism department of Assam. (n.d.). *assamtourism.gov.in*. Retrieved 12 14, 2015, from <http://assamtourism.gov.in/assam/craft.html>.

North East Ethnic-Assam: Assam Jewellery. (n.d.). Retrieved from Google:
assamethnic.blogspot.com/Assam. accessed on 12.07.15.

Appendix- A

Glossary:

Ashan	tiny bell-metal chair
Asli	original
Ahoo	paddy, cultivated in June - July
Bati	cup
Ban - bati	cup with a foot
Bari	kitchen garden
Barkah	gongs, a kind of bell metal drum
Bata	tray with a foot for betel – nut
Bayan	instrumentalist
Bao	paddy cultivated on flood land
Beels	lakes

Bhortall	large cymbal
Bhogjara	vessel with a spout
Bigrah	image of a God
Bigha	measuring unit of land
Bulanighar	corridor
Charia	wash bowl
Char	small river island
Doba	large metal drum
Dug – Dugi	Vessel with a long neck
Dapani	mirror on bell metal
Dhulia	drummer
Endi	silkworm
Gasha	lamp stand
Gayan	accompanying singer
Ghanta	bell
Ghati	metal pot
Gud – Gudi	piped smoker
Gurial	advisor
Jat – Kahi	genuine plate
Kahi	metal plate
Kalah	pitcher

Kaliya	piper
Khel	fraternity, guild
Khulia	instrumentalist
Khutia tall	cymbal
Kirtanghar	Prayer hall
Lota	vessel
Manjira	small cymbal
Maihang – Kahi	metal plate of the Ahoms
Maihang – Bati	metal cup of the Ahoms
Muga	Silk worm
Nam – ghar	prayer hall
Nao – khel	boating competition
Nagfeti bata	tray with foot
Oja – pali	chorus singer
Pan bata	small tray with foot
Pati – tall	small cymbal
Pikdani	spittoon
Raijmel	village council meeting
Salidan	wet land rice
Satra	monastery
Sarai	tray with foot

Shava	association or village council
Talia	cymbal player
Temi – bata	lime container
Thagi	tray with leg

APPENDIX - B (Questionnaire)

QUESTIONNAIRE

“A critical study on innovative marketing strategy to enhance the socio-economic growth of Bell Metal industry”

Dear respondents,

I am a PhD student of University of Science and Technology, Management department and doing a study on “A critical study on innovative marketing strategy to enhance the socio-economic growth of Bell Metal industry in Assam with special reference to Sarthebari”. Therefore a questionnaire has been design to obtain your view and your answers are greatly appreciated. All information is confidential and is used for academic purpose only.

PART- A

QUESTIONNAIRE FOR ASSOCIATION

1. Name of your Association?

.....

2. Address

.....

3. Contact No:.....

4. Register or not? If yes when.

Yes / NO. If yes when.....

5. Which of the following attribute motivated you to set up this Association for-

a) Self Interest b) Decreased Unemployment c) Social Development

d) Generation e) Other Specifies.....

6. How many members in your Association?

a) 1-5 b) 5-10 c) 10-20 d) 20+.....

7. What is the Status of the industry in present scenario?

a) Excellent b) Good c) Average

d) Introduction stage e) Poor f) Very poor

8. What are the problems faces by you toward the growth of industry?

a) Monetarily b) Technically c) marketing d) Transportation

e) Raw material f) Training g) Other Specifies.....

9. Are you aware of any financial Institution that is helpful for your Industry?

a). SBI b). Allahabad Bank c). NABARD

d) DICC e) NSIC f) KVIC

g) AIIDC h) NEC I) IIE

j) CAPART k) DRDA l) SSIDC

m) MSME n) Other Specify.....

10. Steps taken by the Institution to over come the problem

- a) Financial Support
- b) Training
- c) Technical Support
- d) Marketing
- e) Other Specify.....

11. Are you satisfied with Institutional initiation?

- a) Yes
- b) Partly
- c) No

12. If No why?

.....
.....

13. Kindly express your view based on your development experience-

.....
.....
.....

PART- B

QUESTIONNAIRE FOR ARTISIANS

1. Name

.....

2. How long it has been you engaged in this work/business?

- a) 0-1years
- b) 1-2 years
- c) 2-5 years
- d) 5-10 years
- e) 10+ years

3. Are any of your family member are engaged with this type of work ?

- a) 1 b) 2 c) 3-5 d) 5-7

4. What type of product you deal with or make?

- | | | | |
|-------------------|-----------------------|--------------|--------------------|
| 1) Wall hangings, | 2) Flower vases, | 3) Ashtrays, | 4) Napkin holders, |
| 5) Thali, | 6) Lota, | 7) Bhagauna, | 8) Kathot, |
| 9) Kalchul, | 10) karahi, | 11) katora, | 12) Handa, |
| 13) Paraat, | 15) Gagra show pieces | | |

16) Other specify.....

.....

5. What is the level of earning per day of your work?

- a) >100 b) < 200 c) 200-500 d) <500 e).....

6. What are the problems faced by you?

a) Training b) Physical c) Not having sound Technology

d) Payment e) Non-availability of raw material

f) Other Specify.....

7. Is there any association exists and are you a member?

- a) Yes b) No

b) Hasn't

10. Your Suggestion toward the improvement of your work.

.....
.....
.....

PART- C

QUESTIONNAIRE FOR MAHAJANS

1. Name.....

2. Adress.....
.....

3. Contact No.....

4. What are your activities?

a) Import raw material

b) Export finish Product

c) Other Specify.....

5. What type of product you deal with?

.....
.....

6. What are you channel of distribution in the present market?

- a) Mela
- b) Own shop
- c) Linkage with Dealer
- d) Door to door selling
- e) Other Specify.....

7. Does a change in mechanization of industry help?

- a) Yes
- b) No

8. What is the scope of introducing new type of product in the market?

.....
.....

9. Status of the industry? Turnover per annum?

- a) > lakhs
- b) < 1 lakhs
- c) >2 lakhs
- d) <2 lakhs
- e) Other Specify.....

10. Is this any of the financial Institution helped your Industry?

- a) DIC
- b) NSIC
- c) SIDBI
- d).NSIC
- e)IIT
- f) NEDFI
- g).KVIC
- h)N-E council
- i) MSME-DI
- j) Sarthebari Nagar Kahar Silpi Santha
- k) SBI
- l)DICC
- m) DC.Handicraft

11. Your Suggestion

.....
.....
.....
.....