

**A CRITICAL STUDY ON INNOVATIVE MARKETING STRATEGY TO ENHANCE  
THE SOCIO-ECONOMIC GROWTH OF BELL METAL INDUSTRY IN ASSAM WITH  
SPECIAL REFERENCE TO SARTHEBARI**

**A**

Thesis submitted to

**THE UNIVERSITY OF SCIENCE AND TECHNOLOGY, MEGHALAYA**

For the Degree of

**Doctor of Philosophy**

Under

School of Business Sciences



**By**

Rupam Roy

Enrollment No.-12A 038

Department of Business Administration

**University of Science and Technology, Meghalaya**  
Techno City, Killing Road, 9<sup>th</sup> Mile, Baridua, Ri-Bhoi  
Meghalaya - 793101, India

2017.