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Certificate

This is to certify that Mr. Rupam Roy, Ph.D scholar in the school of Business Sciences, University of Science & Technology, Meghalaya (USTM), did the present work entitle " A critical study on innovative marketing strategy to enhance the socio economic growth of bell metal industry in Assam with special reference to Sarthebari", under my guidance and supervision .His thesis is the result of his own investigation .He has already fulfilled all the requirements under the Ph.D rules of USTM.

I also certify that the results incorporated in this thesis are original and to the best of my knowledge and has not submitted this thesis or any part thereof for any degree under any University. This thesis may be accepted for adjudication. .

Prof .Alaka Desai Sarma

Date:-