CONTENTS

Abstract		i
List of Charts		v
List of Tables		vii
List of Figures		ix
List of Adve	rtisement Pictures	. x
Chapter	Chapter Title	Page No.
Chapter 1	Introduction	1-38
Chapter 2	Social and Economic Background of the Traditional	39-70
	swarnakars	
Chapter 3	Business Structure and Marketing Strategies of	71-114
	Traditional swarnakars	•
Chapter 4	The Corporate Jewellery Houses in Siliguri	115-152
Chapter 5	Consumers' Perception in Purchasing Gold Jewellery	153-192
Chapter 6	Impact of Corporate Jewellers on the Life of Traditional	193-210
	swarnakars	
Chapter 7	Social Value of Gold Jewellery	211-239
Chapter 8	Conclusion ·	240-255
Bibliography		256-268
Appendix	Publication	269