

**"A STUDY ON CONSUMER PERCEPTION ON TRADITIONAL
ASSAMESE JEWELLERY AMONG WORKING WOMEN IN NALBARI
TOWN"**

DISSERTATION SUBMITTED TO CAUHATI UNIVERSITY



FOR THE PARTIAL FULLMENT OF THE REQUIREMENT

THE

DEGREE OF MASTER OF COMMERCE

YEAR: 2022-2023

Under the supervision of Submitted by

Mercy Engtipi

Assistant professor

Department of Management

Karishma Sonowar

M.com 3rd semester

Roll No- PC-221-200-0029

G.U Registration No-17012768



विन्देम देवता वाचमु

NALBARI COMMERCE COLLEGE, NALBARI

Japarkuchi, Chok bazaar, Dist-Nalbari-781334



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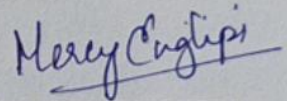
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CERTIFICATE OF SUPERVISION

This is certify that Karishma Sonowar, bearing Roll No- PC 221-200-029 and G.U. Registration No-17012768 a student of M.com 3rd semester of Nalbari Commerce Collage has prepared her project on “ A STUDY ON CONSUMER PRECEPTION ON TRADITIONAL ASSAMESE JEWELLERY AMONG WORKING WOMEN IN NALBARI TOWN” in partial fulfillment of the M.com 3rd semester course under Gauhati University.

The work embodied in this dissertation is original and based on her own research investigation under my guidance.



MERCY ENGTIPI

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DECLARATION OF CANDIDATE

I, KARISHMA SONOWAR, a student of master of Commerce 3rd semester of Nalbari commerce college, there by declare that the dissertation entitled "A study on consumer perception on Traditional Assamese Jewellery among working women in Nalbari town" is genuine and is prepared by me based on the field study and is submitted to Guahati University for the fulfillment of M.com 3rd Semester course. This project has not been submitted in anywhere else for any other degree and diploma.

Karishma Sonowar

Place:

Karishma Sonowar

Date:

M.com 3rd Semester

Roll No. PC-221-200-0029

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PREFACE

As an essential part of M.com course of Gauhati University curriculum a dissertation has been incorporated during which a study is to be undertaken in any topic of relevance mainly to extract the practical knowledge and skill from actual working situation. It is an excellent opportunities for the student to study the problem and prospects of any topic and prepare a report on the study. I have choosen the project report the titled " A STUDY ON CONSUMER PERCEPTION ON ASSAMESE TRADITIONAL JEWELLERY AMONG WORKING WOMEN IN NALBARI TOWN" for survey

Traditional Assamese Jewellery are the most important and prestigious part of Assamese culture. Assamese Jewellery are used be men and women during the ahom period and have occupied a precious position till date. The main objective of the study is to find out various Traditional Assamese Jewellery preferred by working women. The study also aims to knows about the factors influencing perception on Traditional Assamese Jewellery.

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"It is not possible to prepare a project report without the assistances and encouragement of other people. This one is certainly no exception."

I express my deep sincere to Bibhuti Bhusan Das Sir, Head of the department Nalbari Commerce Collage for his valuable suggestion and help in preparing this project report.

I am extremely thankful and express my deep sense of gratitude to my guide Merey Engtipi Ma'am, Department of management for her valuable guidance in this Endeavour. She has been a constant support of impressions and I sincerely thank for her suggestions and help in preparing this project.

The completion of this project report could not have been possible without the participation and assistance of all the teachers of Nalbari commerce collage whose contribution is gratefully acknowledge. I am indebted to my family members, relatives, friends and others who in one way or another shared their support either financially, morally, to complete the project within the limited time frame.....

Finally it is my most duty to tank any respondents who helped me to complete my fieldwork without which the project report would have not been possible. About all I am thankful to the great the author of knowledge and wisdom for his countless love any omission in this brief acknowledgement does not mean lack of gratitude.

Karishma Sonowar

Signature

KARISHMA SONOWAR

(Name of the Student)

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CHAPTER-1

1.1 INTRODUCTION

Jewellery is a universal form of adornment. Jewellery made from shells, stone and bones survives from prehistoric times. In the ancient world the discovery of how to work on metals was an important stage in the development of the art of jewellery. Overtime, metalworking techniques became more sophisticated and decoration more intricate leading to today jewellery fashion.

History of Indian Jewellery is as old as the history of the country itself. Around 5000 years ago, the desire to adorn themselves aroused in people leading to the origin of jewellery. Since the beginning of the journey, the charm of jewellery and the beauty of Indian women by adorning it never separated. Jewellery becomes a natural aid to beauty, depicting a society's folklore that has existed long before the written language or the spoken words came to exist. Infact jewellery is considered as security and prestige of women in our country. Indian jewellery is unique in its design and workmanship. The number of items forming the jewellery of an Indian woman is numerous ranging from earrings to payal.

India being a country of diverse culture has diverse jewellery design from different parts of the country. The state of Assam also has a rich collection of Traditional jewellery, which is unique and exclusive to the state. Traditional Assamese Jewellery are playing a very significant role in the day-to-day life of the Assamese women not only in the ancient days but also at the present times. In other words, Assam is not only famous for its greenery, Wildlife, Bihu festival, One Horned Rhinoceros, Tea Gardens, Brahmaputra River, Hotted Chilli (also called Bhootjolokia), Eri and Muga Silk and for Legendary Bhupen Hazarika but it is equally famous for Traditional Assamese Jewellery for its unique design. This rich heritage and the diversities of Assam have also been expressed by the legendry Bhupen Hazarika in this song, those Lyrics as:

Asom amar rupohi gunoru naai xexk.....

Bharatore purba dixor xurya uthaa dekh.....

Traditional Assamese jewelleries which date back to several centuries depict the beauty of the state. The jewellery is typically handmade and the designs mostly depict flora and fauna treasures of the region. These jewelleries hold a special place in the heart of Assamese women and are worn during the cultural and religious events. Traditional designs of Assamese jewelleries are simple but decorated with vibrant red gemstone, ruby or mina. Black, Red, and Green colours on Assamese jewellery are most favourite among the buyers. These colours dominate the traditional dresses of tribes and communities of the North Eastern States. Some of the popular traditional Assamese jewellery includes-