

National Institute of Technology



Durgapur, India

Rajib Roy

*having submitted a thesis entitled
Effectiveness of Modern Retailing in Consumer Products: A Case
Study of The District of Burdwan in West Bengal
in the*

Department of Humanities & Social Sciences

and having satisfied all the conditions prescribed in this respect

*The Board of Governors of the Institute upon the
recommendation of the Senate duly admits*

the degree of

Doctor of Philosophy in Humanities & Social Sciences

*in
Management*

*under the seal of the Institute given at Durgapur on this
Twenty Fourth day of September Two thousand and Eleven*

*Chairman
Board of Governors*

*Chairman
Senate*