



A  
Project Report on

## DIGITAL PHARMACEUTICAL MARKETING

*Submitted by*

*ANITA KUMBHAKAR*

**NAME OF THE STUDENT-ANITA KUMBHAKAR**

*University Regn. No. – 039618 of 2019-20*

*Roll No. -18901919005*

Under the guidance of  
**MRS TANUSREE ROY**  
ASSISTANT PROFESSOR


In partial fulfilment of the Requirement for the Degree of  
**Bachelor of Pharmacy**

Submitted to  
**Maulana Abul Kalam Azad University of Technology West  
Bengal**

**Dr. B. C. Roy College of Pharmacy and Allied Health Sciences  
Durgapur 713206**

**Academic Year: 2022– 2023**



  
Prof. (Dr.) Samir Kumar Samanta  
M. Pharm., Ph.D (J.U.)  
Principal  
Dr. B. C. Roy College of Pharmacy & AHS  
Durgapur, West Bengal-713206

## DECLARATION

This is to certify that the Project entitled "DIGITAL PHARMACEUTICAL MARKETING" in partial fulfilment of the requirement for the award of Bachelor of Pharmacy submitted to Maulana Abul Kalam Azad University of Technology, West Bengal, is an authentic record of bona fide work carried out by me under the guidance of MRS TANUSREE ROY.

The matter embodied in this Project has not been submitted for the award of any other degree or diploma to any University / Institution.

*Anita Kumbhakar .*

Signature

Name of Candidate: ANITA KUMBHAKAR

Roll No: 18901919005

Date: 15.05.2023

Place: Durgapur



A handwritten signature in blue ink, appearing to be "Prof. (Dr.) Samir Kumar Samanta", with the date "15/05/23" written below it.

Prof. (Dr.) Samir Kumar Samanta  
M. Pharm., Ph.D (J.U.)  
Principal  
Dr. B. C. Roy College of Pharmacy & AHS  
Durgapur, West Bengal-713206

## CERTIFICATE

This is to certify that the Project entitled "DIGITAL PHARMACEUTICAL MARKETING" by ANITA KUMBHAKAR in partial fulfilment for the BACHELOR OF PHARMACY under MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY is a record of the original research work under our supervision and up to our satisfaction. To our knowledge, neither his thesis nor any part of it has been submitted for any other academic award anywhere before. The thesis is forwarded to Controller of Examination MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY for assessment.

*Tanusree Roy 15/05/23*

Signature of Supervisor

MRS TANUSREE ROY

Assistant Professor

Dr. B. C. Roy College of Pharmacy & AHS.

Date: 15.05.2023

Place: Durgapur

*[Signature]*  
15/5/23

PROF (DR.) SAMIR KR. SAMANTA

Principal

Dr. B. C. Roy College of Pharmacy & AHS

Date: 15.05.2023

Place: Durgapur

*[Signature]*  
15/5/23

Prof. (Dr.) Samir Kumar Samanta  
M. Pharm., Ph.D (J.U.)  
Principal  
Dr. B. C. Roy College of Pharmacy & AHS  
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Dr. C. M. Hossain

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Signature

(External)

Date: 15.05.2023

Place: Durgapur

