



**“Emerging Concepts in Pharmaceutical Marketing Channels”**

*Submitted by*

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Under the guidance of

**MS 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**



  
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## DECLARATION

This is to certify that the Project entitled "**Emerging Concepts in Pharmaceutical Marketing Channels**" 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 **MS TANUSREE ROY**, Assistant Professor, Dr. B.C Roy College of Pharmacy & A.H.S.

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

Signature: *Sovan Giri*

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Date: **15.05.2023**

Place: *Durgapur.*



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15/05/23

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