



## "Emerging Concepts in Pharmaceutical Marketing Channels"

Submitted by

SOVAN GIRI

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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



Prof. (Dr.) Samir Kumar Samanta
Prof. (Dr.) Samir Kumar Samanta
Prof. (Dr.) Samir Kumar Samanta
Principal

## **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: Bovan Giris

Name of Candidate: SOVAN GIRI

Roll No: 18901919055

Date: 15.05.2023

Place: Dwgapwi.



Prof. IDr. Samirkunar Samanta Sans

## **CERTIFICATE**

This is to certify that the Project entitled "Emerging Concepts in Pharmaceutical Marketing Channels" by Sovan Giri 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.

Hoy 15/05/23

Signature of Guide

Name of Guide: ASST. PROF. TANUSHREE ROY

Date: 15.05.23

Place: Durgapur

PROF (DR.) SAMIR KR SAMANTA
(PRINCIPAL)

Date:

Place:

Signature of External

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