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**A Project Report**  
**On**  
**PHARMACEUTICAL MARKETING**

Submitted for the partial fulfillment of the requirement for the award of the degree of “**Bachelor of Pharmacy**”

by

**Sudipta Mandal**

**University Regn. No. – 171890210106**

**Roll No. - 18901917029**

Under the Guidance of

**Dr. Parthasarathi Panda**

Assistant Professor, BCRCP

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

**Durgapur – 713206**



Affiliated to: *Maulana AbulKalam Azad University of Technology*

*West Bengal*



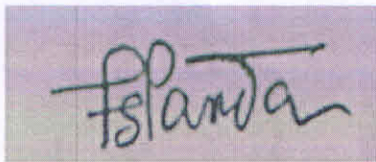
*Ray*  
**Prof. (Dr.) Subhabrata Ray**  
*Principal*  
**Dr. B. C. Roy College of Pharmacy & AHS**  
**Durgapur-713206**

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## CERTIFICATE

This is to certify that the Project entitled “**Pharmaceutical Marketing**” in partial fulfillment of the requirement for the award of the Degree 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 **Mr. Sudipta Mandal, Roll No-18901917029** under my guidance.

The matter embodied in this project has not been submitted for the award of any other degree or



diploma to any University/Institution.

Signature

Name of Guide: **Dr. Parthasarathi Panda**

Date: 25/06/2021

Place: Durgapur




Signature

Name of Principal: **Prof (Dr.) Subhabrata Ray**

Date: 25/06/2021

Place: Durgapur



**Prof. (Dr.) Subhabrata Ray**  
Principal  
Dr. B. C. Roy College of Pharmacy & AHS  
Durgapur-713206

Signature

Name of External Examiner:

Date:

