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A PROJECT REPORT

On

ONLINE PROMOTIONAL TECHNIQUES FOR OTC PRODUCTS

Submitted for the partial fulfillment of the requirement for the
award of the Degree of

B.Pharm 4th year 8th Semester.

(PT 781)

By

SOURAV MUKHERJEE

University Registration no.-171890210092 of 2017-2018

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Under the guidance of

Prof. Dr. Subrata Chakraborty

Director and professor

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

Durgapur - 713206




Affiliated to : Maulana Abul Kalam Azad University of Technology,

WestBengal



2021



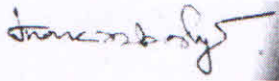

Prof. (Dr.) Subhabrata Ray
Principal
Dr. B. C. Roy College of Pharmacy & AHS
Durgapur-713206

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CERTIFICATE

This is to certify that the project entitled **ONLINE PROMOTIONAL TECHNIQUES FOR OTC PRODUCTS** in partial fulfillment of the requirement for the award of the Degree of B.pharm submitted to Maulana Abul kalam Azad University of Technology, West Bengal, is an authentic record of bonafide work carried out by me under the supervision/guidance of Prof. Dr. Subrata Chakraborty.

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



Signature and Name of Guide: Dr. Subrata Chakraborty

Date: 25/06/2021

Place: Dr. B.C. Roy College Of Pharmacy and A.H.S (DURGAPUR)



Signature and Name of Principal: Dr. Subhabrata Ray

Date: 25/06/2021


Place: Dr. B.C. Roy College Of Pharmacy and A.H.S (DURGAPUR)

Signature and Name of External examiner:-

Date:

Place:




Prof. (Dr.) Subhabrata Ray
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