



**INNOVATIVE
COLLEGE OF PHARMACY**

PROJECT REPORT ON

**SALES AND MARKETING IN
PHARMACEUTICAL INDUSTRY**

**SUBMITTED IN PARTIAL FULFILLMENT FOR THE
DEGREE OF BACHELOR OF PHARMACY**

BY

MD UZAIR

ROLL NO. 2102270509002

B.PHARM (8th Sem, session 2023-2024)

UNDER THE GUIDANCE OF AND SUBMITTED TO

Mrs. DEEPIKA CHAUHAN

ASSOCIATE PROFESSOR

(DEPARTMENT OF PHARMACY)



CERTIFICATE

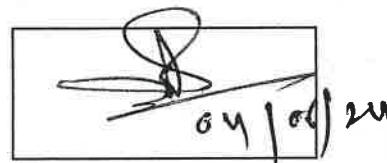
This is to certify that the **Project Report** titled “**Sales and Marketing in Pharmaceutical Industry**” submitted by **MD UZAIR** with Roll No. **2102270509002**, a student of **B.Pharm (8th Sem, Session 2023-24)** to **INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida**, is a record of bona-fidework carried out by her under the guidance of **Mrs.DEEPIKA CHAUHAN, ASSOCIATE PROFESSOR(Department Of Pharmacy)**.

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfilment of the requirements for the award of the Bachelor Of Pharmacy (B.Pharm) degree of **Dr. A.P.J Abdul Kalam Technical University, Lucknow**.



Under The Guidance
Mrs. DEEPIKA CHAUHAN
ASSOCIATE PROFESSOR
(Department Of Pharmacy)



Under The Guidance
Dr. AMARJEET SINGH
PRINCIPAL
(Department Of Pharmacy)



DECLARATION

I, **MD UZAIR** hereby declare that the Project Report titled “**Sales and Marketing in Pharmaceutical Industry**” submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not been submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date : 4/06/24.
Place : Gr. Noida

Uzair

MD UZAIR (2102270509002)

Marketing

B.Pharm 8th Sem 2023-2024





INNOVATIVE COLLEGE OF PHARMACY

PROJECT REPORT ON

CANCER

GENOTOXIC EFFECTS OF
ETHYLENE OXIDE .

SUBMITTED IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE AWARD OF

BACHELOR OF PHARMACY

BY

HARSH KUMAR (2002270500011)

B.PHARM (8th Sem, Session 2023-24)

UNDER THE GUIDANCE OF AND
SUBMITTED TO

Mr. QUMRE ALAM

(ASSOCIATE PROFESSOR)

(DEPARTMENT OF PHARMACY)





Mob.: 8800200051
8800200052

INNOVATIVE COLLEGE OF PHARMACY

Affiliated To Dr. A.P.J. Abdul Kalam Technical University, Lucknow, U.P. & Approved By PCI

Ref. No. ICP/2023-24/PR-006

Dated 03-06-24

CERTIFICATE

This is to certify that the Project Report titled "Cancer – A Comparative Study Of Diagnosis, Treatment and Impact" submitted by HARSH KUMAR with Roll No. 2002270500011, a student of B.Pharm (8th Sem, Session 2023-24) to INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida, is a record of bona-fide work carried out by his under the guidance of Mr. Qumre Alam (Associate professor). To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfillment of the requirements for the award of the Bachelor of Pharmacy (B.Pharm) degree of Dr. A.P.J Abdul Kalam Technical University, Lucknow.

Qumre Alam
03/06/24

Mr. Qumre Alam
(Project Report Guide)

Amarjeet Singh
03/06/24

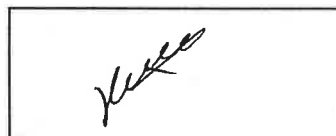
Dr. Amarjeet Singh
(Project Report Guide & Principal of Pharmacy Dept.)



DECLARATION

I am **HARSH KUMAR** hereby declare that the **Project Report** titled "**CANCER – GENOTOXIC EFFECTS OF ETHYLENE OXIDE**" submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.



HARSH KUMAR

2002270500011

Pharmacovigilance

B.Pharm (8th Sem, Session 2023-24)





INNOVATIVE

COLLEGE OF PHARMACY

**A PROJECT REPORT ON "MIGRAINE" A
COMPREHENSIVE REVIEW OF DIAGNOSIS, TREATMENT AND
IMPACT**

SUBMITTED

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF**

BACHELOR OF PHARMACY (B.PHARM)

BY

NOORAIN ANSARI, ROLL NO. 2002270500026

B.PHARM (8th Sem, Session 2023-24)

UNDER THE GUIDANCE OF AND SUBMITTED TO

MR. QUMRE ALAM

ASSOCIATE PROFESSOR

(Department Of Pharmacy)

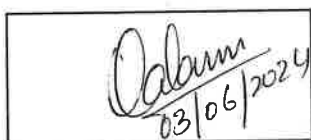


CERTIFICATE

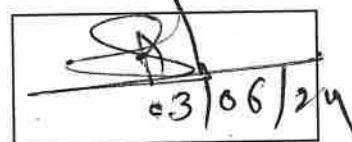
This is to certify that the **Project Report** titled “**Migraine – A Comparative Study Of Diagnosis, Treatment and Impact**” submitted by **NOORAIN ANSARI** with Roll No. **2002270500026**, a student of **B.Pharm (8th Sem, Session 2023-24)** to **INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida**, is a record of bona-fide work carried out by her under the guidance of **MR. QUMRE ALAM, ASSOCIATE PROFESSOR(Department Of Pharmacy)**.

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfilment of the requirements for the award of the Bachelor Of Pharmacy (B.Pharm) degree of **Dr. A.P.J Abdul Kalam Technical University, Lucknow**.



Under The Guidance
Mr.QUMRE ALAM
ASSOCIATE PROFESSOR
(Department Of Pharmacy)



Under The Guidance
Dr. AMARJEET SINGH
PRINCIPAL
(Department Of Pharmacy)



DECLARATION

I, **NOORAIN ANSARI** hereby declare that the Project Report titled “**Migraine – A Comparative Study Of Diagnosis, Treatment and Impact**” submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not been submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date : 03/06/2024
Place : Gr. Noida

Noorain Ansari
03/06/24

NOORAIN ANSARI (2002270500026)

Pharmacovigilance

B.Pharm 8th Sem 2023-2024





PROJECT REPORT
ON
“BRIDGING THE GAP BETWEEN TRADITIONAL
MARKETING AND DIGITAL MARKETING”

Submitted in partial fulfillment for the degree of
Bachelor of Pharma

Under the Guidance of-
Mrs. Roshan Zehra
(ASSOCIATE PROFESSOR)
DEPARTMENT OF PHARMACY
INNOVATIVE COLLEGE OF PHARMACY

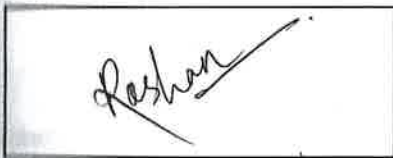
BY:-
NISHANT CHECHI
ROLL NO:-2002270500024
(BACHELOR OF PHARMACY)
4th YEAR (2023-2024)



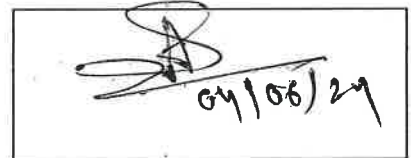
CERTIFICATE

This is to certify the Practice School Project Report entitled "*Bridging The Gap Between Traditional Marketing and Digital Marketing*" submitted at Innovative College of Pharmacy, Greater Noida in order to fulfil the required syllabus of Bachelor of Pharmacy (8th Semester Session 2023- 2024) provided by Dr. APJ Abdul Kalam Technical University, Lucknow is the original work carried out by Nishant Chechi with Roll No :-2002270500024 under the Guidance of *Mrs. Roshan Zehra, Associate Professor (Department of Pharmacy), Innovative College of Pharmacy, Greater Noida.*

It has been found satisfactory and hereby approved for the submission.



Mrs. Roshan Zehra
(Project Report Guide)



Dr. Amarjeet Singh
(Principal)



DECLARATION

I, NISHANT CHECHI hereby declare that the Project Report entitled "**BRIDGING THE GAP BETWEEN TRADITIONAL MARKETING AND DIGITAL MARKETING**" submitted in partial fulfillment of the requirement of the degree of Bachelor of Pharmacy (B.Pharm).

This is my original work and not submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date: 31-05-24

Place:

Nishant Chechi

2002270500024

Pharmaceutical Marketing Management

B Pharm (8th Sem. Session 2023-2024)





INNOVATIVE COLLEGE OF PHARMACY
PLOT NO.06, KNOWLEDGE PARK-II, GREATER NOIDA

PROJECT REPORT ON

**A Comparative Study of Digital Marketing Strategies
used by Pharmaceutical Companies in the Indian Market**

SUBMITTED
IN PARTIAL FULFILLMENT OF
DEGREE OF
BACHELOR OF PHARMACY (B.PHARM)

BY
Yuvraj Singh
Roll No. 2002270500038

B.PHARM (8th Sem, Session 2023-24)

UNDER THE GUIDANCE OF AND SUBMITTED TO

Ms. JAYA BHATI
ASSISTANT PROFESSOR
(DEPARTMENT OF PHARMACY)



CERTIFICATE

This is to certify the Project Report entitled "A Comparative Study of Digital Marketing Strategies Used By Pharmaceutical Companies in the Indian Market" submitted at INNOVATIVE COLLEGE OF PHARMACY,

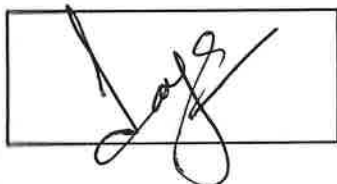
Knowledge Park-II, Greater Noida, in order to fulfill the required syllabus of

B.Pharm (8th Sem, Session 2023-24)

provided by Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

This original work carried out by ABC under the guidance of Ms. JAYA BHATI,
Assistant Professor (Department Of Pharmacy), at
INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida.

It has been found satisfactory and hereby approved for the submission.



Under The Guidance

Ms. JAYA BHATI

Assistant Professor (Department Of Pharmacy)



Principal

Dr. AMARJEET SINGH

Innovative College of
Pharmacy



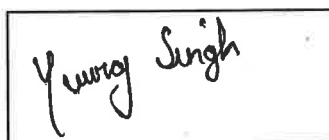
DECLARATION

I hereby declare that this project report, titled “A Comparative Study of Digital Marketing Strategies Used By Pharmaceutical Companies in the Indian Market” is the result of my work at Innovative college of Pharmacy (Greater Noida), as a part of my 8th sem syllabus (2023-24).

To the best of my knowledge and belief, this report is original, and has not been submitted to any educational institution for the award of any degree.

Date:

Place:



Yuvraj Singh

Roll No. 2002270500038

Innovative College of Pharmacy





INNOVATIVE COLLEGE OF PHARMACY

**A PROJECT REPORT ON EFFECTIVE PRICING STRATEGIES OF NEW
PRODUCT**

**SUBMITTED
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF**

BACHELOR OF PHARMACY

BY

**PRATEEK SHARMA
ROLL NO. 2002270500027**

B.PHARM (8th Sem, Session 2023-24)

UNDER THE GUIDANCE OF AND SUBMITTED TO

**Mrs. SANDHYA SHARMA
ASSISTANT PROFESSOR
(Department Of Pharmacy)**

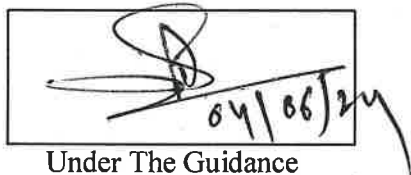


CERTIFICATE

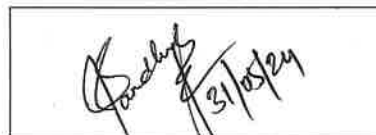
This is to certify that the **Project Report** titled “**Effective Pricing Strategies of New Product**” submitted by **PRATEEK SHARMA** with Roll No. **2002270500027**, a student of **B.Pharm (8th Sem, Session 2023-24)** to **INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida**, is a record of bonafide work carried out by under the guidance of **Mrs. SANDHYA SHARMA, ASSISTANT PROFESSOR (Department Of Pharmacy)**.

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfillment of the requirements for the award of the Bachelor Of Pharmacy (B.Pharm) degree of **Dr. A.P.J Abdul Kalam Technical University, Lucknow**.



Under The Guidance
DR. AMARJEET SINGH
PRINCIPAL
(Department Of Pharmacy)



Under The Guidance
Mrs. SANDHYA SHARMA
ASSISTANT PROFESSOR
(Department of Pharmacy)

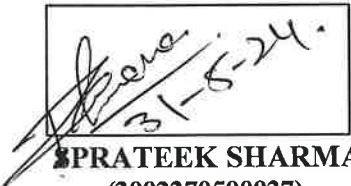


DECLARATION

I, PRATEEK SHARMA hereby declare that the Project Report titled “Effective Pricing Strategies of New Product” submitted in partial fulfillment of the requirement of the degree of Bachelor of Pharmacy (B.Pharm).

This is my original work and not been submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date: 31-5-24
Place (In K.P-2)


PRATEEK SHARMA
(2002270500027)
Pharma Marketing
Management
B.Pharm 8th Sem 2023-2024





INNOVATIVE COLLEGE OF PHARMACY

**A PROJECT REPORT ON EFFECTIVE PRICING STRATEGIES OF NEW
PRODUCT**

**SUBMITTED
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF**

BACHELOR OF PHARMACY

**BY
VIVEK KUMAR SINGH
ROLL NO. 2002270500036**

B.PHARM (8th Sem, Session 2023-24)

UNDER THE GUIDANCE OF AND SUBMITTED TO

**Mrs. SANDHYA SHARMA
ASSISTANT PROFESSOR
(Department Of Pharmacy)**

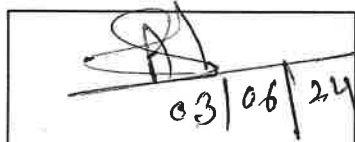


CERTIFICATE

This is to certify that the Project Report titled “Effective Pricing Strategies of New Product” submitted by VIVEK KUMAR SINGH with Roll No. 2002270500036, a student of B.Pharm (8th Sem, Session 2023-24) to INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park- II, Greater Noida, is a record of bonafide work carried out by under the guidance of Mrs. SANDHYA SHARMA, ASSISTANT PROFESSOR (Department Of Pharmacy).

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfillment of the requirements for the award of the Bachelor Of Pharmacy (B.Pharm) degree of Dr. A.P.J Abdul Kalam Technical University, Lucknow.



Under The Guidance
DR. AMARJEET SINGH
PRINCIPAL
(Department Of Pharmacy)



Under The Guidance
Mrs. SANDHYA SHARMA
ASSISTANT PROFESSOR
(Department of Pharmacy)



DECLARATION

I, **VIVEK KUMAR SINGH** hereby declare that the Project Report titled “**Effective Pricing Strategies of New Product**” submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not been submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date : 08/06/24
Place : K.P-II



VIVEK KUMAR SINGH
(2002270500036)
Pharma Marketing
Management
B.Pharm 8th Sem 2023-2024





INNOVATIVE COLLEGE OF PHARMACY

PROJECT REPORT ON
**“MARKETING STRATEGY IN
PHARMACEUTICAL INDUSTRIES”**

Submitted In Partial Fulfillment For The Degree Of Bachelor Of Pharmacy

BACHELOR OF PHARMACY

By

ANUPAM PRIYA

ROLL.NO :- 2002270500004

B.PHARM(8th SEM,SESSION 2023-24)

4th year (2023-2024)

UNDER THE GUIDENCE OF
AND SUBMITTED TO
Mrs. RENU TIWARI
(ASSISSTANT PROFESSOR)
DEPARTMENT OF PHARMACY



CERTIFICATE

It is to certify that the Practice School Project Report entitled "**MARKETING STRATEGY IN PHARMACEUTICAL INDUSTRIES**" submitted at Innovative College of Pharmacy, Greater Noida in order to fulfill the required syllabus of Bachelor of Pharmacy (8th Semester) (Session 2023-2024) provided by Dr. **Abdul Kalam** Technical University, Lucknow, is the original work carried out by **Anupam Priya** with Roll No. **1003270500004** under the guidance of **Mrs. Renu Tiwari**, Assistant Professor (Department of Pharmacy), Innovative College of Pharmacy, Greater Noida.

It has been found satisfactory and is hereby approved for submission.

Renu
4/06/24

Mrs. Renu Tiwari
(Project Report Guide)

Amarjeet Singh
04/06/24

Dr. Amarjeet Singh
(Principal of PH . Dept.)



DECLARATION

Anupam Priya hereby declare that the Project Report entitled "**Marketing Strategy in Pharmaceutical Industries**" submitted in partial fulfillment of the requirement of the degree **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not submitted for the award of any other degree, diploma or other similar titles. The assistance and help during the execution of the project is fully acknowledged.

14/06/24

Gurukul, Noida

Anupam Priya

Anupam Priya
2002270500004
Pharma Marketing Management
B Pharm (8th Sem, Session 2023-2024)





INNOVATIVE
COLLEGE OF PHARMACY



A PROJECT WORK ON

**“OTC Drugs- A Comparative study on Consumer
Awareness”**

By :- Mohit Pathak

ROLL.NO :- 2002270500020

(Bachelor of Pharmacy)

4th year (2023-2024)

Under the Guidance of and Submitted to :-

Dr. AMARJEET SINGH

(PROFESSOR & PRINCIPAL)

INNOVATIVE COLLEGE OF PHARMACY

(Plot No. 6, Knowledge Park II, Greater Noida, Uttar Pradesh 201306)





Mob. 8800200051
8800200052

INNOVATIVE COLLEGE OF PHARMACY

Affiliated To Dr. A.P.J. Abdul Kalam Technical University, Lucknow, U P & Approved By PCI

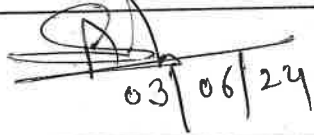
Ref No ICP/2023-24/R-002

Dated 03/06/24

CERTIFICATE

This is to certify that the Project Report entitled "OTC Drugs- A Comparative study on Consumer Awareness" submitted in partial fulfillment of the required syllabus of Bachelor of Pharmacy (8th Semester) (Session 2023- 24) at Innovative College of Pharmacy, Greater Noida provided by Dr.APJ Abdul Kalam Technical University, Lucknow is the original work carried out by Mohit Pathak with Roll no.:- 2002270500020 under the Guidance of Dr. Amarjeet Singh, Professor (Department of Pharmacy), Innovative College of Pharmacy, Greater Noida.

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria required for the award of the certificate.


03/06/24

Dr. Amarjeet Singh
(Project Report Guide & Principal of Pharmacy Dept.)



DECLARATION

I, Mohit Pathak hereby declare that the Project Report entitled "OTC Drugs- A Comparative study on consumer Awareness " submitted in partial fulfillment of the requirement of the degree of Bachelor of Pharmacy (B.Pharm).

This is my original work and not submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date : 31/05/2024

Place : Gr. Noida



Mohit Pathak

2002270500020

Pharmacovigilance

B.Pharm (8th Sem, Session 2023-24)



INNOVATIVE

COLLEGE OF PHARMACY

**A PROJECT REPORT ON EFFECTIVE PRICING STRATEGIES OF NEW
PRODUCT**

**SUBMITTED
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF**

BACHELOR OF PHARMACY

**BY
AMAN TRIPATHI
ROLL NO. 2002270500003**

B.PHARM (8th Sem, Session 2023-24)

UNDER THE GUIDANCE OF AND SUBMITTED TO

**Mrs. SANDHYA SHARMA
ASSISTANT PROFESSOR
(Department Of Pharmacy)**



CERTIFICATE

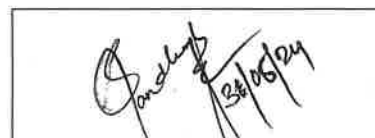
This is to certify that the **Project Report** titled “**Effective Pricing Strategies of New Product**” submitted by **AMAN TRIPATHI** with Roll No. **2002270500003**, a student of **B.Pharm (8th Sem, Session 2023-24)** to **INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida**, is a record of bonafide work carried out by under the guidance of **Mrs. SANDHYA SHARMA, ASSISTANT PROFESSOR (Department Of Pharmacy)**.

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfillment of the requirements for the award of the Bachelor Of Pharmacy (B.Pharm) degree of **Dr. A.P.J Abdul Kalam Technical University, Lucknow**.



Under The Guidance
DR. AMARJEET SINGH
PRINCIPAL
(Department Of Pharmacy)



Under The Guidance
Mrs. SANDHYA SHARMA
ASSISTANT PROFESSOR
(Department of Pharmacy)



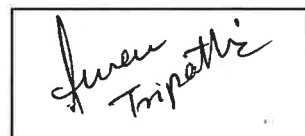
DECLARATION

I, AMAN TRIPATHI hereby declare that the Project Report titled “**Effective Pricing Strategies of New Product**” submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not been submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date: 03/06/24

Place: K.P-II, Greater Noida



AMAN TRIPATHI
(2002270500003)

Pharma Marketing
Management

B.Pharm 8th Sem 2023-2024





INNOVATIVE
COLLEGE OF PHARMACY



A PROJECT WORK ON

**“Comparison between Allopathic and Ayurvedic
medicines used for Diabetes”**

**SUBMITTED IN PARTIAL FULEFILLMENT FOR THE DEGREE OF
BACHLOR OF PHARMACY**

BY

TIKSHA [2002270500033]

B.PHARM [8THSem, 2023-2024]

UNDER THE GUIDANCE OF AND SUBMITTED TO

Miss. SALONI MANGLIK

(ASSISTANT PROFESSOR)

INNOVATIVE COLLEGE OF PHARMACY


(Plot No. 6, Knowledge Park II, Greater Noida, Uttar Pradesh 201306)




CERTIFICATE

This is to certify the Project Report entitled "comparison between allopathic and ayurvedic medicines used for diabetes" submitted in partial fulfillment of the required syllabus of Bachelor of Pharmacy (8th Semester) (Session 2023- 2024) at Innovative College of Pharmacy, Greater Noida provided by Dr.APJ Abdul Kalam Technical University, Lucknow is the original work carried out by Tiksha with Roll no.:-2002270500033 under the Guidance of Miss Saloni Manglik Assistant professor Innovative College of Pharmacy, Greater Noida.

It has been found satisfactory and hereby approved for the submission.


3 June 2024.

Ms. Saloni Manglik
(Assistant Professor)


03/06/24

Dr. Amarjeet Singh
(Principal)



AIM & OBJECTIVES

AIM:

To study the comparison between allopathic and ayurvedic medicines used for diabetes among the general population.

OBJECTIVES

- To determine the knowledge about the common causes of diabete.
- To identify the reason for which people take allopathy or ayurvadic drugs.
- To assess the awareness on diabetes and their precautions.
- To determine the level of understanding about the impact of allopathy or ayurvadic medicine on diabetes.

STUDY PLACES

1. Innovative College Of Pharmacy, Knowledge Park-II, Greater Noida.





INNOVATIVE
COLLEGE OF PHARMACY



A PROJECT WORK ON

**“Comparison between Allopathic and Ayurvedic
medicines used for Diabetes”**

**SUBMITTED IN PARTIAL FULEFILLMENT FOR THE DEGREE OF
BACHLOR OF PHARMACY**

BY

GAURAV KUMAR [2002270500009]

B.PHARM [8THSem, 2023-2024]

UNDER THE GUIDANCE OF AND SUBMITTED TO

Miss. SALONI MANGLIK

(ASSISTANT PROFESSOR)

INNOVATIVE COLLEGE OF PHARMACY

(Plot No. 6, Knowledge Park II, Greater Noida, Uttar Pradesh 201306)



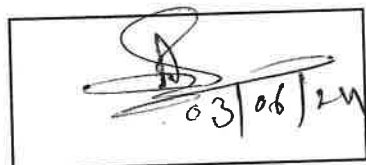
CERTIFICATE

This is to certify the Project Report entitled "comparison between allopathic and ayurvedic medicines used for diabetes" submitted in partial fulfillment of the required syllabus of Bachelor of Pharmacy (8th Semester) (Session 2023- 2024) at Innovative College of Pharmacy, Greater Noida provided by Dr.APJ Abdul Kalam Technical University, Lucknow is the original work carried out by **Gaurav kumar** with Roll no.:**-2002270500009** under the Guidance of **Miss Saloni Manglik** Assistant professor Innovative College of Pharmacy, Greater Noida.

It has been found satisfactory and hereby approved for the submission.



Ms. Saloni Manglik
(Assistant Professor)



Dr. Amarjeet Singh
(Principal)



AIM & OBJECTIVES

AIM:

To study the comparison between allopathic and ayurvedic medicines used for diabetes among the general population.

OBJECTIVES

- To determine the knowledge about the common causes of diabete.
- To identify the reason for which people take allopathy or ayurvadic drugs.
- To assess the awareness on diabetes and their precautions.
- To determine the level of understanding about the impact of allopathy or ayurvadic medicine on diabetes.

STUDY PLACES

1. Innovative College Of Pharmacy, Knowledge Park-II, Greater Noida.





INNOVATIVE COLLEGE OF PHARMACY

PROJECT REPORT ON SALES AND MARKETING IN PHARMACEUTICAL INDUSTRY

**SUBMITTED IN PARTIAL FULFILLMENT FOR THE
DEGREE OF BACHELOR OF PHARMACY**

BY

MD DANISH KHAN

ROLL NO. 2002270500018

B.PHARM (8th Sem, session 2023-2024)

UNDER THE GUIDANCE OF AND SUBMITTED TO

Mrs. DEEPIKA CHAUHAN

ASSOCIATE PROFESSOR

(DEPARTMENT OF PHARMACY)



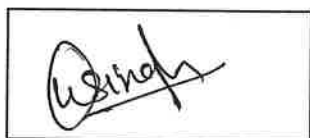
SALES AND MARKETING IN PHARMACEUTICAL INDUSTRY

CERTIFICATE

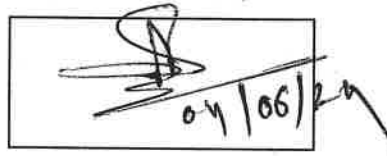
This is to certify that the **Project Report** titled “**Sales and Marketing in Pharmaceutical Industry**” submitted by **MD DANISH KHAN** with Roll No. **2002270500018**, a student of **B.Pharm (8th Sem, Session 2023-24)** to **INNOVATIVE COLLEGE OF PHARMACY, Knowledge Park-II, Greater Noida**, is a record of bona-fidework carried out by her under the guidance of **Mrs. DEEPIKA CHAUHAN, ASSOCIATE PROFESSOR (Department Of Pharmacy)**.

To the best of my knowledge, the project work embodies the original work of the student and has not been submitted elsewhere for the award of any degree or diploma. The research work is of a high standard and meets all the criteria(s) required for the award of the certificate.

The project report has been submitted in partial fulfilment of the requirements for the award of the Bachelor Of Pharmacy (B.Pharm) degree of **Dr. A.P.J Abdul Kalam Technical University, Lucknow**.



Under The Guidance
Mrs. DEEPIKA CHAUHAN
ASSOCIATE PROFESSOR
(Department Of Pharmacy)



Under The Guidance
Dr. AMARJEET SINGH
PRINCIPAL
(Department Of Pharmacy)



DECLARATION

I, **MD DANISH KHAN** hereby declare that the Project Report titled “**Sales and Marketing in Pharmaceutical Industry**” submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not been submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date : 04/06/24
Place : Greater Noida

Danish Khan

MD DANISH KHAN (2002270500018)

Marketing

B.Pharm 8th Sem 2023-2024





INNOVATIVE COLLEGE OF PHARMACY

PROJECT REPORT ON
**“MARKETING STRATEGY IN
PHARMACEUTICAL INDUSTRIES”**

Submitted In Partial Fulfillment For The Degree Of Bachelor Of Pharmacy

BACHELOR OF PHARMACY

By

MUSKAN SAINI

ROLL.NO :- 2002270500021

B.PHARM(8th SEM,SESSION 2023-24)

4th year (2023-2024)

**UNDER THE GUIDENCE OF
AND SUBMITTED TO
Mrs. RENU TIWARI
(ASSISSTANT PROFESSOR)
DEPARTMENT OF PHARMACY**



CERTIFICATE

This is to certify that the Practice School Project Report entitled "**MARKETING STRATEGY IN PHARMACEUTICAL INDUSTRIES**" submitted at Innovative College of Pharmacy, Greater Noida in order to fulfill the required syllabus of Bachelor of Pharmacy (8th Semester) (Session 2023-2024) provided by Dr. **APJ Abdul Kalam Technical University, Lucknow**, is the original work carried out by **Muskan Saini** with Roll No: **2002270500021** under the guidance of **Mrs. Renu Tiwari**, Assistant Professor (Department of Pharmacy), Innovative College of Pharmacy, Greater Noida.

It has been found satisfactory and is hereby approved for submission.

Renu
4/06/24

Mrs. Renu Tiwari
(Project Report Guide)

Amarjeet Singh
04/06/24

Dr. Amarjeet Singh
(Principal of PH . Dept.)



DECLARATION

I, **Muskan Saini** hereby declare that the Project Report entitled "**Marketing Strategy in Pharmaceutical Industries**" submitted in partial fulfillment of the requirement of the degree of Bachelor of Pharmacy (B.Pharm).

This is my original work and not submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been fully acknowledged.

Date: 04/June/24

Place: Greater Noida

Muskan Saini

Muskan Saini
2002270500021
Pharma Marketing Management
B Pharm (8th Sem, Session 2023-2024)





INNOVATIVE COLLEGE OF PHARMACY

PROJECT REPORT

ON

“TRANSFORMING PHARMACEUTICAL MARKETING FOR THE DIGITAL ERA

Submitted In Partial Fulfillment for the Degree of

Bachelor of Pharmacy

Under the Guidance of-

Mr. Qumre Alam

(ASSOCIATE PROFESSOR)

DEPARTMENT OF PHARMACY

INNOVATIVE COLLEGE OF PHARMACY

BY:-

AMAN KHA

ROLL NO:-2002270500002

(BACHELOR OF PHARMACY)

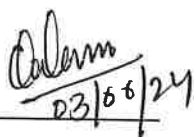
4th YEAR (2023-2024)



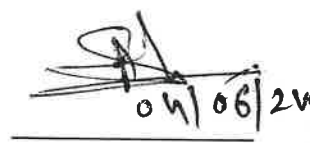
TRANSFORMING PHARMACEUTICAL MARKETING FOR THE DIGITAL ERA

CERTIFICATE

This is to certify the Practice School Project Report entitled "TRANSFORMING PHARMACEUTICAL MARKETING FOR THE DIGITAL ERA" submitted at Innovative College of Pharmacy, Greater Noida in order to fulfil the required syllabus of Bachelor of Pharmacy (8th Semester Session 2023- 2024) provided by Dr. APJ Abdul Kalam Technical University, Lucknow is the original work carried out by AMAN KHA with Roll No :- 2002270500002 under the Guidance of Mr QUMRE ALAM , Associate Professor (Department of Pharmacy), Innovative College of Pharmacy, Greater Noida. It has been found satisfactory and hereby approved for the submission.


23/06/24

Mr. Qumre Alam
(Project Report Guide)


04/06/24

Dr. Amarjeet Singh
(Principal)



DECLARATION

I am **AMAN KHA** hereby declare that the **Project Report** titled “**TRANSFORMING PHARMACEUTICAL MARKETING FOR THE DIGITAL ERA**” submitted in partial fulfillment of the requirement of the degree of **Bachelor of Pharmacy (B.Pharm)**.

This is my original work and not submitted for the award of any other degree, diploma fellowship or other similar titles. The assistance and help during the execution of the project has been successfully acknowledged.

AMAN KHA

ROLL NO:- 2002270500002

(BACHELOR OF PHARMACY)

