

PhD viva Voce conducted at ICAFI University thru Video Conferencing – Sept 24, 2020

The image shows a Zoom meeting window with a presentation slide. The slide features the ICAFI University Jharkhand logo at the top, followed by the text "The ICAFI University, Jharkhand" and the tagline "Grooming Professionals. With values." Below this, it says "Welcomes" in red, followed by "PhD Viva Voce of Mr. Aniruddha Bhowmick" in large blue letters. The date "24th Sep, 2020" is displayed below. At the bottom of the slide are social media icons for Facebook and LinkedIn, the email address "info@ijharkhand.edu.in", and the website "ijharkhand.edu.in". On the right side of the Zoom window, there is a vertical stack of four video thumbnails showing participants: Aniruddha Bhowmick, Dr. Manish Kumar, Dr. Vinayak, and Manoj Mishra.

The image shows a Zoom meeting window with a slide titled "Acknowledgments". The slide contains the following text:

Acknowledgments

- I am thankful to the research board of the ICAFI University headed by Hon'ble Vice-Chancellor Prof. Dr. R. S. Rao, Dr. Haridrao and Prof. Satyendra Kumar, Dr. Bhagwan Das, Mr. Arvind Kumar for providing constant guidance and motivation in my research endeavor.
- I would also like to thank Dr. Kamesh Bhattacharyya, Dr. N. Rajkumar, Dr. Sudeep Majumdar, for their support and guidance for the progress in my research and providing resources to improve the quality of the research.
- It is my privilege to express deep sense of gratitude to my Co-supervisors Dr. Pratik Biswas, Kamesh Bhattacharyya and Dr. Vinayak Das for their guidance & teachings have enabled me to understand the concept of research and their constant motivation has encouraged me through the research.
- This research was not possible without the blessing of my mother and Almighty.

The Zoom window also shows a grid of participants on the right, including Aniruddha Bhowmick, ICAFI University, Dr. Manish Kumar, Dr. Satyendra Kumar, Dr. Haridrao, Dr. Vinayak, Dr. Kamesh, Dr. Sudeep, Dr. Pratik Biswas, Dr. Kamesh, Dr. Vinayak, Dr. Manish Kumar, and Dilip Kumar. The bottom of the window shows the Zoom control bar with icons for Mute, Start Video, Security, Participants (17), Profile, Chat, Share Screen, Record, Breakout Rooms, Reactions, and End.

Recording LIVE on YouTube

The first evening presentation by the speaker

View Options

Exit Full Screen

OTC medicines categories as per Indian Pharmaceutical Association & Central Drugs Standard Control Organization(CDSCO)

<p>OTC medicines as per availability</p> <ul style="list-style-type: none"> • OTC medicines sold through general stores or retailers other than pharmacies • OTC medicines sold only through pharmacies 	<p>OTC medicines for different therapeutic areas</p> <ul style="list-style-type: none"> • Allopathic • Ayurveda • Unani • Homeopathy 	<p>Categories of OTC medicines as per the route of administration</p> <ul style="list-style-type: none"> • Oral • Topical • Parenteral
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Dr. Aniruddha Bhowmick

Mute Start Video Security Participants 14 Polls Chat Share Screen Record Breakout Rooms Reactions More End

Recording LIVE on YouTube

The first evening presentation by the speaker

Speaker View

Exit Full Screen



ICFAI
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Graduating Professionals - across industries
Recognized under Section 20B of UGC Act

Title - Factors Influencing Consumer Preferences For Over the Counter (OTC) Allopathic Medicine

Research Scholar
Aniruddha Bhowmick
(Ph.D. Scholar, Batch 2015)
UID No:15JU11400002

<p>Dr. Pinaki Ranjan Bhattacharyya Co-Supervisor Associate Professor Calcutta Business School West Bengal</p>	<p>Dr. Mridanish Jha Guide Associate Professor The ICFAI University Jharkhand Ranchi</p>
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Dr. Aniruddha Bhowmick

Dr. Mridanish Jha

Dr. Pinaki Ranjan Bhattacharyya

Dr. Manish Kumar

Dr. Saranya

Dr. Jagadish Kumar

Dr. Jagadish Kumar

Dr. Bhagabat Barik

Ramya

Mute Start Video Security Participants 14 Polls Chat Share Screen Record Breakout Rooms Reactions More End

