

SWAMI VIVEKANANDA INSTITUTE  
OF  
MODERN SCIENCE



Affiliated to Maulana Abul Kalam Azad University of Technology, WB  
Sonarpur Station Road, Karbala, P.O. - Narendrapur, P.S. - Sonarpur, Kolkata-700103

TO WHOM IT MAY CONCERN

This is to certify that the project entitled **"THE WORKING OF A PUBLIC RELATION AGENCY IN BRAND BUILDING"** with reference to **Swami Vivekananda Institute of Modern Science, Sonarpur, Kolkata-700103** is submitted by **Bidisha Bose** [2<sup>nd</sup> year, 2<sup>nd</sup> semester, registration no. 212641899610007 year 2021-2022, roll no. 26499621009] under the Department of Media Science for the partial fulfilment of the degree of **Masters in Media Science, under Maulana Abul Kalam Azad University of Technology, WB**, embodies the work has been done by her under our supervision.

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