

**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.*

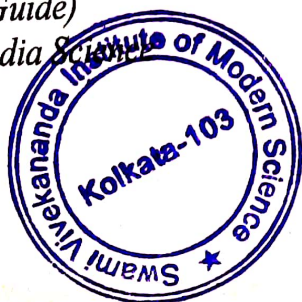
*[Signature]*

Vice-Principal  
Swami Vivekananda Institute of  
Modern Science  
Sonarpur Stn. Road, Karbala  
P.S. Narendrapur, Kol-103

Prof. Gargi Gupta  
(Vice-Principal)  
SVIMS

*[Signature]*

Prof.(Dr.) Rohit Ganguly  
(Internal Project Guide)  
Department of Media Science  
SVIMS



Date:  
Place: Kolkata

*[Signature]*

Prof.(Dr.) Rohit Ganguly  
(Head of The Department)  
Department of Media Science  
Swami Vivekananda Institute  
of Modern Science  
Sonarpur, Kolkata-103

