

**A STUDY ON THE PRESENT STATUS OF A LEADING  
DOMESTIC PHARMACEUTICAL INDUSTRY DJPL  
AND IT'S MARKETING STRATEGY**

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**A Thesis Submitted To:  
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*In partial fulfillment of the requirement for the degree of  
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# **RECOMMENDATION**

This is to certify that the thesis

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**SUBASH KHATRI**

**Entitled:**

**A STUDY ON THE PRESENT STATUS OF A LEADING  
DOMESTIC PHARMACEUTICAL INDUSTRY DJPL  
AND IT'S MARKETING STRATEGY**

*has been prepared as approved by this Department in the prescribed format of  
the Faculty of Management. This thesis is forwarded for examination.*

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# VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

by:

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*And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of*

**Master of Business Studies (MBS)**

## Viva-Voce Committee

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled "**A Study on the Present Status of A Leading Domestic Pharmaceutical Industry DJPL and It's Marketing Strategy**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Dr. Keshav Joshi** of Shanker Dev Campus.

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## **ABBREVIATIONS**

APPON	:	Association of Pharmaceutical Producers of Nepal
BP	:	British Pharmacopeia
CBS	:	Centre Bureau of Statistics
DDA	:	Department of Drug Administration
DHS	:	Demographic Health Survey
DJPL	:	Deurali Janata Pharmaceuticals Pvt. Ltd.
e. g.	:	Example
EMS	:	Environment Management System
GDP	:	Growth Domestic Production
GMP	:	Good Manufacturing Practice
i. e.	:	That is
LDC	:	Least Developed Country
MEI	:	Micro Economic Indicators
NMA	:	Nepal Medical Association
NPC	:	National Planning Commission
TU	:	Tribhuvan University
UN	:	United Nation
US	:	United State
WHO	:	World Health Organization