

A Study on

**“THE USE OF DIGITAL PLATFORM IN CREATING
CONSUMER AWARENESS FOR SHRIRAM LIFE
INSURANCE FOR THE YEAR 2020-2021”**

A Project Report Submitted for the
Partial Fulfilment of the Requirement for the Award of the Degree of
Master of Business Administration (MBA)

Supervised By -
DR. B. B. PANDEY
(Assistant Professor)

Submitted By -
BENISON DHANJI
Roll No. - 19605510



2021

**DEPARTMENT OF MANAGEMENT STUDIES
GURU GHASIDAS VISHWAVIDALAYA, BILASPUR
(C.G)**

**(A CENTRAL UNIVERSITY ESTABLISHED BY THE CENTRAL
UNIVERSITIES ACT, 2009)**