



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 6.893

Ref: CASIRJ/2024/A1018368

DOI : [HTTPS://DOI.ORG/10.32804/CASIRJ](https://doi.org/10.32804/CASIRJ)

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

BHASWAR BAGMITA PARIDA

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**A STUDY ON MARKETING STRATEGIES ADOPTED BY THE PUBLIC AND PRIVATE LIFE
INSURANCE COMPANIES**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 15 , Issue – 2 Feb , 2024



Editor in Chief

