

## EXECUTIVE SUMMARY

Rural financial services were defined in comprehensive terms and should include provision of Credit, saving mobilization, and a payments system for transfer of funds to and away from the rural sector. In view of low incomes and high risks in rural areas, effective provision of these services serves important goals of accelerated growth, poverty alleviation and reduced exposure to vulnerability. The diversity within the rural sectors requires a variety of diversified formal and informal institutions for the provision of each component of rural financial services to its clients.

The major finding of the project is that rural sector has suffered from policy neglect, poor design and weak implementation of delivery system. The services provided have been inadequate as well as inconvenient, inappropriate, unsafe, unaffordable and causing a great deal of inconvenience. In relative terms, most attention has been paid to provision of agricultural credit to and mobilization of deposits from the wealthy people in rural areas. Provisions of insurance, credit for non-farm purposes and for the landless and small farmers and the mobilization of savings of the poor and poorest in rural areas have not received much attention from the policy makers.

The fact that there is no permanent institutional mechanism, which can analyze the situation in the area of rural finance and come out with policy proposals to rectify the policy mistakes, though many financial institutions are trying to enter rural banking.

Last but not the least, there is a need to create synergies and linkages between different organizations involved in providing rural financial services i.e. saving, credit, insurance and transfer of funds. The innovative financial products, based on best practices in national and for international experience and suited to different rural contexts are helpful in improved delivery of services.



**A STUDY  
ON  
CUSTOMER RELATIONSHIP MANAGEMENT  
AT  
ICICI PRUDENTIAL LIFE INSURANCE**

**A project report submitted in partial fulfillment for the award of Bachelor of commerce**

**( B.COM)5th semester end examination december2021**

**SUBMITTED BY**

**GANDHA ANURADA**

**H.NO: 119130803037**

**UNDER THE GUIDANCE**

**D.R. M.S NAIDU**

**M.COM, MBA, BL, Ph.d**

**LECTURER IN COMMERCE**



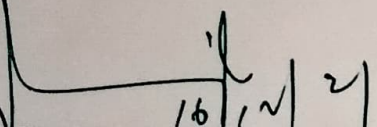
**DEPART MENT OF COMMERCE**

**MRS.A.V.N COLLEC VISA KHAPATNAM**

**DECEMBER2021**

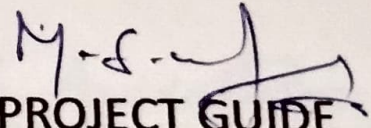
# BONAFIDE CERTIFICATE

Certified that this project report "A PROJECT REPORT ON CUSTOMER Relationship Management AT ICICI PRUDENTIAL LIFE INSURANCE is the bonfire work of GANDHA ANU RADHA who carried out the project work under my supervision.

  
16/11/21  
H.O.D OF COMMERCE

Mr. PRASANNA KUMAR

INTERNAL EXAMINER

  
PROJECT GUIDE

D.R. M.S NAIDU

EXTERNAL EXAMINER

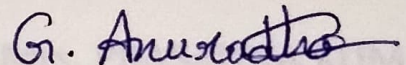


# DECLARATION

I hereby declare that study entitled A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IS AN ORIGINAL research work done by me and submitted to the Mrs. A.V.N college, Visakhapatnam for the fulfillment of the 5th semester END Examination. I also declare that this or any part of it has not been submitted to any other university for the award of any degree.

Location: Visakhapatnam

Date: 16/12/2021

  
GANDHA ANURADHA

H.NO:119130803

## FINDINGS:

From the project study and interpretation the findings are as follows :

Our country India has a population of 120 crore and that are only 8 crore people have life insurance policy. Out of 100 samples 65% people have insurance policy in LIC and remaining 35% people have insurance policy in other insurance companies.

Most people have trust in LIC than any other insurance company and still LIC holds a large market share in the life insurance sector in India.

The reason behind this is LIC is a public sector company and has its roots from the early days in India.

82% of people are taking insurance policy only if it is within their budget and have flexible payment options and remaining 18% are taking policy if it is not within budget. But the main factor for taking policy is the reputation of the company.

Among various factors 55% of people are looking for benefits of policy and remaining 45% of people are looking for the brand name of the insurance company.



**A STUDY ON  
CONSOLIDATED FINANCIAL STATEMENTS**

**PROJECT ON REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE PROJECT WORK IN 6 TH SEMESTER EXAMINATIONS  
OF THE DEGREE OF BACHELOR OF COMMERCE (B.COM)**

**SUBMITTED**

**BY**

**KARRI NANI**

**H.NO.118130803056**

**UNDER THE GUIDANCE OF**

**Mr.S.AMBEDKAR RAJU**

**M.Com., M.Phil., NET.,**

**ASSOCIATE PROFESSOR**

**DEPARTMENT OF COMMERCE**

**MRS A.V.N. COLLEGE, VISAKHAPATNAM**



**DEPARTMENT OF COMMERCE**

**MRS A.V.N. COLLEGE, VISAKHAPATNAM**

**AUGUST 2021**