

EXECUTIVE SUMMARY:-

LIC, or Life Insurance Corporation of India, is the largest insurance company in India. It offers a wide range of insurance and investment products, including life insurance and pension plans, and mutual funds. Established in 1956, LIC has a significant presence across the country, with numerous policies catering to diverse customer needs.

LEARNING OBJECTIVES AND OUTCOMES:-

In the context of LIC (Learning in Communities), learning objectives define what students are expected to achieve by the end of a learning experience, while learning outcomes assess whether those objectives have been met. Learning objectives typically focus on specific skills, knowledge, or competencies students should acquire, while learning outcomes measure the actual demonstration or application of those skills or knowledge.

SMART BRIDGE MISSION :-

The "SMART BRIDGE" mission by LIC (Life Insurance Corporation of India) likely refers to a strategic initiative aimed at enhancing digital capabilities, improving customer experience, and leveraging technology to better operational efficiency within the organization. It might involve implementing smart bridge technologies like AI, analytics, and digital platforms to streamline process and provide innovative solutions to policyholders.

SMART BRIDGE CORE VALUES :-

STUDENT CENTRIC APPROACH :-

In the context of LIC, a student-centric approach would likely involve tailoring insurance products and services to meet the needs of students. This might include flexible payment options, coverage for educational expenses, and benefits that align with the financial challenges students face. It could also involve educational initiatives to promote financial literacy among students.

INDUSTRY PROFILE :-

The insurance industry profile within LIC (Life Insurance Corporation of India) if so, LIC is one of the largest insurance companies in India, offering a wide range of insurance and investment products. Its profile would include factors like market share, types of policies offered, financial performance, customer base, and regulatory environment. if you need more

The insurance industry, particularly life insurance corporation of India (LIC) is a significant player in the financial sector, providing various life insurance products to individuals and groups. LIC holds a dominant position in the Indian insurance market, offering a wide range of policies catering to different needs and preferences of customers. With its extensive network of branches and agents across the country, LIC plays a crucial role in promoting financial security and literacy among the Indian population.

SECTOR OF BUSINESS AND INTERN ORGANIZATION

LIC, or Life Insurance Corporation of India, operates in the insurance sector. Regarding intern organizations within LIC, they often have internship programs in various departments such as sales, marketing, actuarial, underwriting, and customer service. These internships provide valuable hands-on experience in the insurance industry.

SUMMARY OF ACTIVITIES:-

DURING THE INTERNSHIP PERIOD:-

- * Internship durations at LIC can vary depending on the specific program or department. Typically, internships can last from a few weeks to a few months.
- * LIC internships may have different eligibility criteria based on the department or program. Generally, students pursuing undergraduate or postgraduate degree in fields like finance, marketing, insurance, or related areas are eligible to apply.
- * Internships at LIC can provide opportunities for interns to network with industry professionals, which can be beneficial for future career prospects.

INNOVATION :-

Innovation in LIC (Life Insurance Corporation of India) can involve various aspects like introducing new insurance products tailored to changing customer needs, implementing advanced technology for seamless customer service and claims processing, and developing strategies to expand reach and accessibility, especially in rural areas.

EQUAL OPPORTUNITIES :-

Equal opportunities in LIC (Life Insurance Corporation of India) refer to the fair and unbiased treatment of all employees regardless of their background, gender, race, religion, or any other characteristic. This means providing everyone with an equal chance for recruitment, promotion, training, and other opportunities within the organization. It's about fostering a workplace culture where diversity is respected and all individuals have the chance to thrive based on their merits and capabilities.

SOCIAL IMPACT :-

In the context of insurance, LIC (Life Insurance Corporation of India) has a significant social impact. It provides financial security to individuals and families, promotes saving culture, and contributes to national development by investing in infrastructure and government securities.

OUTCOMES - DRIVEN PARTNERSHIP :-

An outcomes-driven partnership could involve aligning with policyholders to achieve specific goals, such as financial security, wealth accumulation, or legacy planning.

SMART BRIDGE OBJECTIVE :-

The SMART (Sustainable, Manageable, Adaptive, Resilient, Tech-enabled) bridge objective in LIC (Life Insurance Corporation of India) likely refers to an initiative to modernize and digitize processes within the organization to enhance efficiency, sustainability, and adaptability in the face of changing market dynamics and customer needs.

MAIN OBJECTIVES OF SMART BRIDGE:-

The main objectives of implementing smart bridges in LIC could include enhancing safety, improving monitoring capabilities for maintenance, reducing operational costs through efficiency, and incorporating technology to protect and prevent potential issues.

CORPORATE PROFILE:-

To create a corporate profile for LIC (Life Insurance Corporation of India), you would typically include information about the company's history, mission, vision, values, products and services, achievements, leadership team, and any relevant statistics or financial data. Additionally, you might want to highlight LIC's contributions to society, its customer-centric approach, and any unique features that set it apart in the insurance industry.

INTRODUCTION :-

"LIC" typically refers to the life insurance corporation of India, which is the largest insurance company in India. It provides a range of insurance and investment products to individuals and groups established in 1956, LIC has been instrumental in India. It offers various types of insurance policies such as term insurance, whole life insurance, endowment plans, money back plans, and unit linked insurance plans.

SUGGESTED PREREQUISITES:-

STUDENTS HAVE:-

It sounds like you're referring to LIC (Life Insurance Corporation) policies for students. LIC offers various insurance policies suitable for students, such as education plans or policies with benefits tailored to their needs.

STUDENTS MUST HAVE :-

Certainly! when considering educational policies, it's crucial to weigh the benefits and drawbacks of various approaches. Mandatory licensing for students can ensure a certain level of competency and professionalism. It can also protect consumers and uphold standards within the field. However, it may also create barriers to entry, particularly for students from marginalized backgrounds, and could stifle innovation and creativity. Balancing these factors is essential in designing effective and equitable educational policies.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	orientation class on digital marketing by smart bridge.	Learned the Basics of digital marketing.	
Day - 2	Introduction to the keywords research and sites.	learned how to find the keywords of some particular products we use.	
Day - 3	Introduction to the Marketing strategies was provided.	learned the different types of marketing strategies.	
Day - 4	Introduction to use chatgpt was been provided.	learned how to use chatgpt and more about chatgpt.	
Day - 5	Introduction to the brand identity and about brand.	learned how to identify a brand and brand identity.	
Day - 6	No Assignments were been provided as there were introduction classes.	No Assignments were been provided.	

WEEKLY REPORT

WEEK - 1 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: Our first week was the commencement of the long-term internship program on digital marketing.

Day-1:- Attended the student orientation class on digital marketing by smart bridge.

Day-2:- Introduction to the keyword Research and sites were provided in the orientation class.

Day-3:- Introduction to the Marketing strategies and different types of strategies were provided.

Day-4:- Introduction to the use of chatgpt about chatgpt, on what platforms it works were learnt by us in the orientation class.

Day-5:- Introduction to the brand Identity and brief explanation on brand, about brand was provided or learnt by us.

Day-6:- There was no assignment or project provided by smart bridge on digital marketing to us as the classes were introduction classes.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Brief introduction on content marketing and its strategies	learned how to use content Marketing and its strategies	
Day -2	Introduction to brand Awareness, SEO and SEM meaning was explained	Learned what is brand Awareness and what is meant by SEO.	
Day -3	orientation class on keyword Research Tools and its uses.	Learned what are the tools used for keyword Research	
Day -4	orientation class on strategy, planning and content Marketing.	learned how to do planning and content Marketing.	
Day -5	Introduction to the social media marketing was provided.	learned what is social media marketing briefly.	
Day -6	Assignments were provided with creating video and poster	learned how to create a video and poster.	

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WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:

In this second week we have learnt more about strategies, planning, content marketing and also the social media planning.

Day-1:- Attended the student orientation class provided on digital marketing by the smart bridge, we came across the introduction of content marketing and its strategies.

Day-2:- In this second day we learnt about brand's Awareness, SEO, SEM meaning etc.

Day-3:- on this third day we learnt about what is keywords research, keyword research tools which help in keyword research.

Day-4:- on this fourth day we learnt about content marketing, content marketing and planning.

Day-5:- on this fifth day we learnt about what and how to use social media marketing.

Day-6:- on this sixth day we learnt about creating video and editing using InShot, Assignments were provided on this 30 sec video making and poster making.

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ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction on facebook platform and basics in facebook.	Learned how to use facebook for marketing	
Day -2	we were asked to create a facebook with a new gmail account.	learned how to create a new facebook account with the gmail.	
Day -3	Brief description on how to use facebook for marketing.	learned what is meta business suite its uses.	
Day -4	Introduction to meta business suite and its uses.	Learned how to use facebook for marketing.	
Day -5	Meta business suite and its used and its importance were provided.	learned the uses & importance of meta business suite	
Day -6	Assignment on creating a facebook reel on a product was given.	learned how to create facebook Reels & post on product and upload in account	

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WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: In this third week we have learnt how to use facebook and Meta business suite for social media marketing.

Day-1:- Attended the orientation class on digital marketing related to introduction on facebook platform and basics in facebook.

Day-2:- we learnt how to create a facebook Account using a new gmail account which was created by us.

Day-3:- we learnt how to use facebook for social media marketing.

Day-4:- Introduction to meta business suite with its uses and importance.

Day-5:- Importance and functions of Meta business suite in the social media marketing world.

Day-6:- Assignments were been provided on creating a facebook Reel and facebook post on a product or a brand we like the most.

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ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to the social media marketing with Instagram platform	learnt how to use Instagram in social media marketing.	
Day - 2	created a new account in Instagram using same email account used for Facebook account	learnt how to create a new Instagram account for marketing	
Day - 3	created a username for the Instagram account for marketing	learnt that Instagram requires a username.	
Day - 4	Assignment was given to create an Instagram reel & post on a product market	learnt how to create Instagram reel and post basing on a product	
Day - 5	overview on Instagram insights uses and its importance in marketing.	learnt how to use Instagram insights in marketing.	
Day - 6	Introduction to the functions of both Facebook & Instagram	learnt how to use Facebook and Instagram functions.	

WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: In this fourth week we learnt more about the digital marketing using the platform called Instagram, come across Instagram insights, Reels, posts etc.

Day-1:- we had introduction to the social media marketing using the Instagram platform.

Day-2:- we were asked to create a new Instagram account using the same gmail account we used for creating the facebook account.

Day-3:- we created an username in Instagram account for marketing.

Day-4:- Assignment was been given to create an Instagram Reels & Instagram posts on a product to market.

Day-5:- overview on Instagram insights ^{was explained} uses and its importance in marketing field.

Day-6:- Both the functions of facebook & Instagram, common facts and types of creating and posting of Reels and posts were explained in the introductory orientation class provided by the smart ^{interns}.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to the business Ad manager its uses & importance in marketing.	learnt what is business Ad manager with its uses & importance	
Day - 2	Introduction to the benefits of advertising for marketing.	learnt what is benefits of doing advertising for marketing.	
Day - 3	Introduction to social media marketing using linkedin.	learnt how to use linkedin in social media marketing.	
Day - 4	Assignment was been provided to create an advertisement on brand canva app.	learnt how to create an ad on a brand or product using the canva app.	
Day - 5	Introduction to the google ads & its uses in social media marketing.	learnt what is google ads its uses in social media marketing.	
Day - 6	Introduction to the types of google ads and its uses in social media marketing.	learnt what is google ads and its types and uses of them.	

WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: In this fifth week we learn about business Ad manager, Advertising, LinkedIn, google ads for social media marketing.

Day-1:- Introduction to business Ad manager, its uses, importance in social media marketing.

Day-2:- Introduction to benefits of Advertising for marketing.

Day-3:- Introduction to social media marketing using LinkedIn platform.

Day-4:- Assignment was been provided to create an Advertisement on a brand or product using canva app.

Day-5:- Introduction to what is google ads and its uses in social media marketing.

Day-6:- Introduction to types of Google ads and its types and uses in the world of social media marketing. Google ads account was been created in order to continue with Google ads.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Briefly explained social media marketing and its platforms	learnt how to use social media marketing and its platform	
Day - 2	Have a practice on social media marketing using different platforms.	learnt and practical social media marketing through quiz	
Day - 3	continuation of the practice on social media marketing	learnt and practical social media marketing through quiz	
Day - 4	There was quiz-4 weekly test as a practice.	learnt to answer the questions and practice	
Day - 5	self practice on facebook platform for social media marketing	learnt how to use facebook for marketing purpose.	
Day - 6	self practice on creating ads on a brand or a product using the canva app.	learnt how to create ad post using the canva app.	

WEEKLY REPORT

WEEK - 6 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: In this sixth week we learnt in

brief what is social media marketing
Day-1:- Briefly explained uses, types, types of platforms in social media marketing

Day-2:- Did practice on social media marketing using different platforms.

Day-3:- Did practice on social media marketing using different platforms.

Day-4:- Attended the Quiz-4 conducted by smartbridge on account of social media marketing.

Day-5:- Did self practice on social media marketing using the facebook platform, created posts and videos on a brand and product.

Day-6:- Did self practice on creating the ads for marketing purpose for different platforms facebook, Instagram, LinkedIn, Twitter etc. using the awesome application called canva and inshot for creating video posts.

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ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Self practice on facebook platform for social media Marketing	learnt how to use facebook for marketing purpose	
Day-2	Introduction to the e-mail marketing and its uses	learnt what is e-mail marketing and its uses.	
Day-3	Introduction to the types of e-mail marketing campaigns.	learnt types of e-mail marketing campaigns.	
Day-4	Introduction to the e-mail marketing account and setup	learnt account and setup of e-mail marketing.	
Day-5	self practice on the e-mail marketing campaigns.	learnt more about e-mail marketing campaigns.	
Day-6	self practice on social media marketing using twitter & linkedin	learnt more about social media marketing using twitter & linkedin	

WEEKLY REPORT
WEEK-7 (From Dt.....to Dt.....)

Objective of the Activity Done:

Detailed Report

In this seventh week we have learnt about email marketing, uses and types of email marketing.

Day-1:- Did self practice on facebook platform for social media marketing.

Day-2:- learnt what's email marketing and its uses in social media marketing.

Day-3:- learnt more about email marketing and its types and uses in social media marketing.

Day-4:- learnt about account and setup of account with email marketing.

Day-5:- Did self practice on social media marketing using twitter & linkedin.

Day-6:- Did more self practice on the email marketing campaigns. self practice on email marketing used and its types, self practice using twitter and linkedin were used as the social media marketing.

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ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Self practice on email marketing and Instagram insights.	Learned how to use email marketing and Instagram insights for marketing.	
Day-2	Introduction to how to import contacts to mailchimp for social media marketing.	Learned how to import contacts to mailchimp for marketing.	
Day-3	Introduction to Automation and behavioral triggers in email marketing for social media marketing.	Learned the automation trigger in email marketing for social media marketing.	
Day-4	There was a grand assessment test containing of thirty questions of multiple choice.	Learned & revised all the topics related to the digital marketing.	
Day-5	There was a revision class for all the topics held.	Learned & revised all the topics which were held.	
Day-6	Self practice on the platforms of social media marketing like LinkedIn, Facebook, Instagram.	Learned how to use Facebook, LinkedIn, Instagram for marketing.	

WEEKLY REPORT

week-8 (From Dr.....to Dt.....)

Objective of the Activity Done:

Detailed Report:

In this eight week we learnt about automated behaviours of email marketing for social media marketing.

Day-1:- we did self practice on email marketing and insights.

Day-2:- There was introduction class on how to import contacts to mailchimp for social media marketing.

Day-3:- There was introduction to automation and behavioural triggers in email marketing for social media marketing.

Day-4:- There was a grand assessment test consist of thirty questions of multiple choice.

Day-5:- There was a revision class for all the topics held till date.

Day-6:- Did self practice on the platforms of social media marketing like LinkedIn, facebook, Instagram for social media marketing which is used for digital marketing platform.