

**A Report on Awareness Program**  
**“SBI Life Insurance Awareness Program: Protecting Lives, Securing Futures”**  
**Organized by Department of Management Studies – MITS**  
**In Association with HR Department**

**Date: 09.01.2025**



**Organized & submitted by: Dr. G Thouseef Ahamed, Department of Management Studies – MITS**

**Time and venue: 04:00 PM to 05:00 PM and Seminar Hall A**

**Report Received on 31.01.2025**

**Mode of Conduct: Offline**

The Department of Management Studies in association with HR Department has organized a awareness program on "SBI Life Insurance Awareness Program: Protecting Lives, Securing Futures" for all the teaching and non teaching staff of Madanapalle Institute of Technology & Science. SBI Bank Manager and Assistant Brach Manager of Angallu Branch were invited to deliver this awareness program.

The session commenced with a warm welcome by Dr. G Thouseef Ahamed, Assistant Professor, Department of Management Studies, who introduced the topic, emphasizing the importance of financial planning. He set the tone for the session by highlighting the significance of the program, "SBI Life Insurance Awareness Program: Protecting Lives, Securing Futures." Quoting, "Life is full of uncertainties, and we cannot predict what lies ahead, but we can certainly prepare for it," he underscored the value of life insurance as a cornerstone for securing our future. He encouraged the participants to leverage the knowledge from this session to make informed decisions that would benefit them and their families in the long run.

**Introduction to Financial Planning:**

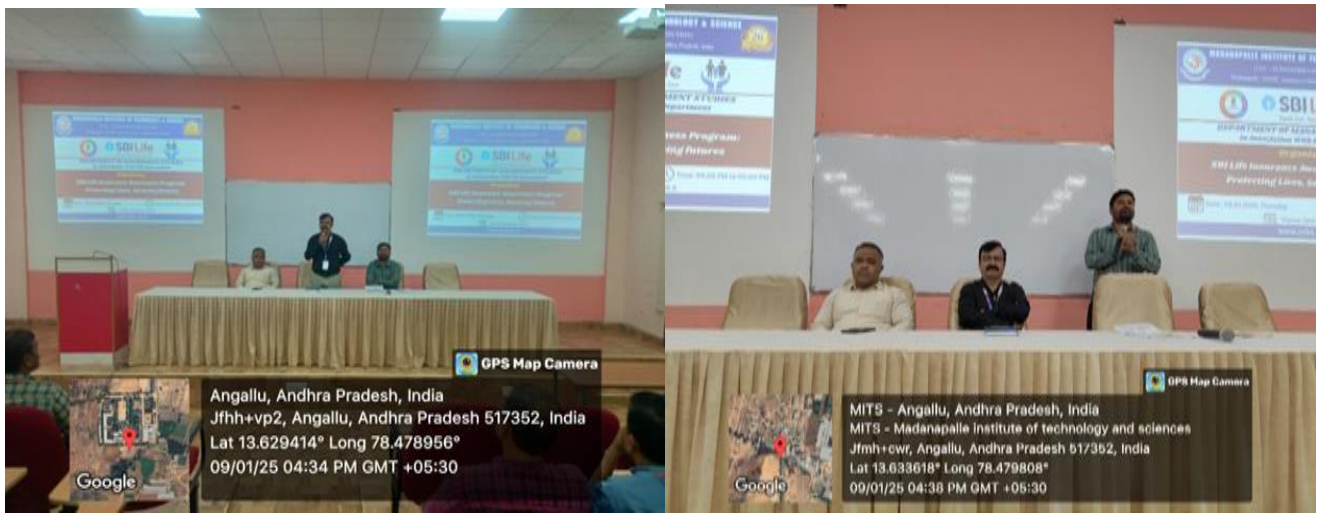
Dr. R. Thulasiram Naidu, Advisor - R&D & Consultancy, addressed the gathering with an insightful message on the importance of financial planning. He emphasized how essential it is to cultivate a sound understanding of financial management to secure both personal and professional stability. Highlighting the initiative taken by the Madanapalle Institute of Technology and Science (MITS), Dr. R. Thulasiram Naidu shared that the institution is deeply committed to the financial well-being of its staff.

He elaborated that the "SBI Life Insurance Awareness Program: Protecting Lives, Securing Futures" is a step towards equipping staff with the knowledge and tools necessary to make informed financial decisions. As a part of MITS's broader initiative to promote holistic well-being, this program aims to create awareness about financial planning, enabling individuals to better prepare for uncertainties and build a secure future.

Dr. R. Thulasiram Naidu concluded his address by encouraging the attendees to actively participate in the session and take advantage of the expertise being shared, as such initiatives are pivotal in fostering financial literacy and enhancing the quality of life for the staff and their families.

**Benefits of SBI Life Smart Platina Plus policy:**

The guest speakers from SBI Life Insurance, the Manager, and Assistant Manager, delivered an engaging session focusing on various life insurance policies and their benefits. They provided a detailed overview of how these policies are tailored to suit the diverse financial needs of different income groups, ensuring accessibility and relevance for all.



A significant part of their discussion centered on the **SBI Life Smart Platina Plus policy**, which is a non-linked, non-participating, life insurance savings product. This policy is designed to offer guaranteed returns, making it an ideal choice for individuals seeking financial security and stability. The speakers highlighted its key features, including guaranteed annual payouts after the premium payment term, tax benefits under the prevailing laws, and flexible premium payment options. They explained how this policy ensures a balance between wealth creation and life protection, making it a comprehensive solution for long-term financial planning.

The guests also emphasized the importance of financial literacy and how life insurance serves as a crucial tool for safeguarding one's future. They shared real-life examples and scenarios to illustrate how insurance policies could be utilized effectively for wealth accumulation, retirement planning, and providing financial security to one's family.

To further engage the audience, they conducted a brief Q&A session where they clarified doubts, helped attendees understand the suitability of different policies based on individual financial goals, and provided personalized suggestions. They also distributed informative brochures and contact details, encouraging staff to reach out for one-on-one consultations to explore policies best suited to their specific needs.



**Program Conclusion:**

The program concluded with a heartfelt vote of thanks delivered by Miss Hari Priya, a second-year MBA student. She expressed her gratitude to Dr. C. Yuvaraj, Principal, for his support and encouragement, and to Dr. C. Kamal Basha, Vice Principal (Administration), for his guidance.

She thanked Dr. R. Thulasiram Naidu, Advisor - R&D & Consultancy, and Dr. K.V. Geetha Devi, Head of the Department of Management Studies, for their valuable contributions. She also appreciated the guest from SBI Life for their presence and thanked all teaching and non-teaching staff for their efforts in making the program a success.

**Outcome of the Session:**

The session enhanced participants' understanding of life insurance as a key tool for financial security and stability. Attendees gained insights into various insurance policies, including the SBI Life Smart Platina Plus, and their benefits for long-term wealth creation. The interactive Q&A provided personalized guidance, empowering staff to make informed financial decisions.