

Invitation to join Bajaj Finserv's Employability Initiative

Presentation to College Partners



CPBFI is an employability initiative of Bajaj Finserv

Aimed at making graduates employable for financial services sector

- A 100-hour Certificate Programme in Banking, Finance and Insurance (CPBFI) for final year graduation students and post-graduation students
- Conducted in partnership with degree colleges for their students
- Includes 4 courses:
 - Managing Self (12 hours)
 - Communication and Workplace Skills (36 hours)
 - Overview of Retail Banking (24 hours)
 - Overview of Insurance (24 hours)
- Trainers for technical subjects have corporate experience, trainers for communication skills have corporate training experience
- At the end of CPBFI, Bajaj recruiters conduct mock interviews during an HR Workshop
- Only students with requisite attendance and minimum score in online assessment qualify for certificate

State	Towns	Centres	Enrolment
Maharashtra	26	54	3,892
Karnataka	5	12	629
Goa	6	9	575
MP	4	17	1,277
AP	4	9	614
Telangana	1	2	59
Tamil Nadu	4	9	494
Total	50	112	7,540

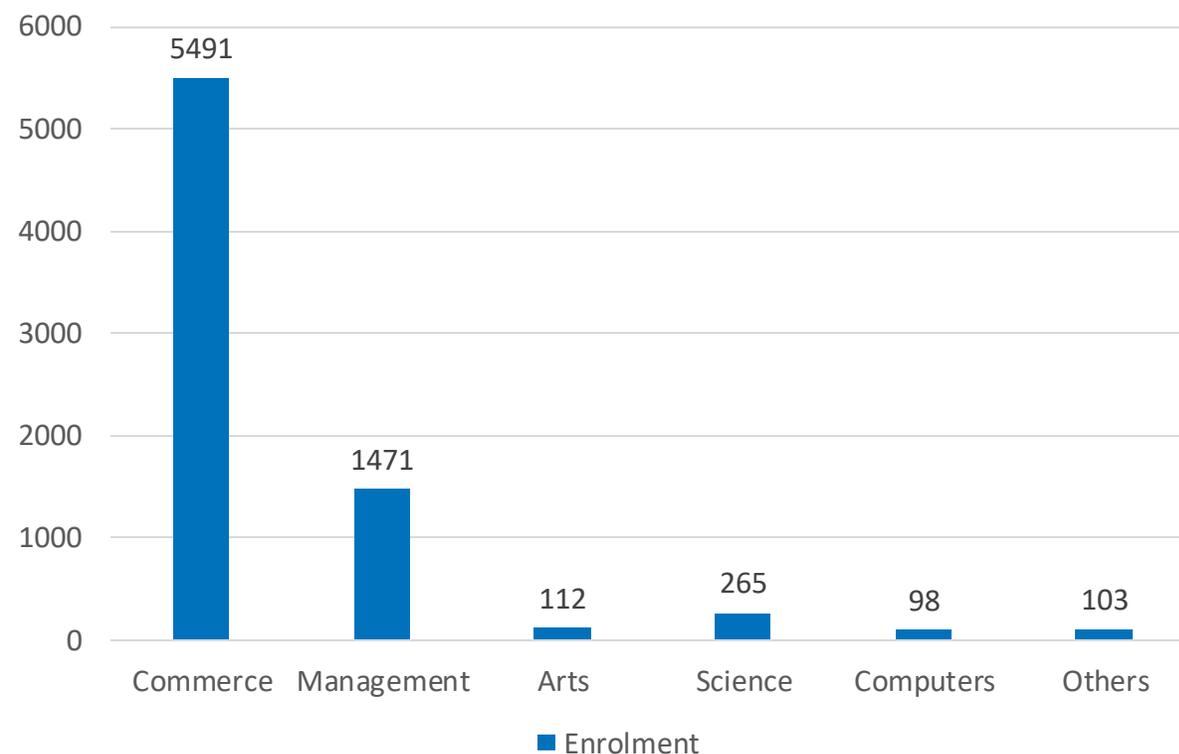
Note: Cumulative Enrolment Data as on February 2021

CPBFI is focused on graduates from small towns

Most end up in unskilled roles that do not require graduation

- The median population of CPBFI towns is ~300,000
- ~65% of CPBFI participants are first generation graduates, another 19% have one graduate parent.
- ~50% are from socially weaker categories
- ~2/3 students are females
- ~58% are shortlisted as ready for job by Bajaj recruiters by end of CPBFI. This percentage has been increasing continuously.
- These students have high expectations from graduation and that is where CPBFI supports them.
- A corporate job potentially doubles their family income and can be life-changing

Enrolment by stream



CPBFI Alumni, a right mix of skills and aspiration

More skilled than freshers, less demanding than MBAs

- CPBFI participants are trained for BFSI and are aware of banking, NBFC, life insurance and general insurance products and basic processes
- CPBFI participants are trained on communication skills, a key requirement of recruiters
- Domain knowledge and communication skills training differentiate them from freshers
- Compared to MBAs, graduates with CPBFI have lower aspirations and wish for stability than position and growth
- Graduates with CPBFI are easier to hire, easier to deploy and easier to retain compared to other graduates and MBAs



Reasons to consider conducting CPBFI

Significant medium-term benefits with better outgoing students

- CPBFI significantly enhances the employability of graduates by building right attitude and skills and relevant industry knowledge. Students receive 2 certificates after completion of the 30 day programme.
- The training leads to improvement in participation and performance in the college itself.
- Unlike most value added programmes, CPBFI is an intense 100 hour programme that allows students to practice their skills and knowledge. Attendance and passing of online assessment is mandatory and students receive a “Certificate of Completion” in the end.
- CPBFI is based on the co-investment model where every student pays a nominal fee between Rs 1000 and Rs. 3000. The fee is paid to and retained by the college. Additionally Bajaj Finserv pays a fee subsidy of Rs. 500 per regular student to the college in case of classroom training. This fee and fee subsidy can be utilized by the college for benefit of its students.
- Having a national level training programme like CPBFI can help the college attract top recruiters for campus placement.
- Partnership with a top corporate for conducting an industry designed programme enhances the credits in college accreditations such as NAAC or NIRF.

Responsibilities of College and Bajaj Finserv

Our training partners will ensure effective execution of batches

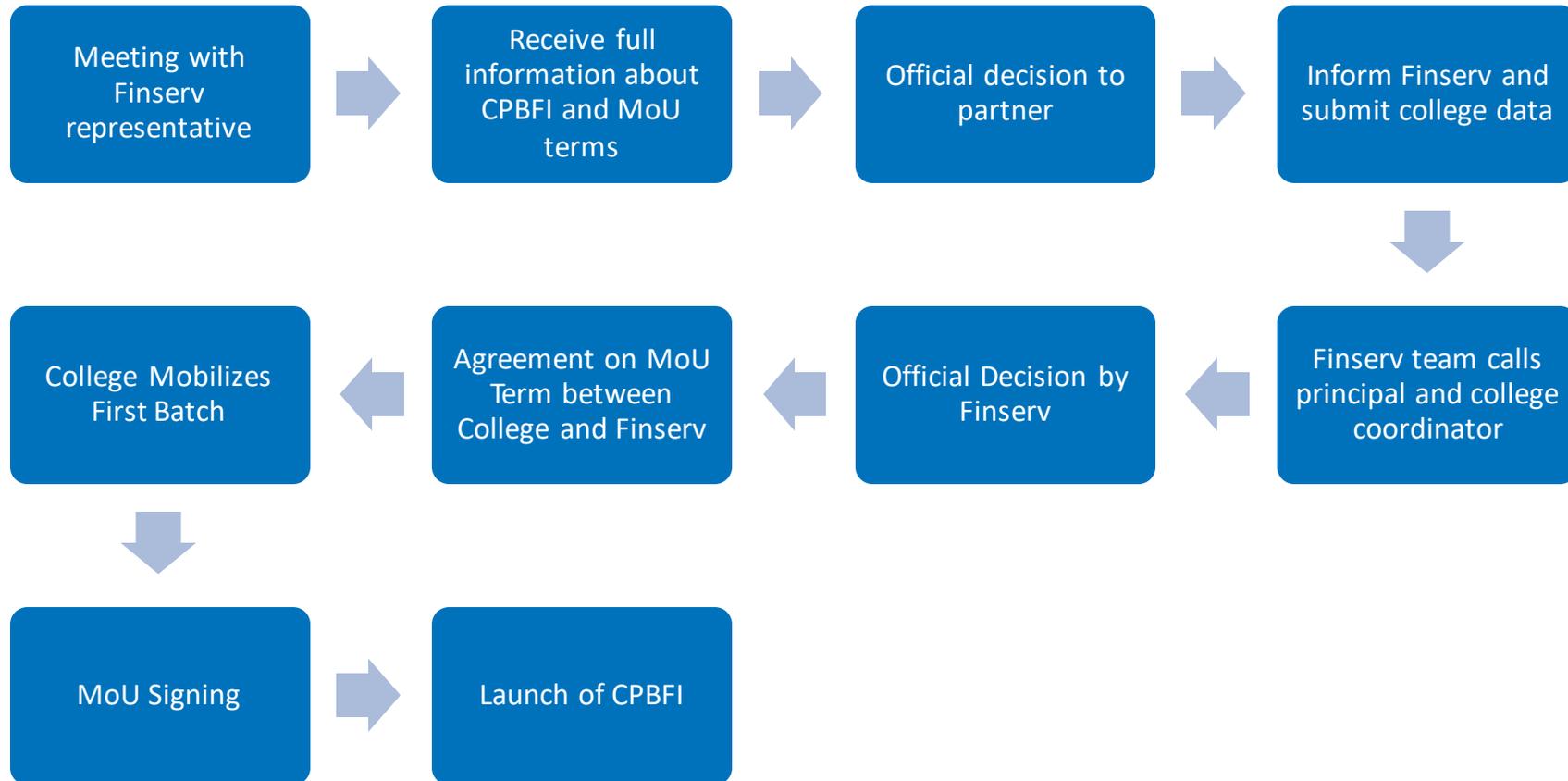
College

- Provide smart classrooms
- Appoint coordinator
- Mobilize batches
- Collect fees
- Support in case of absenteeism
- Provide feedback about training quality

Finserv

- Curriculum development
- Trainer selection
- Trainer deployment
- Scheduling of batches
- Awareness webinars/ seminars
- Online assessments
- Feedback from students
- Mock Interviews
- Certification of students
- Pay fee subsidy

How to partner with Bajaj Finserv for conducting CPBFI



Managing Self – “Swaroop”	Overview of Retail Banking	Overview of Insurance	Communication and Workplace Skills
<p>Orientation; My Self; Self-belief – staying assertive; Mind-body connections and Self-talk; What are emotions; Regulating emotions; What is belief; ABC Principle of REBT; Rational and irrational beliefs; Decision making; Daily challenges</p>	<p>Introduction to Banking; Introduction to Branch Banking; Customers and Their Needs; Overview of Banking Products; Liability Products; Asset Products; Third Party and Fee-based Products; Business Development; Transaction Processing; Customer Service; Compliance and Ethics; Future of Banking; Inclusive Banking; Introduction to NBFCs; Overview of Corporate Banking; Banking and Me</p>	<p>Need for Insurance; Evolution of Insurance; Overview of an Insurance Company; Overview of Retail Insurance Products; Overview of the Companion Products; Overview of Insurance Distribution Channels; Selling Insurance; Insurance Operations; Customer Service; Ethics and Compliance in Insurance; Future of Insurance; Inclusive Insurance; Profitability Drivers for Insurance Company; Insurance and Me</p>	<p>What is communication; Goals of communication and barriers in communication; Modes of communication; Listening skills and empathy; Non-verbal expression skills; Summarisation skills; Effective communication; Use of language in communication; Spoken communication; Telephonic communication; Written communication; Giving and receiving feedback; Saying and taking NO; Persuasion and influencing skills; Working in teams; Group discussion skills; Goals and targets at workplace; Representing self; Job interview techniques; Job interview demonstration</p>

College testimonials

College partners, especially the older partners, see tremendous value in CPBFI

Andhra Loyola College, Vijayawada

The CPBFI classes are most sought after by our students. We had 128 students benefitted by attending this certificate Programme. It has helped them to enhance their placement opportunities. As it is taught by persons from industry, it provides the skills needed to face the real world.

Dr G Sahaya Baskaran
Professor of Physics and Coordinator

G.S. College, Wardha and G.S. College, Nagpur

The program and the efforts made by Bajaj Finserv on placements led to over 400 of our students finding employment in good, national financial institutions.

Sanjay Bhargava
Chairman & Trustee Shiksha Mandal

St. Aloysius' College, Jabalpur

It is a platform where 'Potential meets Opportunity', which I think is the need of the present Indian higher education system. The various constituents of the program like the industry relevant curricula, HR workshop and Swaroop certainly promote holistic development of young graduates. The increasing number of students wanting to participate in the program is testimony of its relevance.

Mr. Valan Arasu - Principal

Gogate Joglekar College of Commerce, Ratnagiri

It has given a golden opportunity for our students to have a hands-on practical application along with theory. The skills learnt in this programme will make our students versatile in the job market.

Dr. Makarand Sakhalkar – Principal

Student Testimonials

Afhna Shaikh



Before the course I had been rejected thrice in interviews taken by 3 companies and post CPBFI, I gave 2 interviews, and I was shortlisted for both. I had a great leap of confidence after doing CPBFI. I am a better version of myself I believe through CPBFI.

Rosary College, Goa

Sainjali Nayak



CPBFI has provided me not only the wings of confidence and an in-depth knowledge around banking and insurance management but has enabled me to understand the different corporate ethics and etiquettes in the form of mock interviews, presentations and feedback sessions.

St. Aloysius College, Jabalpur

Vaibhav Bansode



This is one of the best program I have done and been able to crack my interviews as well. This program of Bajaj brings a professional approach in the students, caters to our learning and bridges the gap between the college and the industry. Trainers are like industry players who gives their best and ensures that the concepts are understood by the students.

SBES College, Aurangabad

Thank you