

IMPACT ASSESSMENT REPORT

Certificate Programme in Banking, Finance, and Insurance (CPBFI)

01

Project Details

| | |
|------------------------------|--|
| Project number | 10194/10203 |
| Project title | Impact Assessment Study of 'Certificate Programme in Banking, Finance, and Insurance |
| Project duration | Sep 2018- Mar 2021 |
| Approved budget | Rs. 525 lakhs |
| Major stakeholders | First generation graduates, female students, socially disadvantaged students, Current batch students, Drop-out students, Employed candidates, Training partners, HR interviewers, College officials, Principal, Placement co-ordinators, Course co-ordinators, Recruiters of the employed candidates |
| Location | Indore, Nagpur, Raigad, Vijayawada |
| Implementation agency | CPBFI |
| Assessment agency | Thinkthrough Consulting, New Delhi |

The Banking, Financial Services, and Insurance (BFSI) sector contributes about 7.7% to India's GDP and is expected to become the third-largest domestic banking sector by 2050. The employability rate in the B. Com and MBA domains has significantly increased since 2017, reaching 60.62% and 60.1% respectively in 2023. However, the employable talent in the MCA domain slightly declined to 30.64%. The India Skills Report 2021 highlighted that 77% of the BFSI workforce is permanently employed, with women making up 46% of this talent pool. Emerging roles in Information Security are becoming crucial due to the sector's investment in AI and ML to enhance customer service and operations. Despite the pandemic's impact, there's a growing emphasis on upskilling and exploring flexible work models, including gig economy roles and remote work, to cut costs, even in tier-2 cities.

Certificate Programme in Banking, Finance, and Insurance (CPBFI) is a CSR initiative by Bajaj Finance Limited that aims to make students employable from the Commerce, and Management and other relevant backgrounds. Started in 2016, the number of partnered colleges as of 2021 stands at 152, with 4,500+ students enrolled till date and benefiting from the initiative, making them job-ready in the BFSI industry.



The programme started off with one partnership and 36 enrolments in 2016, and over the course of time, it has reached out to 23 states (current and new college partnerships) as of March 2021. Over the period of years since programme inception, the course versions have been upgraded, and at present, the version 3.0 course is active in the partnered colleges.

| | |
|-------------------------|-------------------------------|
| 8 States | 53 Towns |
| 152 Partner Colleges | 124 Active Centres |
| 240 Batches | 10,000+ Student Enrolments |

02 Key Activities

| | |
|--------------------------|---|
| Pre-training activities | <ul style="list-style-type: none"> Meeting the college officials Process of partnership considerations and associated formalities MoU signing with the selected college Mobilization drives Programme orientation session Student enrolment process Launch of batch Pre-training assessment |
| Training activities | <ul style="list-style-type: none"> Training sessions on Banking Operations, Insurance Management, Business Communication Weekly and monthly progress and updates of the respective batches |
| Post-training activities | <ul style="list-style-type: none"> Post-training activities HR Workshop Disclosure of results Certificate distribution |

03 Key Impact

For the purpose of undertaking the CPBFI impact assessment study, Development Assistance Committee (DAC) criteria developed by Organization for Economic Cooperation and Development (OECD) was applied to segregate the study findings under the pillars -Relevance, Execution Excellence, Impact and Sustainability

56%

of the respondents stated that the training sessions were aligned with the current industry needs

63%

of the respondents reported ease of understanding the topics covered in the training sessions

57.5%

on an average of the respondents reported positively on the support received by the session trainers

45%

50%

62%

of the total respondents reported the post-training assessment level to be moderate in their perception

of the total responses received on the HR workshop effectiveness were positive from the respondents' perception

of the respondents reported that the CPBFI course added to their employability in the BFSI sector

69%

of the respondents reported improvement in their overall attitude and confidence post-completion of the course

16

employed respondents' job role were mainly catering to customer service executives, sales representatives/relationship managers, clerical roles, cashiers, etc.

50%

of the respondents found the job through walk-ins, 31% found the job through online portals, 25% through recruitment agencies, 19% through referrals, and only 6% of the employed respondents found the job through campus drives

63%

of the total respondents stated to be seeking job opportunities in BFSI sector for roles like Bank probationary officer, customer service executives, tellers/cashiers in majority

63

respondents stated to recommend the CPBFI course to their peers and college juniors