

# Join a National Initiative to Unlock the Potential of Your Graduates!



**CPBFI**

**CERTIFICATE PROGRAMME  
IN BANKING, FINANCE  
AND INSURANCE**

Where Potential Meets Opportunity

## What our partner colleges and their alumni are saying...



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

**Mr. Sanjay Bhargava,**  
Chairman & Trustee, Shiksha Mandal, Wardha



"The various constituents of the programme like the industry relevant curriculum, HR workshop and Swaroop certainly promote holistic development of young graduates."

**Dr. G. Vazhan Arasu,**  
Principal, St. Aloysius College of Commerce, Jabalpur



"The CPBFI classes are most sought-after by our students. It has helped them enhance their placement opportunities."

**Dr. G. Sahaya Baskaran,**  
Professor of Physics and Coordinator,  
Employability Skills Centre, Andhra Loyola College, Vijayawada



"Before I joined the course I was rejected by three companies and after CPBFI, I gave two interviews and was shortlisted for both. I have had a great leap of confidence after CPBFI. Today I am a better version of myself."

**Afhna Shaik**  
Alumni of Rosary College of Commerce & Arts,  
Navelim, Goa



"CPBFI infuses professionalism in students, caters to our learning and bridges the college-industry gap. Trainers provide their best and ensure the concepts are understood by the students. This is one of the best programmes I have done."







**Vaibhav Bansode**  
Alumni of SBES College of Arts & Commerce,  
Aurangabad



“We are looking for partners, such as your institute, to reach and train young graduates and prepare them for corporate roles, especially in financial services. Our certificate programme, designed by the industry, for the industry, will develop them into confident professionals. Let us join hands to unlock the potential of your students and build a talent pool for a resurgent India!”

**Sanjiv Bajaj,**  
Chairman and Managing Director,  
Bajaj Finserv Limited

## The CPBFI Network

Reach	2018-19	2019-20	Since inception
 States	4	7	8
 Towns	15	39	53
 Partner colleges	27	99	152
 Active centres	22	90	124
 Batches	30	100	#240
 Student enrolments	1,022	3,809	#10,000

*#estimated up to March 2021*

## The reasons to partner Bajaj Finserv

Produce graduates that are ready for the industry

Attract top recruiters for placements

Improve NAAC/NIRF Ratings and Ranking among the Best Colleges

Attract top students from the city

## About CPBFI

CPBFI is a customised training programme conducted by Bajaj Finserv for graduates, especially the first-generation graduates, across India. CPBFI aims to make these graduates employable for the Banking, Financial Services and Insurance (BFSI) sector. As per industry estimates, less than 50% of the graduates passing out of the colleges are ready for corporate roles. This poses challenges for graduates aspiring for a successful career and for industry looking for skilled employees. CPBFI aims to solve this dual challenge.

CPBFI is a 100-hour training programme designed by Bajaj Finserv in collaboration with industry experts, educational institutes and a leading mental health institute. CPBFI equips participants with the right attitude, skills and industry knowledge, thereby going beyond a typical skill development programme. Successful participants can apply for different roles in banks, finance companies and insurance companies. CPBFI prepares participants for the challenging customer-facing roles in sales, service and operations which offer maximum career opportunities and excellent growth prospects.

CPBFI is conducted by a pool of trainers with extensive industry and training experience. The courses are delivered using an experiential-learning approach based on adult-learning principles. Student are able to participate in the discussions, role plays and other group activities where they can sharpen their own skills and knowledge. CPBFI is short, practical and affordable which makes it accessible to every student. This unique combination of content and pedagogy makes CPBFI one of the best extra-curricular programmes that a college can offer its students.



The data, from the assessments by external recruiters and outcome of the 2 CPBFI Job Fairs, suggests that the CPBFI students are twice as likely to get a role in a corporate, compared to their peers. Bajaj Finserv is continuously working to take this number even higher. The Bajaj Finserv team is currently working towards setting up a placement division that can support the CPBFI participants' access to top recruiters through job fairs, walk-in drives and campus placements.

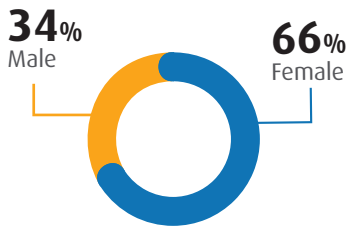
By partnering with Bajaj Finserv, colleges can not only enhance the career opportunities of the students, but also attract top companies to recruit from the college. An industry partnership can benefit the college by improving its NIRF and NAAC rating and its rank in the Best College Rankings by the different agencies. CPBFI is exclusively available to students and alumni of Bajaj Finserv's partner colleges.

## How to become a Bajaj Finserv CPBFI partner

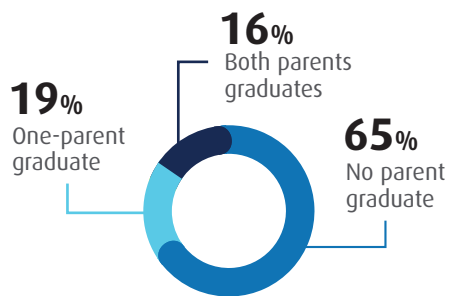
- 1 Meeting between college officials and Bajaj Finserv representative
- 2 College decides to partner-with Bajaj Finserv
- 3 Inform Bajaj Finserv, submit required college data electronically
- 4 Bajaj Finserv HO team meets college officials – physically or virtually
- 5 Bajaj Finserv decides to partner with the college
- 6 Bajaj Finserv and College agree on partnership terms and draft an MoU
- 7 College mobilises the first CPBFI Batch
- 8 Bajaj Finserv and College enter into partnership by signing the MoU
- 9 All CPBFI participants appear for online Pre-CPBFI Quiz and/or Interview
- 10 Launch of CPBFI at the college at a formal launch ceremony

# CPBFI student profile

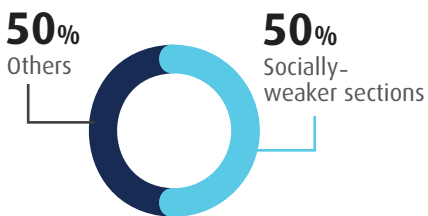
By gender



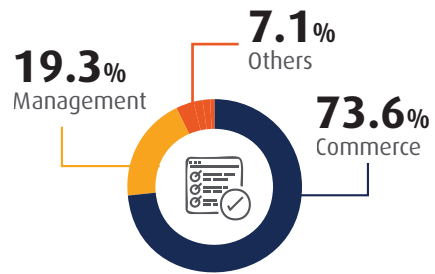
By parent education



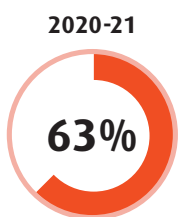
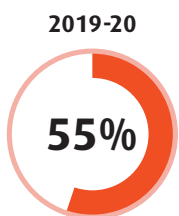
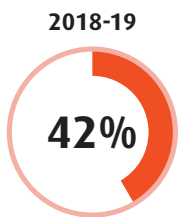
By social categories



By stream

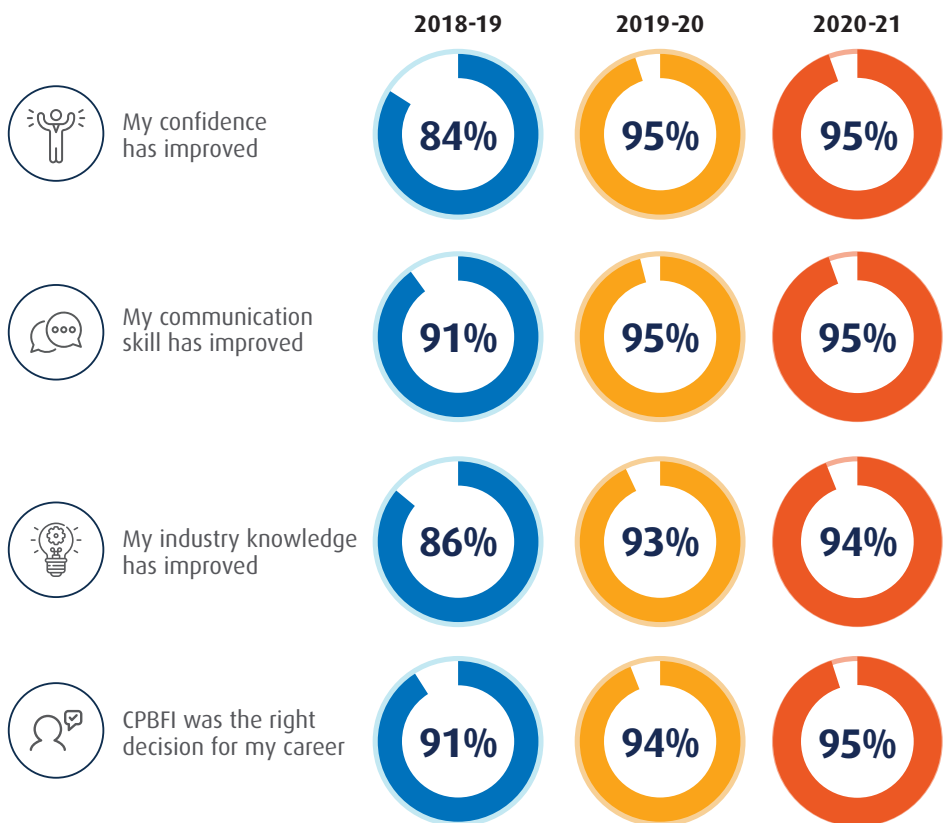


## Employability of students



Employability is measured based on results of interview by corporate recruiters

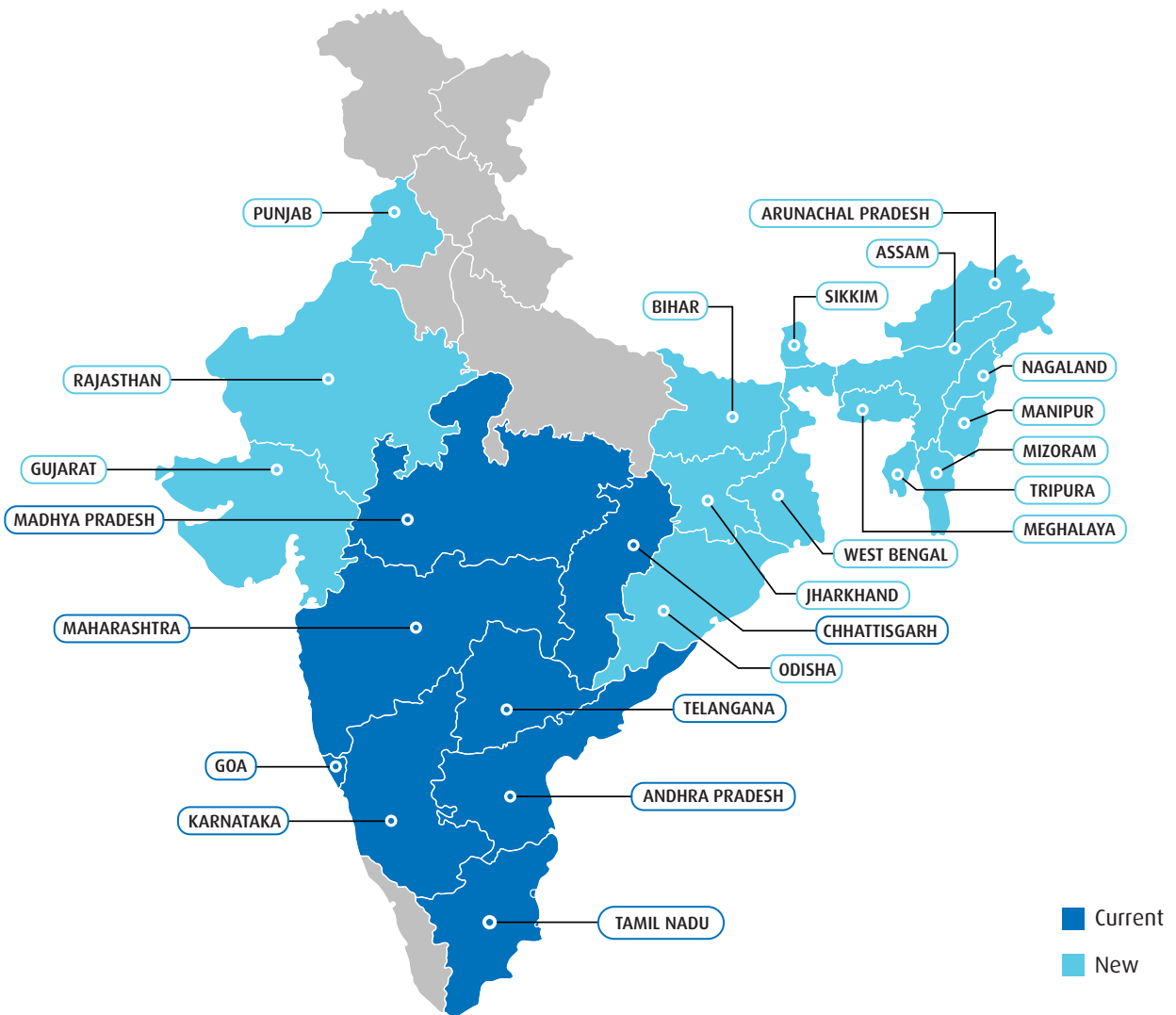
## Student satisfaction scores



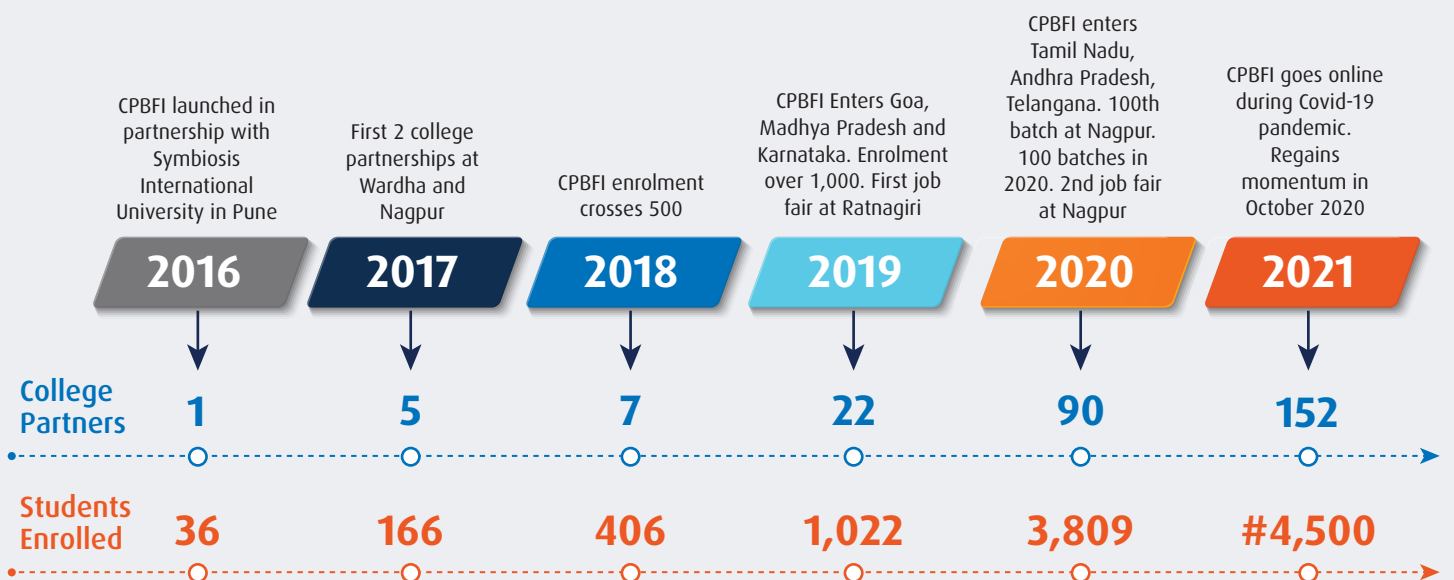
Numbers indicate % of students agreeing with the statement

# CERTIFICATE PROGRAMME IN BANKING, FINANCE AND INSURANCE

Where Potential Meets Opportunity



## Our journey so far...



#estimated up to March 2021

# CPBFI Courses and Structure

## ATTITUDE

### Course 1: Managing Self - SwaRoop

SwaRoop 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

## SKILLS

### Course 2: Communication and Workplace Skills

What is communication  
Goals 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

## KNOWLEDGE

### Course 3: Overview of Retail Banking

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

## KNOWLEDGE

### Course 4: Overview of Insurance

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

**Mock interviews by  
corporate recruiters**

### Classroom Only



96 hrs over 30 days

### Online Only



96 hrs over 46 days

## Our partners



**Centre for Investment Education and Learning (CIEL)**



**WalchandPlus a Division of Walchand PeopleFirst Limited (WPFL)**



**Centum Learning Limited.**



Bajaj Finserv Limited, 6th Floor, Bajaj Finserv Corporate Office,  
Off Pune-Ahmednagar Road, Viman Nagar, Pune - 411 014, Maharashtra, India  
Tel: +91 20 30405700 • Fax: +91 20 30405792

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