

CREATING A TALENT POOL OF EMPLOYEES FOR A GROWING PRIVATE SECTOR BANK IN INDIA

How UNext MABFSI Made A Talent Force
First-Hour Ready



Overview

Early 1994 marked the dawn of India's economic liberalization, ushering in a new era of growth and a burgeoning middle class. This dynamic segment demanded modern banking services – convenient, personalized, and efficient. However, the existing banking system, plagued by bureaucracy, cumbersome processes, and unionized labor, struggled to adapt. This presented an opportunity for a new private bank to disrupt the market.

To fuel rapid expansion, the bank sought **"Change Agents"** – young, dynamic individuals. Traditional recruitment channels proved inadequate. Recognizing the need for a specialized talent pool, the bank partnered with UNext MABFSI in 2008 to create a customized solution. The case study will give you an idea on how Manipal Academy of BFSI developed the solution, that led to it being India's leading talent fulfilment solutions provider in the Industry.



How Manipal Academy of BFSI Helped Build a Strong Foundation For Nurturing Banking Talent

The collaboration aimed to train young graduates from across India in the nuances of modern banking, equipping them to drive growth and serve the evolving needs of the Indian market. Manipal Academy of BFSI conceptualized a one-year postgraduate diploma in Banking from Manipal Academy of Higher Education (MAHE). The diploma encompassed a campus residential stint and included internships and on-the-job training with the bank. The program emphasized the ASK model (building Attitude, Skills, and Knowledge) in participants. Upon program completion, these graduates were deployed to branches nationwide, forming the backbone of the bank's expansion strategy.

LEARNER PROFILE



Graduation: Any Degree



Academics: 60% Across 10th,
12th & Graduation



Cities: Tier 2 & Tier 3



Family Background: Humble
origins like farming, labour,
among others



68% Of Our Students Are
First-Time Corporate
Employees In Their Family





Training Methodology

Skilled bankers who had excelled in their roles in banks were appointed as trainers. This was complemented by a model branch replicating the bank branch with all the digital tools.

Tablet computers have been provided for self-reading and developing the habit of reading. Regular engagement of learners with alumni, domain specialists, Business Heads and HR Leadership. More than 1,000 case studies were drawn from the ground and simulated in the model branch and classrooms.

The academy also conducted support sessions during internships to handhold learners and acclimatize them to the corporate world. The pedagogy and the curriculum are revised based on the business objectives and outlook of the bank. Currently, the learners are in the 5th version of the program.

Program Coverage



**English &
Communication Skills**



**Sales and
Relationship Skills**



**Retail Banking
Solutions**



Digital Solutions



Banking Process



**Regulations and
Compliance**



Trade Finance



Business Credit



Investment Solutions



Business Solutions

The Result

The highlight of the program was the learners being First-Day-First-Hour ready, enabled through the following focused aspects of training:



Customer centricity



Eco-system banking and
ability to adapt to
disruptive environment



Developing digital mindset
with technical skills



Sales and relationships
with networking skills



Being fair to bank and
fair to customer



Alignment to the culture
and ethos of the bank



About Manipal Academy of BFSI

Manipal Academy of BFSI, a UNext Learning entity, part of the Manipal Education and Medical Group (MEMG), is a premier institution that provides industry-relevant education and training for freshers and existing professionals, in traditional operations, sales, and new-gen roles for the banking, financial services, and insurance sectors.

With a focus on innovation and learner-centricity, Manipal Academy of BFSI offers a wide range of programs designed to equip individuals with the skills and knowledge to thrive in the BFSI industry. Today, the academy of BFSI annually trains over 15,000 BFSI industry professionals for its industry partners.

Our Impact Over The Years

17+ Years Of Legacy

1 in 5 Bankers In India
Are Our Alum

2,00,000+

Professionals Trained

1,00,000+

First-Time Professionals Trained

50+ Client Partnerships

4,000+

Case Studies

220+ Experienced Faculty

**To nurture next-gen
Probationary Officers
in your enterprise,
drop us an email today.**



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