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HSBC India announces India Business Case Programme 2024-25 for undergraduate students

In its 11th edition, the career readiness programme aims to cover ~10,000 students

Mumbai: HSBC India has announced the 11th edition of the India Business Case Programme: Empowering youth for career readiness, for the academic year 2024-2025. A first-of-its-kind programme designed especially for undergraduate students, the Business Case Programme focuses on building career preparedness and skill enhancement of students, beyond their academic specialisation. The programme, which covered about ~3100 students in the previous year, will now be significantly expanded to cover ~10,000 undergraduate students from across the country.

The India Business Case Programme is a transformative journey towards a brighter and more inclusive future for the young people. It addresses important areas of skill enhancement, critical thinking, and leadership development among youth, preparing them for the career requirements of the future. The objective is to bring together academic knowledge with practical learning in the real business world through business case studies. The comprehensive learning experience for students will include access to e-learning modules, virtual and in-person workshops, mentorship, and interactions with C-suite executives among other things.

Talking about the programme, **Hitendra Dave, CEO, HSBC India, said, "We recognise the transformative potential of a programme like this, especially in our country, where over 50% of the population is under the age of 25. Providing these young individuals with the skills and opportunities to thrive in the workforce is critical. By offering practical learning experiences and fostering an environment where diverse talent can flourish, we aim to prepare them for successful careers in an increasingly competitive global landscape. We are happy that through this programme, we can help support the next generation of leaders who will shape the future of business and society."**

The 2024-25 leg of the programme is open for registration to all undergraduate students in their penultimate or final year of studies, from any stream (Science, Commerce & Arts). Interested students can register online, through their college or on their own, forming a team of 4 members from the same institution. The programme commences in August 2024 with online case solving and concludes with the National round in March 2025. The top 2 teams

get a chance to participate in the Asia Pacific programme held in Hongkong in 2025. Students can register themselves here: <https://surveys.sattva.co.in/zs/WPCXHF>

The last edition of the programme saw participation from over 3,100 students from 72 undergraduate colleges across 55 cities in India. This year, the programme is being scaled to include colleges from tier 2 and tier 3 cities. By expanding the reach to include a broader spectrum of colleges and regions, the aim is to unlock the latent talent, present across the length and breadth of the country.

The programme is a partnership with HSBC India and United Way of Mumbai, supported by Sattva Consulting and MindMap Consulting.

HSBC India and Sustainability

HSBC India's strategy to support sustainable economic growth, focuses on Community Investment (CSR interventions), Sustainable Operations, Sustainable Finance and Sustainability Risk.

The strategy is delivered through a combination of programmes, collaboration, and partnerships. We believe it requires a concerted effort between business, governments and other stakeholders on policies and programmes to support transition to a more sustainable future.

HSBC Bank India

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 26 branches across 14 cities.

HSBC is one of India's leading financial services groups, with around 42,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$2,975bn at 30 June 2024, HSBC is one of the world's largest banking and financial services organisations.

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