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HSBC India concludes the 12th edition of India Business Case Programme to empower youth for career readiness

~10,000 students, 2,500 teams, 400 colleges

Top two teams to represent India at the HSBC/HKU Business Case Challenge at Hongkong

HSBC India announced the successful conclusion of the 12th edition of the India Business Case Programme, a flagship initiative that helps undergraduate students build skills, knowledge, and practical experience to enhance their employability and leadership. This year's programme saw participation from nearly 10,000 students from over 400 colleges across the country. It is encouraging that 59% of participating colleges were from Tier 2 and Tier 3 cities.

From this pool, 24 teams (96 students), advanced to the national round, with two teams, Christ University, Bengaluru (winning team) and Shri Ram College of Commerce, Delhi (runner up team) selected to be a part of the HSBC/HKU Business Case challenge to be held in Hong Kong in June 2026.

The National Round of the programme was inaugurated in Mumbai by Alok Majumdar, MD, Head of Sustainability, HSBC India, in the presence of HSBC India's senior leadership team. The programme is implemented with partners – United Way of Mumbai, Sattva Consulting, and MindMap Consulting.

India's talent opportunity is significant, but so is the employability challenge. Industry data indicates that India has the world's largest youth population of ~367 million people aged 15–29, also highlights the urgency for stronger industry-academia collaboration and practical, work-linked learning. ~5 million graduates are added each year in India, with only ~2.8 million finding employment, highlighting the wide gap between jobs and available talent. The transition from education to employment remains a major challenge, particularly for graduates.

The India Business Case Programme helps bridge this gap through an experiential format that mirrors real workplace expectations - students work on real-world business scenarios, receive structured mentoring, and present solutions under time pressure. The intensive programme comprised a series of learning modules and engagements designed to strengthen strategic thinking, structured problem-solving decision making, and communication skills under the guidance of industry experts.

Alok Majumdar, MD, Head of Sustainability, HSBC India, said, "India's growth story depends on how effectively we bridge the gap between education and employability. The India Business case programme is part of HSBC India's commitment to supporting youth employability through practical learning experiences and industry exposure - helping the students build the practical skills and confidence they need to succeed, while encouraging responsible, future-focused thinking that will matter in every industry. The increasing participation year on year is extremely encouraging."

The India Business Case Programme is open for all undergraduate students across the country from any stream.

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HSBC India and Sustainability

HSBC India's strategy is 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 India

HSBC India offers a full range of banking and financial services through 30 branches across 18 cities. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country. HSBC is one of India's leading financial services groups, with over 47,000 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.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,233bn at 31 December 2025, HSBC is one of the world's largest banking and financial services organisations.