Citibank Workshop - Citi Innovation Challenge

On 31st August, Citibank, India’s leading foreign bank, conducted a workshop on Citi Innovation Challenge at Jamnalal Bajaj Institute of Management Studies. The college had the privilege of hosting Mr. Jayanth Ananthakrishnan, Head of Mobile Banking and Digital Payments at Citibank India and Mr. Prateek Roy, Campus Relationship Manager at Citibank India.

The session began with Mr. Ananthakrishnan giving an insight into how Citibank has created a culture of innovation in their company. With the aim of aligning the focus of the organization with new digital trends, Citibank has come up with Citi Innovation Council. This council monitors and implements new ideas which bring in digitization that ultimately leads to an enhanced client experience.

With the number of internet and mobile users nearly doubling in the last 2 years in India, Mr. Ananthakrishnan impressed upon the students the implications of a huge opportunity in the digital banking space. He also spoke about how Citibank is leading the digital revolution in the banking industry by providing various services like Instant Personal Loans, NFC Wallets, Citi Masterpass, etc. Mr. Jayant Ananthakrishnan also expatiated on hyper personalization - a tool which offers personalized products and services to the consumers. The students were left amazed by the extent of technology used in the sector.

Mr. Prateek Roy expounded on what factors differentiate Citibank from other banks in India. He also gave a detailed outline of the summer internship program at Citibank and how students will be provided with multiple opportunities within the consumer banking space.

The session was extremely interactive with Mr. Ananthakrishnan keeping the students on their toes by quizzing them on Citibank and the banking sector in India. Later, a case study was given to the students in which they had to engage their grey cells to come up with ideas on how to access credibility of customers with no credit history. The students came up with innovative solutions which left the guests impressed. The students left the session excited by the prospect of joining Citibank and eager to come up with innovative solutions to the problems faced by the banking industry.