

ICICIdirect Centre for Financial Learning (ICFL) and IIM Indore sign MOU for executive programs in finance

Indian Institute of Management Indore (IIM Indore), signed a Memorandum of Understanding (MoU) with the ICICI Direct Centre for Financial Learning (ICFL), a knowledge initiative of ICICI Securities Limited and one of the leading providers of education in the domains of financial literacy, capital markets, financial planning and wealth management. This alliance intends to create a Knowledge Partnership between IIM INDORE and ICFL.

The partnership aims to offer programs in Finance that are contemporary and focused towards helping working professionals upgrade their skills to meet the opportunities offered by a dynamic environment. The collaboration would work on the strengths of both partners to offer the right learning experience to professionals. While IIM Indore is an academic institution of excellence with expertise in curriculum design, content and quality faculty, ICFL being a part of ICICI Securities, one of the largest broker, financial distributor and merchant banker in the country brings a practitioners perspective.

The objective of the collaboration is to establish a framework for the parties to attain and strengthen their shared objectives through the design, creation, distribution and delivery of following educational programs:

1. MDP: A Management Development Programme (MDP) of short duration ranging from two days to two weeks.
2. e-MDP: An e-learning variant of the MDP which could be delivered on a synchronous technology platform like Video Conferencing on broad band connectivity.
3. LDP: Long Duration Programme (LDP) ranging from six months to longer period, for e.g.



- a. Six months Advanced Program in Finance/Financial services
- b. One year Certificate Program in Finance/Financial services
- c. Eighteen months Post Graduate Certificate Program in Finance/Financial services

These programs could be seen as events for continuous learning and knowledge enhancement by mid to senior level working professionals.

These educational programmes offer an online, interactive platform with classrooms located at various cities in India, giving the participant flexibility to study while pursuing his/her work. Faculty members of IIM Indore would deliver the course from the classroom studio at IIM Indore using broadband technology. The Broadband Based Executive Education Programmes (BBEEPs) are intended to equip the participants with basic skills and competencies that are required for progression to managerial and supervisory positions in organizations. Learners can enroll and access these programs through ICFLs Authorized Learning Centres across the country. These Centres would be enabled with a state of the art technology based on synchronous learning using the Video Conferencing platforms. The technology couples ease of use with interactivity through two way communications to make the learning interesting.

The MoU was signed by **Professor Rishiksha T. Krishnan, Director, IIM Indore** and **Mr. Vineet Arora, Executive Vice-President, Head, Product and Distribution** in the presence of Professor Jayasimha K.R., Chairperson, MOOCs and Broadband Programme, Neeraj Joshi, Head-ICFL, faculty colleagues and officials from IIM Indore and ICFL.

Elaborating on the need for such an agreement **Mr. Vineet Arora** said “We are very excited to associate with IIM Indore, an institution of repute in the field of management education. We believe that this unique industry-academia association would create value for professionals looking to upskill themselves by offering programs that have the right mix of academics and a practitioner’s perspective.”

Professor Krishnan stated that it was a proud moment for the Institute to be associated with ICFL, a leading provider in the domains of financial literacy and education in capital markets and financial services. He felt that both the institutions could work together to mutually benefit both ICFL personnel and IIM Indore students. He expressed his desire to support ICFL in all possible ways for strengthening these academic and training programmes through institute generated knowledge and research.

Speaking on the occasion, **Professor Jayasimha K.R.**, Chairperson, MOOCs & Broadband Programme said 'Going forward IIM Indore & ICFL would launch short duration as well as long duration Finance Programmes on Broadband.'

About ICICIdirect Centre for Financial Learning:

ICICIdirect Centre for Financial Learning (ICFL) is an initiative of ICICI Securities set up with an objective of simplifying financial knowledge and increasing financial literacy amongst prospective or experienced investors & knowledge seekers. ICFL training programmes are categorized under Investment Education Programmes and Professional Certification & Development Programmes. The repository of domain knowledge includes host of in-house developed seminars, workshops, certifications and training programmes leading to reputed certifications. These programmes are in the area of Stock Investing, Derivatives, Mutual Funds, Financial Planning, Wealth Management, Corporate Finance, etc.

ICICIdirect Centre for Financial Learning has been conferred with the Award for Innovation in Learning and Best Online Learning Solution at the World Education Congress. It also won the Emerging Brand Award at CMO Asia in Singapore.