

**EVENT REPORT**

**5th July, 2024**

# BOOTCAMP

for Financial Planning  
Professionals

SETTING UP YOUR FINANCIAL PLANNING PRACTICE



पूंजी बाजार एवं जोखिम प्रबंध केंद्र  
CENTRE FOR CAPITAL MARKETS  
& RISK MANAGEMENT





Inviting CFP® Professionals and Students to a

# BOOTCAMP

**For Setting Up Your Own  
Financial Planning Practice!**



Auditorium, IIM Bangalore



Friday July 5th, 2024



09:00 AM to 06:00 PM

## Objective of the event

The boot camp event was exclusively designed for the CERTIFIED FINANCIAL PLANNER® professionals and students pursuing the CFP® certification program. The event had some of the most eminent professionals and industry experts who would share their rich experiences through technical sessions and panel discussions and provide the audience with a platform to engage in insightful discussions, making the event a unique learning opportunity for all the participants.

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The Financial Planning Standards Board India (FPSB India), the Indian subsidiary of Financial Planning Standards Board Ltd. (FPSB Ltd.) in conjunction with the Indian Institute of Management Bangalore (IIM-Bangalore) and Centre For Capital Markets & Risk Management (CCMRM) organized a boot camp for financial planning professionals.

The boot camp focussed on supporting and mentoring financial planning professionals, enabling them to run their practice. The event highlighted the need for strategic planning, risk, and contingency planning to build one's practice.



## About the Event



# Blueprint For The Future

## Krishan Mishra CEO, FPSB India



Krishan Mishra outlined a strategic blueprint for the future of the financial sector. He emphasized the importance of sustainable finance, highlighting the need for practices that support long-term economic stability and environmental responsibility. He also discussed the critical role of networking skills in the financial industry, encouraging professionals to build relationships and share knowledge.

The boot camp focussed on authorizing, supporting, and mentoring financial planning firms, enabling CFP® professionals to run their own practice. Also helping them upskill their employees, and enter this program without any extra fee. He expressed optimism about the future, stating that these combined efforts will enhance professional standards, promote financial literacy, and create a more resilient and connected financial community.



# Inaugural Speech

## **Prof. Rishiksha T Krishnan** **Director IIM Bangalore**

- He announced that the institution has achieved a notable 32nd rank in the QS World University Rankings and highlighted the significant changes and advancements that have been implemented at IIMB, contributing to its enhanced global recognition.
- He mentioned that FPSB India is taking significant steps in the field of financial planning, particularly within the finance sector. They have successfully collaborated with the National Stock Exchange to raise awareness about the importance of financial planning across the country. The efforts and initiatives undertaken by FPSB India have been well-received and extended his gratitude to everyone for their continued support in promoting financial literacy and planning.





# Welcome Speech

**Prof. M Jayadev**  
**Chairperson, CCMRM- IIMB**

- He mentioned that it was good to be part of a team of enthusiastic professionals and congratulated FPSB India for organizing a BootCamp for financial professionals. He also discussed that FPSB India has created numerous student opportunities, including scholarships for those pursuing the course. He also spoke about how retirement and financial planning are crucial, especially in a vibrant market where savings must be effectively utilized.
- Collaborations with IIMB, CCMRM, and FPSB India will help reach more people seeking financial planning guidance. It's vital to spread awareness about financial planning. The CFP® certification program by FPSB India and local chapters can scale this project to assist more citizens nationwide, leveraging technology for greater reach and impact.





# Keynote Speech

**Prof. Jacob Joshy**  
**Faculty, IIM Ahmedabad**

- Jacob Joshy discussed his recent paper examining the performance of multi-factor funds in India. He provided a detailed analysis of how these funds have performed in the Indian market, highlighting key insights and findings from his research. He also presented the data and insights from his paper, and illustrated the strategic advantages of multi-factor funds in achieving long-term financial objectives.
- He concluded by encouraging investors to consider incorporating multi-factor funds into their investment strategies to better navigate the complexities of the Indian market.





# Technical Round 1

## Part 1 - Entrepreneurship

### Deepak Jain Co-Founder, FinAtoZ

- The Technical Round was led by Deepak Jain, co-founder of FinAtoZ, where we explored the dynamic world of finance entrepreneurship alongside a diverse panel of industry experts. The discussion highlighted that fostering meaningful connections not only opens doors to collaboration and investment opportunities but also provides essential mentorship and support.
- He described networking as a noble endeavour, connecting people and ideas to foster innovation and resilience in the entrepreneurial community. The session concluded with a resounding call to prioritise relationship-building as a strategic imperative for entrepreneurial success in today's competitive business environment.





# Technical Round 1

## Part 2 - Strategy

### **Karan Batra** **Chief Operating Officer, Fisdom**

- The discussion, led by Mr. Karan Batra, COO of Fisdom, offering valuable strategic insights on financial planning and entrepreneurship. He emphasised the importance of pairing a good product with excellent distribution, passionately asserting that "a good product with great distribution will nearly always win against a great product with mediocre distribution."
- He shared practical advice, illustrating that in the real world, this means focusing not only on developing top-quality products but also on creating efficient distribution channels to reach a wider audience. He concluded by discussing how businesses can ensure their products gain the necessary visibility and accessibility to succeed in competitive markets.







# Panel Discussion 1

## From Prospects to Clients: Your First 25 Clients and Beyond

**Moderator - Mr. Karthik CS**, Co-founder, Knowise Learning Academy

### **Panelists ;**

1 - **Dilshad Billimoria**, Founder, MD & Chief Financial Planner at Dilzer Consultants Pvt Ltd

2 - **B Srinivasan**, Director & Financial Planner, Shree Sidvin Financial Services & Investments Pvt. Ltd.

3 - **Yuva Raja**, Managing Director, Boho Finserv Pvt. Ltd.

4 - **Arun Thukral**, Professor of Practice, KJ Somaiya Institute of Management

- The discussion began with focus on effective client acquisition strategies. The panellists emphasised the importance of understanding the unique needs and preferences of prospects to create compelling value propositions. The panellist highlighted targeted marketing and personalised outreach as essential tools in attracting potential clients.
- The conversation also covered tips for converting prospects into long-term clients. They emphasised the importance of follow-ups and ongoing engagement, suggesting the use of technology for regular check-ins and personalised service offerings.



# Technical Round 2

## Part 1 - Investor Psychology

**Dr. Prasanna Chandra**  
**Director, Centre for Financial Management**

- Dr. Prasanna Chandra delved into understanding investor behaviour and highlighting the psychological factors influencing investment decisions. He emphasised the significant role emotions play in how investors approach their financial choices, often leading to decisions driven by fear, greed, or overconfidence.
- By recognizing these psychological influences and guiding clients through emotional market fluctuations, financial planners can foster more rational investment behaviours and help clients achieve their long-term financial goals. This approach not only builds trust but also enhances the overall client-planner relationship, leading to more successful financial outcomes.





# Technical Round 2

## Part 2 - Marketing Your CFP® Venture

**Robin Bhowmik**  
**Chief Business Officer, Manipal Academy of BFSI**

- He highlighted the importance of leveraging digital tools to reach a broader audience, emphasising that today's entrepreneurs must embrace technology to succeed. He shared practical insights on utilising social media, digital marketing, and data analytics to enhance visibility and engagement.
- He explained that by effectively harnessing these digital tools, new ventures can not only expand their market reach but also create lasting connections with customers. His approach underscores the need for a strategic blend of innovation and sustainability, ensuring that new businesses can thrive in the competitive digital landscape.







## Panel Discussion 2

### From Vision to Reality: Strategies for Establishing a Successful Financial Planning Practice

**Moderator - Mr. Sabarinathan G**, Faculty, Finance & Accounting Area IIM Bangalore

#### **Panelists ;**

1 - **Nitin Vishen**, Faculty, Finance Area, IIM Bangalore

2 - **Suresh Sadagopan**, MD & Principal Officer, Ladder7 Wealth Planners Pvt. Ltd.

3 - **A Suresh**, Paralegal Consultant, Estate Planner Prop Seva

4 - **Uday Dhoot**, Partner, Venn Wealth, Founder - OyePaisa

- The Panel highlighted that financial planning is not just a service but the core foundation that supports and drives all other business activities.
- The discussion also explored overcoming initial challenges, such as managing client expectations and establishing a market presence. Panelists shared strategies for addressing these challenges and provided tips for sustaining growth, including continuous professional development and adapting to market changes.
- Overall, the session offered a blend of practical advice and personal experiences, equipping attendees with the knowledge and inspiration needed to transform their vision of a financial planning practice into a successful reality.



# Technical Round 3

**Mathew Joseph**

**Director & Head, CIMB Bank Artificial Intelligence Labs**

- Mr. Joseph highlighted the numerous opportunities AI presents in financial planning, such as personalised investment advice, predictive analytics, and improved decision-making processes.
- He emphasised the importance of integrating AI tools to enhance client services, explaining how AI can offer more tailored and efficient customer experiences. Mr. Joseph's insights underscored the strategic imperative for financial institutions to adopt AI, ensuring they stay competitive and meet the evolving needs of their clients.





## Panel Discussion 3

### Risk Management and Contingency Planning for Your Business



**Moderator - Mr. Amit Gupta**, Founder, Reppro

#### **Panelists ;**

1 - **Amisha Sethi**, Vice President, Global Marketing Inflect

2 - **Teena Rawal**, Head of Strategic Alliances, FPSB India

3 - **Swati Kumari**, B Wealthy- Youtuber, Zee Business | Star India |  
CNBC Awaaz

4 - **Biju Punnachalil**, Chief Risk Officer, South Indian Bank

- The discussion began with a focus on risk management and the importance of having robust contingency plans in place. The panelists emphasised that identifying potential risks early and preparing for various scenarios can help businesses mitigate impacts and maintain continuity during unforeseen events.
- Taking care of employees and supporting them was highlighted as a critical component of risk management. The panelists discussed strategies for fostering a positive work environment, including open communication, providing mental health resources, and recognizing employee contributions.
- By prioritizing contingency planning, fostering a supportive work environment, and upholding health and safety standards, businesses can build resilience and navigate challenges



# Closing Speech

**Dr. Aishwarya Krishna**  
**Research Consultant & Manager, CCMRM - IIMB**

She spoke about signing the MoU 3 months ago, and the initial idea was to organize a BootCamp. She expressed gratitude for the wonderful cooperation, describing the BootCamp as an eye-opener that provided valuable insights into data and facilitated interaction with others. She acknowledged Mr. Krishan Mishra and Ms. Teena Rawal along with the entire FPSB India team for their significant contributions in organizing the BootCamp, Prof. M. Jayadev for his encouragement, and Ms. Chandralekha for her unwavering support throughout the event.







Looking forward to have you in our next event!

**Thank you**