Event Details	
Event Type	Expert Talk
Topic	Digital Transformation in Banking: Design Thinking for Industry Innovation
Date	2025-02-14 to 2025-02-14
Mode	Online
Organizer Name	Dr. Dinesh Tandon, CCSM, Chitkara University, Punjab
Resource Person	Mr. Rohit Chopra|Head L & D
No. of Participants	325
SDG No	SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth, SDG 9: Industry, Innovation and Infrastructure

Objective:

1. Understand the impact of digital transformation on banking.
2. Learn how design thinking fosters financial innovation.
3. Explore emerging technologies in banking operations.
4. Analyze challenges and opportunities in fintech integration.
5. Discuss strategies for customer-centric banking solutions.

Description:

The expert talk on "Digital Transformation in Banking: Design Thinking for Industry Innovation" was an insightful session led by Mr. Rohit Chopra, Head of Learning & Development at the Institute of Professional Banking. The session provided an in-depth understanding of how banks are navigating digital transformation to enhance operational efficiency and customer engagement. The discussion commenced with an overview of the current banking landscape, highlighting the increasing adoption of AI, blockchain, and big data analytics. Mr. Chopra elaborated on how financial institutions are leveraging these technologies to optimize service delivery, improve security, and personalize customer experiences. A significant aspect of the talk focused on design thinking as a problem-solving approach in banking. The speaker emphasized how financial institutions can utilize human-centered design to develop innovative banking solutions. Case studies of successful digital banking transformations illustrated how banks have redefined their processes to align with evolving customer expectations. Risk management and regulatory challenges in digital banking were also explored. Mr. Chopra discussed the importance of cybersecurity, compliance with evolving financial regulations, and strategies to mitigate digital fraud risks. Attendees gained valuable insights into fintech partnerships and the role of agile methodologies in developing scalable banking solutions. The session concluded with a discussion on future trends, including open banking, decentralized finance (DeFi), and AI-driven decision-making. Practical takeaways included strategies for integrating technology into traditional banking models and fostering a culture of continuous innovation.

Outcomes:

1. Gained knowledge of digital transformation in banking.
2. Enhanced understanding of design thinking in financial innovation.
3. Improved awareness of emerging banking technologies.
4. Insights into fintech collaboration and regulatory challenges.
5. Practical strategies for customer-centric digital banking solutions.

Expert talk by Mr. Rohit Chopra (14-02-2025)

Flyer: Digital Transformation in Banking: Design Thinking for Industry Innovation (14-02-2025)

Valuable inputs by Mr. Rohit Chopra during the expert talk (14-02-2025)

Welcome address by Mr. Harinder Pal Singh and vote of thanks by Dr. Dinesh Tandon
(14-02-2025)

Valuable inputs by Mr. Rohit Chopra during the expert talk (14-02-2025)

Valuable inputs by Mr. Rohit Chopra during the expert talk (14-02-2025)