



## INDIAN INSTITUTE OF BANK MANAGEMENT

*"A Centre of Excellence in the Service of Banks, FIs and their Customers"*

(An Institute sponsored by RBI, NABARD and five PSU Banks)



### **Programme on Effective Branch Management** *(March 04-08, 2019)*

#### **Programme Director:**

**Shri B. A. Laskar**

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### **WHY THIS PROGRAMME?**

- We are all aware that the Branch Manager or Branch Head plays the most critical and challenging role in sustaining and developing business.. He is not only the Business Manager, he is also the Administrator, Planner, Human Resource (HR), Industrial Relation (IR) and Public Relations (PR) man for the bank at the field. He is responsible for business development, marketing, excellent customer service, efficiency in accounting, compliance to the regulatory authorities and Bank's own instructions. In short, the role of the Branch Manager calls for multi-dimensional skills and competencies. He is the leader and motivator of his team
- We have designed the present 5 days programme to equip the Branch Manager and Branch Manager designate with the necessary skill and attitude to take up the assignment as Branch manager and the focus of the programme will be on understanding and improving Branch capacity, market segmentation and customer acquisition strategies, leadership qualities for accelerated Branch performance and leadership

### **WHAT FOR?**

- To familiarise participants with marketing strategies and selling skill, individual leadership, internal vis-à-vis external compliance, employee engagement, Customer centricity.
- To impart soft skills for harmonious IR, Effective negotiation, Team work, Leadership, Interpersonal skills, etc.

### **PROGRAMME TAKE-AWAYS:**

- Business Planning - Performance Budgeting
- Taking over and handing over charge as Branch Manager
- KYC Norms, AML Standards & Combating of Financing of Terrorism
- Basics of Lending—Credit Monitoring & NPA Management
- Financial Inclusion and Alternate Delivery Channel
- Marketing strategies – special emphasis on Retail Loan Portfolio
- RBI Guidelines on Customer Service in Banking Industry
- Grievance Redressal Management
- Inspection and Audit and Compliance
- Preventive Vigilance
- Leadership and Motivation
- Soft skills – Communication, Inter-personal relations, Team work and Team building, etc.
- Field Visit

The actual programme content may also be customised to suit participants' profile.

### **PEDAGOGY:**

The training methodology includes a mix of Interactive lecture sessions, discussions, experience sharing, case-exercises and field visit.

### **FOR WHOM?**

Branch Managers / Middle & Junior level officers of Commercial Banks, RRBs and State Co-operative Banks who have been posted or are likely to be posted as Branch Managers

### **WHEN?**

The programme will commence at 9:30 a.m. **March 04, 2019 (Monday)** and will be over by 5:00 p.m. of **March 08, 2019 (Friday)**. The participants may accordingly make their travel arrangements so as to reach IIBM on March 03, 2019 (Sunday) and depart on March 09, 2019 (Saturday). *We provide hostel accommodation on a twin sharing basis.*

### **REGISTRATION:**

Participant should be nominated by his/her organization through email: **programme@iibm.ac.in** or Fax (+91)-361-2363103, 2363102. Online nomination facility is also available in our website **www.iibm.ac.in**. **The last date for receiving nomination is March 01, 2019**

### **WHERE?**

IIBM campus (Near Kendriya Vidyalaya, Khanapara), Jawahar Nagar, Guwahati – 781022. **Those coming by air may avail of pre-paid taxi from Lokapriya Gopinath Bordoloi Airport to IIBM. Those coming by train may avail of autorickshaw/taxi from Paltanbazar-side of Guwahati railway station to IIBM.** For details regarding location of IIBM please visit our website.

**Ola & Uber services are available at Guwhati**

### **FEE:**

The all-inclusive fee for the programme is as below:

	Fee	GST 18%	Total
Commercial Banks and Financial Institutions	₹17,500/-	₹3,150/-	₹20,650/-
Sponsor Banks of IIBM viz. RBI, NABARD, SBI, United Bank of India, UCO Bank, Central Bank of India, Allahabad Bank & Punjab National Bank.	₹16,000/-	₹2,880/-	₹18,880/-
Cooperative Banks & RRBs	₹12,500/-	₹2,250/-	₹14,750/-

Generally payment of participation fees is to be made in advance through National Electronic Fund Transfer (NEFT) on or before the due date for submission of nomination. In exceptional cases a Demand Draft/Pay Order drawn in favour of Indian Institute of Bank Management payable at Guwahati may be forwarded along with hard copy of nominations. It may kindly be ensured that the officers being deputed for training carries details of remittance of programme fees. Details of our Bank Account are as follows:

Beneficiary Name	INDIAN INSTITUTE OF BANK MANAGEMENT
Bank A/c No.	10821418158
A/c Type	S B A/c
MICR Code	781002037
IFS Code	SBIN0010669
Name of the Branch	IIBM Branch
Name of the Bank	STATE BANK OF INDIA

**“Payment of fees for all employees of RBI shall be borne by RBI, Guwahati. A copy of nomination letter may be sent to RBI Guwahati for facilitating payment on time.”**

b. While remitting programme participation fee kindly advise us the following particulars.

Title of Programme including Commencement Date	Name of the Participant/s	Name of Bank/ Organisation	Amt. of Fee	EFT/ NEFT No.	EFT/ NEFT Date

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