



INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre – Eastern Zone, Kolkata
VIRTUAL TRAINING PROGRAMME
Grievance Redressal & Effective Customer Service:
KEY TO DEPOSIT MOBILISATION

29th - 30th MAY 2025

LAST DATE TO APPLY: 23.05.2025

Bank Deposit Management



FOR NOMINATION PLEASE CONTACT:

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IIBF has emerged as a premier institute on banking and finance education. It is the largest institute of its kind in the world and is working with a Mission to “develop professionally qualified & competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/ counselling and continuing professional development programmes”. Indian Institute of Banking & Finance has been awarded the ISO 21001:2018 Standard. This standard is for Educational Institutes who have achieved the required level of excellence in their academic offerings. IIBF is among the few institutes to have been conferred upon this standard.

PROGRAMME BACKGROUND: Reserve Bank of India has raised concerns over slower deposit mobilisation compared to credit growth as it may create structural liquidity issues. Banks have been asked to maintain reasonable balance between credit and deposit growth. Though Bank Deposits are favoured traditionally for safety and liquidity, they are losing appeal among younger generation. Studies revealed that consumer education, complaint handling, customer follow-up and customer self-service had significant positive effects on the corporate efficiency of deposit money bank. Launching new schemes with

advertisements attracts new depositors. However, what ultimately sustains the process of generation of new deposits and continues the acceleration of deposit mobilization is the quality of customer service as Perceived by customers. Bank's performance in different banking services like withdrawal of cash, collection of cheques, quality and adequacy of infrastructural facilities available to customers, attitudes of bank employees towards customers, promptness, and general attitude have to be analysed and evaluated before strategy formulation.

CONTENT OVERVIEW

- Strategies for driving bank deposits
- To improve the skills required in the day-to-day of Banking with special emphasis on the Customer Relations & Service Excellence
- Effective Communication: An essential skill for good customer service
- Banking Ombudsman & COPRA: Avenues available for Bank's customers
- Grievance Redress Mechanism in Banks-Procedural Guidelines

TARGET GROUP: Officers from Scale-1 & up to Scale IV or equivalent in Banks/ FIs currently posted or proposed to be posted in Branches, Branch Managers.

- ✓ *Open to both Members & Non Members of IIBF*
- ✓ *Individuals may also register for this programme at their own cost.*
- ✓ *Banks may send their nominations in bulk*

<p><u>Date & Time:</u> <u>29th - 30th MAY</u> <u>2025 (10.00AM to</u> <u>5.30PM)</u></p>	<p><u>METHODOLOGY</u> Programme can be attended from anywhere by using devices with Internet like PC, Laptop, Tablet or Mobile. Internet connection with good speed is required to stream live Virtual sessions.</p>	<p><u>FEE</u> Rs.4000/- per participant plus GST@18% /- aggregating to Rs.4720/- (In case of TDS deduction, please send us TDS certificate)</p>
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CORRESPONDENCE ADDRESS : Indian Institute of Banking & Finance, PDC-EZ, Avani

Heights, 2nd Fl., 59A, Jawaharlal Nehru Road, Nr. Ravindra Sadan Metro Station, Kolkata – 700020



INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre – Eastern Zone, Kolkata

Programme Title: Grievance Redressal & Effective Customer Service: KEY TO DEPOSIT MOBILISATION

Mode of Programme: Virtual Mode Date: 29th - 30th MAY 2025

NOMINATION FORM

Details of Nomination (to be filled by the Banks/FIs/Other Organizations):

Sl. No.	Name of Participant	Designation	Branch/ Office	Contact No.	E-mail Id.
1					
2					
3					
4					
5					

Fees Paid Rs. _____ UTR/Transaction No. _____ Date of Payment: _____
Name of Sponsoring Bank / FI: _____ **GSTN of Bank/FI:** _____
Address of the Bank/FI: _____ Phone/Mob. No. _____
E-mail id.: _____

FEE : Rs. 4,000/- per participant plus GST @ 18% i.e. Rs.720/- aggregating to Rs. 4,720/- (In case of TDS deduction, please send us the TDS certificate). (Kindly provide your GST Number in the nomination letter to facilitate the raising of Invoice)

Programme fees may be remitted to the credit of Institute's Bank Account as below:

- ✓ **Name of Account Holder:** Indian Institute of Banking & Finance
- ✓ **Name of the Bank Branch:** State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ **Savings Account No.** 37067835940 **IFSC:** SBIN0011710
- ✓ **PAN No.** AAATT3309D; **GST No.** 19AAATT3309D2ZO, **State - West Bengal**

Mr Tusharendra Barpanda Head – PDC-EZ, IIBF, Kolkata Mob. No.9717005551 Email Id. headpdcez@iibf.org.in	Ms Sneha Datta Jr. Executive, PDC-EZ, IIBF Email : je.pdcez3@iibf.org.in Mob. No. 9831637175	Ms. Samriddhi Guha Jr. Executive, PDC-EZ, IIBF Email: je.pdcez2@iibf.org.in Mob. No. 8420475917
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INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre – Eastern Zone, Kolkata

NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

Programme Title Grievance Redressal & Effective Customer Service: KEY TO DEPOSIT MOBILISATION

Mode of Programme: Virtual Mode Date: 29th - 30th MAY 2025

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (PERSONAL)	Address (personal)	UTR NUMBER
1						

Name of Bank/ FI employed with: _____

Address of Bank/ FI employed with: _____

FEE : Rs. 4,000/- per participant plus GST @ 18% i.e. Rs.720/- aggregating to Rs. 4,720/- (In case of TDS deduction, please send us the TDS certificate). *Self-sponsored participants are requested to kindly contact the numbers given below before making the payment.*

Programme fees may be remitted to the credit of Institute's Bank Account as below:

- ✓ **Name of Account Holder:** Indian Institute of Banking & Finance
- ✓ **Name of the Bank Branch:** State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ **Savings Account No.** 37067835940 **IFSC:** SBIN0011710
- ✓ **PAN No.** AAATT3309D; **GST No.** 19AAATT3309D2ZO, **State** - West Bengal

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