



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

**VIRTUAL TRAINING PROGRAMME ON**  
**MARKETING & FINANCING OF RETAIL, AGRICULTURE & MSME AT BRANCHES**

**From 16<sup>th</sup> to 17<sup>th</sup> SEPTEMBER 2025 (2 days)**



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

**For Details & Nomination, please contact**

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Jr. Executive, PDC-EZ, IIBF  
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**BACKGROUND OF THE PROGRAMME:** India Retail Banking market's growth is fueled by the escalating reach of smartphones and the internet. This digital expansion enables banks to provide accessible and convenient digital banking services to a broader population. Overall, the increasing penetration of smartphones and the internet plays a pivotal role in propelling the India retail banking market's expansion, ensuring convenience, accessibility, and improved services. India has witnessed rapid MSMEs are very essential as they create a lot of job opportunities at a relatively lower capital cost than large industries in India. Additionally, they help to industrialize underdeveloped and

rural areas, which ensures a fair distribution of income and wealth across the country and reduces regional disparities. The MSME sector in India has exhibited a strong performance and has protected the economy from global adversities and shocks. The market is influenced by factors such as urbanization, rising disposable incomes, technological advancements, and government initiatives aimed at enhancing financial inclusion and accessibility. The growth of the Indian Banking Market is driven by evolving consumer preferences, economic trends, and regulatory developments that shape the landscape of retail banking services in the country. The increasing penetration of smartphones and the internet plays a pivotal role in propelling the India retail banking market's expansion, ensuring convenience, accessibility, and improved services.

## **CONTENT OVERVIEW:**

- Overview of Retail Banking, Regulatory Prescriptions, Processing and due diligence. Compliance and Risk Management
- An Overview of MSME Sector- Its Contribution to the Economy, Trends and growth potential in MSME sector, Institutional Framework for MSME Enterprises, Recent Government Initiatives. Stages of effective Marketing, Lead generations, Referrals, Conversion into Warm Leads, Push and Pull types of sales
- Potentials of Agricultural Financing, Agriculture financing – Group lending / Bulk lending (SHGs / NRLM / NULM / JLGs) / FPO / FPC / Contract Farming, Financing of Food and Agro processing industries
- Marketing of Third-Party Products, Campaign design and execution. Partnership with Fintech for innovation, growth and customer delight.
- Customer care, Aftersales service and Grievance Redressal

## **TARGET GROUP FOR THE PROGRAMME**

Officers/Executives at Middle and Senior Management level in PSU/ PVT Banks/ Foreign Banks / SFBs/RRBs/ NBFCs and Co-op Banks, working in Branches/ROs/Zos/ Circle Offices and Corporate Office handling Retail Deposits/Credits/Third Party Products/ Delivery channels/ Marketing and other areas.

*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><b><i>Date &amp; Time:</i></b>  <b><i>16th - 17th</i></b>  <b><i>SEPTEMBER</i></b>  <b><i>2025</i></b>  <b><i>(10.00AM to</i></b>  <b><i>5.30PM)</i></b></p>	<p><b><i>METHODOLOGY:</i></b>  Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences <b><i>on ZOOM</i></b>. 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><b><i>FEE:</i></b>  Rs.5000/- per participant plus GST@18% /- aggregating to Rs.5900/- 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, 2<sup>nd</sup> Fl., 59A, Jawaharlal Nehru Road, Nr. Ravindra Sadan Metro Station, Kolkata – 700020.

**Last Date to Apply: 11.09.2025**



## INDIAN INSTITUTE OF BANKING & FINANCE

### Professional Development Centre – Eastern Zone, Kolkata

**Programme Title:** MARKETING & FINANCING OF RETAIL, AGRICULTURE & MSME AT BRANCHES

**Mode of Programme:** Virtual Mode **Date:** 16th - 17th SEPTEMBER 2025

#### NOMINATION FORM

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (Personal)	Address (Personal)	UTR NUMBER
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. 5,000/- per participant plus GST @ 18% i.e. Rs.900/- aggregating to Rs. 5,900/-**

(In case of TDS deduction, please send us the TDS certificate).

**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

#### CONTACT DETAILS

<b>Mr. Tusharendra Barpanda</b> Zonal Head, PDC-EZ, IIBF Email: head-pdcez@iibf.org.in Mob. No. 9717005551	<b>Ms. Samriddhi Guha</b> Jr. Executive, PDC-EZ, IIBF Email : <a href="mailto:je.pdcez2@iibf.org.in">je.pdcez2@iibf.org.in</a> Mob. No. 6290336252	<b>Ms Sneha Datta</b> Jr. Executive, PDC-EZ, IIBF Email : <a href="mailto:je.pdcez3@iibf.org.in">je.pdcez3@iibf.org.in</a> Mob. No. 9903848920
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### **NOMINATION FORM FOR SELF SPONSORED CANDIDATES**

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

Name of Bank/ FI employed with: \_\_\_\_\_

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