



INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre – Eastern Zone (PDC-EZ), Kolkata

ONE DAY VIRTUAL WORKSHOP ON
MARKETING STRATEGIES FOR DEPOSIT MOBILIZATION

18th July 2025 (one day)

Last Date to Apply : 14.07.2025



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

Mr. Tusharendra Barpanda
Zonal Head, PDC-EZ, IIBF
Email : head-pdcez@iibf.org.in

Ms. Samridhi Guha
Jr. Executive, PDC-EZ, IIBF
Email : je.pdcez2@iibf.org.in

Ms. Sneha Datta
Jr. Executive, PDC-EZ, IIBF
Email : je.pdcez3@iibf.org.in

BACKGROUND OF THE PROGRAMME: Amidst a slowdown in deposit growth banks in India are introducing special schemes to attract depositors and meet credit demands. These schemes are designed to attract depositors looking for higher returns in a low-interest environment. Customers are increasingly opting for capital markets over bank deposits for better returns, leading to a decline in traditional deposit growth. The Finance Minister stressed the importance of mobilizing small deposits rather than focusing solely on large sums. 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:

- Technology and digital channels to reach a wider audience
- Understand the needs and preferences of Customers
- Data Security and privacy to build trust and confidence in banking services
- Optimize the branch experience
- Relationship Building through personalized communication, building trust and loyalty

TARGET GROUP FOR THE PROGRAMME: 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>18th July 2025</u> <u>(10.00AM to 5.30PM)</u></p>	<p><u>METHODOLOGY:</u></p> <p>Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences <u>on ZOOM</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></p> <p>Rs. 2500/- per participant plus GST@18% aggregating to <u>Rs.2950/-</u> (In case of TDS deduction, please send us TDS certificate)</p>
--	--	--

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
NOMINATION FORM

Programme Title: MARKETING STRATEGIES FOR DEPOSIT MOBILIZATION

Mode of Programme: Virtual Mode Date: 18th July 2025

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. 2500/- per participant plus GST@18% aggregating to Rs.2950/-. (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.** 19AAATT3309D2Z0, **State** - West Bengal

CONTACT DETAILS:

Mr Tusharendra Barpanda Head – PDC-EZ, IIBF, Kolkata Mob. No.9717005551 Email Id. head-pdcez@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
---	--	--

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

NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

Programme Title: MARKETING STRATEGIES FOR DEPOSIT MOBILIZATION

Mode of Programme: Virtual Mode Date: 18th July 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. 2500/- per participant plus GST@18% aggregating to Rs.2950/-. *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

CONTACT DETAILS:

Mr Tusharendra Barpanda Head – PDC-EZ, IIBF, Kolkata Mob. No.9717005551 Email Id. head-pdcez@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
---	--	--

CORRESPONDENCE ADDRESS : Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2nd Fl., 59A, Jawaharlal Nehru Road, Nr. Ravindra Sadan Metro Station, Kolkata – 700020
