



INDIAN INSTITUTE OF BANKING & FINANCE  
(ISO 9001:2015 Certified)

**“Program on Effective Branch Management”**

**From 25<sup>th</sup> to 27<sup>th</sup> May, 2021**

***LIVE CLASSROOM SESSIONS In VIRTUAL MODE***



*Programme Co-Ordinator: Mr. A.K. Mishra*  
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Website: [www.iibf.org.in](http://www.iibf.org.in)**

## **“PROGRAM ON EFFECTIVE BRANCH MANAGEMENT”**

### **BACKGROUND**

During its 93 years of service, IIBF which is an "**Institute of the Bankers, for the Bankers and by the Bankers**" has emerged as a premier institute in banking and finance education. Considering the emerging requirements of the bankers in the ever-changing dynamic environment, IIBF has been providing training to bankers in select areas. IIBF has world class training facilities at its Leadership Centre, Mumbai. It also has three Professional Development Centres (PDCs) at Delhi, Chennai & Kolkata with residential facilities at Delhi to accommodate more than 50 participants at a time.

### **PURPOSE**

In past few years, the landscape of banking industry has undergone significant change. Changing profile of customers, fast moving technology, innovation in products, rising expectations from the service sector requires Branch Managers to possess certain set of skills. The skills need to be identified, acquired at the right time, and used effectively. Given this background, IIBF has designed this special programme for Branch Managers.

### **OBJECTIVES:**

To impart skills related to -

- ✓ Assessment of Branch Business Potential
- ✓ Optimization of Branch Profitability
- ✓ Efficient use of Technology for marketing, customer profiling
- ✓ PML-KYC Compliance
- ✓ Building up a Credit Portfolio for sustainable profitability
- ✓ Executing loan documents
- ✓ Preparation of Regulatory Returns
- ✓ Improving Customer Service
- ✓ Motivation of staff

## **CONTENT OVERVIEW:**

- Preparation of Branch Business Plan
- Strategies for handling campaigns for Deposit/ Retail/SME Credit
- Leveraging Information Technology to increase business
- Strategies to build up quality Credit Portfolio (Retail & SME)
- Loan Documentation, Different types of charges on security
- Maintaining Customer oriented work culture in the Branch
- Compliances- PML/KYC, Regulatory Returns
- Prevention & early rectification of Audit lapses

## **TARGET GROUP**

This programme is intended for Bank Officers – Scale I to IV, first time Branch Managers, Officers given charge of Large Branches. Programme is suitable for existing as well as newly appointed branch heads of Rural/SU/Urban & Metro branches (General and Specialized Branches).

## **DURATION**

3 Days, from 25<sup>th</sup> to 27<sup>th</sup> May, 2021 from 10.00 AM to 5.00 PM.

## **MODE:**

Sessions are conducted on virtual platform (ZOOM/Webex). Live sessions are delivered by faculty. The sessions are made interactive by sharing experience, putting poll questions during the session.

## **FEE**

Rs.6,000/- per participant plus GST@18% aggregating to Rs.7,080/-  
(In case of TDS deduction, please send us TDS certificate)

**For further details and nomination kindly contact:**

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**NOMINATION FORM for BANKS/FIs**

**Programme title: “Program on Effective Branch Management”**

**Date: 25<sup>th</sup> TO 27<sup>th</sup> May, 2021**

**Programme Type: Virtual mode**

**PARTICIPANTS NOMINATED:**

S.No	Name (Mr./Ms./Mrs.)	Designation	Branch/Office	Mobile No. and Land Line No.	E-mail (PERSONAL AND OFFICIAL MAIL ID BOTH)*
1					
2					
3					
4					

**\*Login details of the program shall be shared on personal mail id.**

Bank/Organisation: \_\_\_\_\_

Address/GSTIN for raising invoice: \_\_\_\_\_

Pin Code: \_\_\_\_\_

Nominating official contact details/mail id \_\_\_\_\_

**Fee: Rs. 6,000/-per participant plus GST@18% aggregating to Rs.7,080/-**

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

Programme fees may be remitted to the credit of Institute’s account as given below:

- ✓ Name of the Account: Indian Institute of Banking and Finance
- ✓ Name of the Bank branch: State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ Savings Account No: 36919200263 IFSC code: SBIN0011710
- ✓ (PAN No: AAATT3309D and GSTIN NO. 27AAATT3309D1ZS)

**(Kindly provide your GST Number in the nomination letter to facilitate raising of invoice)**



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**FORM FOR SELF-SPONSORED CANDIDATES**

**Programme title: “Program on Effective Branch Management”**

**From: 25<sup>th</sup> TO 27<sup>th</sup> May, 2021**

**Programme Type: Virtual**

Details of candidate:

Sl. No	Name	Designation	Contact No. (Mobile)	E-mail (PERSONAL) *	UTR NUMBER towards fees remitted
1					

**\*Login details of the program shall be shared on personal mail id.**

Name & Address of Bank/ FI employed with:

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Postal Address of participant:

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PIN code: \_\_\_\_\_

Fee: Rs. 6,000/-per participant plus GST@18% aggregating to **Rs.7,080/-**

Programme fees may be remitted to the credit of Institute’s account as given below:

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