



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

VIRTUAL TRAINING PROGRAMME ON
Marketing of ADCs (Alternative Delivery Channels) for Business Growth
from 07th to 08th August, 2024
(Last Date to Apply: 04.08.2024)



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 Nominating, Please Contact:

Mr. Tusharendra Barpanda
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Ms. Samriddhi Guha
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Ms. Sneha Datta
Jr. Executive, PDC-EZ, IIBF
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BACKGROUND OF THE PROGRAMME: Induction of technology in a big way has made the Indian banks robust and stronger. It has benefited the customers in more ways than one. Customers no longer need to go to their brick and mortar branches and stand in long queues for banking services. They can do their banking transactions from the comfort of their home or office. Alternative delivery channels (ADC), defined as those channels that expand the reach of services beyond the traditional bank branch channel, have emerged as a result of innovations in information and communication technology and a shift in consumer expectations. These include ATMs, Internet Banking, SMS Banking, Online Banking, Mobile Banking, and more recently Electronic or Mobile Wallets. ADCs help to Develop digital capabilities and Enhance customer education and awareness. Increased use of digital channels

invariably multiplies the risk of fraud, targeting both customers and FSPs. Incidences of fraudulent SIM replacements, phishing and data breaches have been reported. It is important that Banks/FIs take measures to: Ensure data privacy. Seal loopholes that can lead to data loss, Intensify customer awareness and Engage law enforcement which in turn will ensure lead to spark ADC serves to enhance financial inclusion.

OBJECTIVES: The programme aims at developing understanding among participants about

- Importance and relevance of ADCs
- Highlights of Regulatory guidelines
- The challenges faced in usage of the alternate delivery channels

CONTENT OVERVIEW:

- ✓ Stages of effective Marketing, Lead generations, Referrals, Conversion into Warm Leads, Push and Pull types of
- ✓ Cyber Crimes in Electronic Delivery Channels in Banks; Cyber Laws and IT related legislations on cyber-crimes
- ✓ Campaign design and execution. Partnership with Fintech for innovation, growth
- ✓ 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*

Date & Time: 07th to 08th August, 2024 (10.00AM to 5.30PM)	METHODOLOGY: 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.	FEE: Rs. 4000/- per participant plus GST@18% /- aggregating to Rs.4720/- -(In case of TDS deduction, please send us TDS certificate)
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CORRESPONDENCE ADDRESS: Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2nd Floor, 59A, Jawaharlal Nehru Road, Near Ravindra Sadan Metro Station, Kolkata – 700020.



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

Programme Title: Marketing of ADCs (Alternative Delivery Channels) for Business Growth

Mode of Programme: Virtual Mode **Date:** 07 & 08 August, 2024

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% 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

CONTACT DETAILS:

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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59A, Jawaharlal Nehru Road, Nr. Ravindra Sadan Metro Station, Kolkata – 700020



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Professional Development Centre – Eastern Zone, Kolkata

NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

Programme Title Marketing of ADCs (Alternative Delivery Channels) for Business Growth

Mode of Programme: Virtual Mode **Date:** 07 & 08 August, 2024

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% aggregating to Rs. 4,720/-.

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.
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