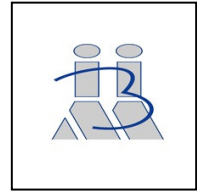




**Banking Codes & Standards
Board of India**



**Committed to
professional excellence**



**Seminar
Customer Education, Awareness and Empowerment
Financial Literacy and Depositor Education**

Date: 3rd July, 2015

Venue: Indian Institute of Bank Management

Khanapara, Jawahar Nagar,

Guwahati – 781 022

Background:

Customer service has been engaging the close attention of banks since long. Policies have been initiated and efforts have been continuously taken to ensure good customer service in banks. Customer preferences are undergoing rapid changes over the years. New banking and delivery channels have sharpened the competition in the banking arena. The future seems to suggest the emergence of new players like small banks, payment banks and even mobile companies in the banking fold. Whilst future trend looks very exciting with full of opportunities, it also poses growing challenges of customer attrition and shifting loyalties. All these calls for educating, servicing and empowering the bank customers urgently such that they will retain the patronage and recommend more customers to banks. It is in this background the current seminar is planned.

Objectives of the seminar:

The objectives of the seminar are as under:

- To discuss the plan of action to propagate financial literacy
- To discuss the problems of 'less privileged' depositors and consumers and to provide and safeguard their interest
- To understand the role of financial institutions in creating customer awareness
- To discuss the role of educational and capacity building organizations to create awareness
- To understand the role of regulatory bodies and other key stakeholders in enhancing awareness and safeguarding the depositors' interest
- To propagate steps to build common communication strategies to educate the depositors and other customers
- To strengthen the measures to provide seamless and excellent service to customers
- To instill the need for empathy and understanding while dealing with customers issues

❖ **Participants**

Bank Managers of various nationalized and Private banks
Managers from RRBs and Cooperative banks
NGOs playing active role in FI
Service providers (BCs/technology vendors)
Trainers

❖ **Programme fee**

Programme is Non-residential without any participation fee

Programme Structure

Timings	Session	Speaker
10.00-11.00 AM	Inaugural Session	Inaugural Address Mr. A C Mahajan Chairman, Banking Codes & Standards Board of India
11.30-1.00PM	Panel discussion on Customer Education and Empowerment	Chair Mr. Charan Singh, Executive Director, UCO Bank Panel Members Mr S K Magoo, CGM Sate Bank of India, Guwahati Mr B B Sangma, Director, IIBM Mr N D Purakaystha, CRM, United Bank of India, Guwahati Head of Reputed Local NGO
1.00 to 1.30PM	Valedictory Session	Valedictory address: Mr S S Barik Regional Director, RBI, Guwahati

NOTE – INTERESTED PARTICIPANTS MAY OBTAIN DETAILS FOR ATTENDING BY SENDING AN EMAIL TO MR S K DATTA (JT DIRECTOR, IIBF) AT skdatta@iibf.org.in FURNISHING THEIR IIBF MEMBERSHIP NO., EMPLOYMENT DETAILS, PRESENT POSTING ETC.