



INDIAN INSTITUTE OF BANKING & FINANCE

(An ISO 21001:2018 Certified Institute)

Professional Development Centre – North Zone

Online Training program

On

“Strategic Planning and Business Development for Banks”



Dates: 21st to 23rd December 2026

Open to Members & Non-Members

Individual participants can also register for the programme at their own cost

Program Co-Ordinator: Dr. N K Bhasin & Mr Sudip Kaviraj

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Indian Institute of Banking & Finance,
Professional Development Centre, North Zone,
C5/30, SDA Market, opposite to IIT Delhi
Delhi – 110016
Website : www.iibf.org.in

BRIEF BACKGROUND

Established on 30th April 1928, IIBF which is an “Institute of the Bankers, for the Bankers and by the Bankers” has during its 98 years of service been actively involved in examination, training & academics and 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 quality training to bankers in select areas. The training programmes are designed in consultation with the industry experts and human resources personnel with an endeavor to address the skill gaps on a continuous basis.

The regular offerings in varied areas prepare the banking professionals ahead of the impending change. IIBF has state-of-the-art training facilities at its Leadership Center at Mumbai and it has seven Professional Development Centers (PDCs) at Mumbai, Delhi, Chennai, Kolkata, Lucknow, Guwahati and Bengaluru catering to the increasing demand for the focused training programmes.

Our Delhi Centre is equipped with modern infrastructure to support residential training:

- A well-equipped hostel with 36 air-conditioned rooms, with Wi-Fi facility at all floors.
- Two fully functional classrooms with a seating capacity of 30–35 participants each.
- A spacious conference hall that can accommodate 75–80 participants.
- Lift facilities for ease of movement across floors and CCTV cameras all around the premises.

IIBF PDC NZ has successfully partnered with **Banks and Financial Institutions (FIs)** to conduct customized residential training programmes at the Delhi Centre.

PURPOSE OF THE PROGRAMME

The programme aims to enhance the understanding of banking professionals on the key principles and practices of strategic planning and business development in the banking sector. It will focus on equipping participants with the knowledge and skills required to formulate effective business strategies, identify growth opportunities, strengthen customer relationships, and align business objectives with the overall goals of their banks.

The programme will also provide insights into market analysis, digital banking, customer-centric approaches, business performance monitoring, and sustainable growth strategies. Through practical discussions and case studies, participants will gain a better understanding of emerging banking trends and develop the capabilities required to contribute effectively to their banks' business growth and strategic objectives

OBJECTIVE

The programme aims to enable the participants to:

- Understand the fundamentals and importance of strategic planning in banking
- Develop skills for formulating effective business plans aligned with organisational goals.
- Identify business development opportunities across various banking products and services.
- Enhance customer acquisition, retention, and relationship management strategies.
- Understand the role of digital banking and technology in business growth.
- Strengthen capabilities in market analysis, performance monitoring, and sustainable business development.

CONTENT OVERVIEW

- Fundamentals of Strategic Planning in Banking
- Banking Environment, Market Analysis, and Competitive Landscape
- Strategy Formulation and Business Plan Development
- Aligning Business Strategies with Organisational Objectives
- Business Development Strategies for Banks
- Customer Acquisition, Retention, and Relationship Management
- Digital Banking and Technology-Driven Business Growth
- Marketing Strategies, Cross-Selling, and Portfolio Development
- Strategy Execution and Action Planning
- Business Performance Monitoring and Key Performance Indicators (KPIs)
- Risk Management and Sustainable Business Development
- Emerging Banking Trends, Case Studies, and Strategic Roadmap

METHODOLOGY

- Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences on ZOOM.
- Live sessions by Faculty shall be conducted and participants can participate in the sessions from home or office using Laptop/Desktop/iPad/Smart Phones.
- Login details for accessing the sessions shall be shared on registered mail ids of participants 24 hours before the program.
- The PPTs will be available in our site after the program is over.
- Entry and Exit tests will be conducted to assess the program impact.

TARGET GROUP

- Branch Managers, Regional Managers, and banking officers involved in business development and achievement of business targets.
- Officers and executives working in strategic planning, retail banking, corporate banking, and marketing.
- Credit officers, relationship managers, and professionals involved in customer acquisition and portfolio management.
- Mid-level and senior-level banking professionals seeking to enhance their strategic planning and business management capabilities.

DURATION

3 Day – 21st to 23rd December 2026 Timings: 10.00 A.M. to 05.00 P.M. (participants are required to kindly login by 09.45 am for registration/attendance purpose)

FEES

Rs. 7,500/- (Rs. Seven thousand Five Hundred only) per participant plus GST @18% (Rs.1350/-) aggregating to Rs. 8,850/- (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:

Particular	Account Details
Account Name	Indian Institute of Banking & Finance
VAN	IIBF28TRGNORTHZONE
IFSC	SBIN0004266
BANK	STATE BANK OF INDIA

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

In case of any quires, kindly contact

Dr. N K Bhasin	Mr. Aman Dhar
Zonal Head	Senior Executive
head-pdcnz@iibf.org.in	se.pdcnz4@iibf.org.in
Mob : 9910110182	Mob : 7488152733

**** Registration is open till 5 p.m. of 19th December
2026 ****

**“Upon successful completion of the Training Programme,
participants will be awarded a Certificate of Participation”**



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Nomination Form – For Individuals (Self Sponsored)

Name of the program	: Strategic Planning and Business Development for Banks
Dates	: 21 st to 23 rd December 2026
Time	: 10.00 a.m. to 5.00 p.m.
Program Type	: Virtual (Online) mode

Nominee Details

Sr. No.	Name	Designation	Mobile No. (WhatsApp)	E-mail	UTR No.
1					

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

Rs. 7,500/- (Rs. Seven thousand Five Hundred only) per participant plus GST @18% (Rs.1350/-) aggregating to Rs. 8,850/- (In case of TDS deduction, please send us TDS certificate).

Particular	Account Details
Account Name	Indian Institute of Banking & Finance
VAN	IIBF28TRGNORTHZONE
IFSC	SBIN0004266
BANK	STATE BANK OF INDIA

(PAN No: AAATT3309D and GSTIN NO. 07AAATT3309D2ZT)

In case of any quires, kindly contact:

Dr. N K Bhasin Zonal Head head-pdcnz@iibf.org.in Mob : 9910110182	Ms. Anchal Arora Senior Executive se.pdcnz3@iibf.org.in Mob : 8295127117	Mr. Aman Dhar Senior Executive se.pdcnz4@iibf.org.in Mob : 7488152733
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INDIAN INSTITUTE OF BANKING & FINANCE
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Nomination Form – For Banks & FIs

Name of the program	: Strategic Planning and Business Development for Banks
Dates	: 21 st to 23 rd December 2026
Time	: 10.00 a.m. to 5.00 p.m.
Program Type	: Virtual (Online) mode

Nominee Details

Sr. No.	Name	Designation	Branch/ Office	Mobile No. (WhatsApp)	E-mail (Personal)	E-mail (Official)
1						
2						

Name of Bank/ FI	:
Address	:
GST Details	:
PAN No.	:
Phone/Mobile of Nominating Official	:
E-Mail of Nominating Official	:

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IFSC	SBIN0004266
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Dr. N K Bhasin Zonal Head head-pdcnz@iibf.org.in	Ms. Anchal Arora Senior Executive se.pdcnz3@iibf.org.in	Mr. Aman Dhar Senior Executive se.pdcnz4@iibf.org.in
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