



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

VIRTUAL TRAINING PROGRAMME ON
“EFFECTIVE BRANCH MANAGEMENT”

from **14th -16th MAY 2025** (3days)

Last Date to Apply : 07.05.25



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 NOMINATION PLEASE CONTACT:

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| Mr Tusharendra Barpanda Head – PDC-EZ, IIBF, Kolkata Email Id. head-pdcez@iibf.org.in | Ms. Samriddhi 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 |
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PROGRAMME BACKGROUND

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.

TARGET GROUP:

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

- ✓ **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**

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

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**
- ✓ **Team Building and Time Management**

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| <p><u>Date & Time:</u> <u>14-16 MAY 2025</u> <u>(10.00AM to</u> <u>5.30PM)</u></p> | <p><u>METHODOLOGY</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 through ZOOM</p> | <p><u>FEE</u> Rs.6000/- per participant plus GST@18% /- aggregating to Rs.7080/- (In case of TDS deduction, please send us TDS certificate)</p> |
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CORRESPONDENCE ADDRESS: Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2nd Floor, 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: EFFECTIVE BRANCH MANAGEMENT

Mode of Programme: Virtual Mode Date: 14-16 MAY 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. 6,000/- per participant plus GST @ 18% i.e. Rs.1080/- aggregating to Rs.7,080/- (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:

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Professional Development Centre – Eastern Zone, Kolkata

NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

Programme Title: **EFFECTIVE BRANCH MANAGEMENT**

Mode of Programme: **Virtual Mode** **Date:** **14-16 MAY 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. 6,000/- per participant plus GST @ 18% i.e. Rs.1080/- aggregating to Rs.7,080/-

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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