



INDIAN INSTITUTE OF BANKING & FINANCE

(An ISO 21001:2018 Certified)

TRAINING PROGRAMME

ON

Sign Language for Officials of Banks, NBFC's & FI's **(Physical Classroom Session)**



27.08.2026 & 28.08.2026 (Thursday & Friday)

Coordinated By:

**Indian Institute of Banking & Finance,
Professional Development Centre (PDC), South Zone,
94, Jawaharlal Nehru Road
Vadapalani, Chennai - 600 026**

For Details & Nomination, please contact:

Individuals can also register for the programme at their own cost

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BACKGROUND

During its 98 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 Development Center, Mumbai. It also has seven Professional Development Centres (PDCs) at Chennai, Delhi, Kolkata, Mumbai, Guwahati, Lucknow & Bengaluru.

ABOUT THE PROGRAMME

The Sign Language Training Programme is a focused initiative to strengthen accessibility and inclusivity in financial services, particularly at customer touchpoints.

In line with the guidance of the Department of Financial Services (DFS) & Reserve Bank of India (RBI) on basic sensitization of customer-facing staff, Indian Banks' Association (IBA), in collaboration with IIBF, has developed this programme to equip frontline personnel with essential communication skills to effectively serve Deaf and Hard-of-Hearing customers.

The programme provides practical exposure to Indian Sign Language (ISL), banking-related interactions, and customer service etiquette. Through interactive sessions, demonstrations, and real-life simulations, participants will gain the confidence to handle routine banking communication using sign-based methods.

PURPOSE:

IIBF, PDC Chennai, being a pioneer in developing the banking professionals, designed a special program on "Inclusive Banking Communication (Communicating Effectively with Sign Language Users and Diverse Customers)". **In line with direction given by Hon'ble Court of the Chief Commissioner of Person with disabilities (CCPD) and circulated by Department of Financial services (DFS) that Basic trainings to staff handling customers may be imparted on Sign Language Interpreter (SLI).**

TARGET GROUP

Banking Professionals	Customer Service & Operations	Learning & Support
Branch Managers	Customer Service Officers	HR & Learning & Development Professionals
Assistant Branch Managers	Relationship Managers	Bank Trainers & Faculty Members
Financial Inclusion Officers	Front Office Executives	Service Quality Officers
Digital Banking Officers	Tellers / Cash Officers	Insurance & NBFC Professionals
	Operations Officers	Customer Care Executives
Employees interacting with customers on a regular basis		

METHODOLOGY:

The programme follows a highly interactive and practical approach with emphasis on hands-on learning:

- Instructor-led sessions supported by audio-visual aids
- Demonstrations of Indian Sign Language (ISL)
- Guided practice and drill exercises for skill building
- Role plays and simulations of real banking scenarios
- Case studies and interactive activities for better engagement
- Mock Counters C Scenario based sessions for transaction-based learning
- Final assessment with feedback for improvement

RATIONALE:

Inclusive banking is not just a regulatory requirement—it is a commitment to dignity, accessibility, and customer trust. Deaf and Hard-of-Hearing (DHH) customers often face barriers in communication, leading to misunderstanding, service delays, and dissatisfaction.

This programme equips bank employees with awareness, skills, tools, and confidence to communicate respectfully and effectively with DHH customers, ensuring equal access to banking services and enhancing the bank's inclusive image.

OBJECTIVES

At the end of the programme, participants will be able to:

- Understand Deafness and hearing loss from a customer's perspective
- Communicate confidently using appropriate verbal, visual, and written methods
- Use basic sign language and non-verbal communication techniques
- Handle common banking interactions with DHH customers independently
- Comply with legal, ethical, and accessibility obligations
- Create a welcoming and inclusive branch environment

CONTENT OVERVIEW

The programme is structured as a **2-days intensive** training combining conceptual understanding with hands-on practice:

Day 1: Foundations of Deaf Culture's Basic ISL

- Understanding Deaf culture, communication barriers, and accessibility laws
- Legal, Regulatory & Ethical Framework
- ISL alphabet (A–Z), finger spelling and numbers
- Basic greetings, introductions, and everyday expressions
- Non-Verbal, Visual & Written Communication Techniques

Day 2: Banking Vocabulary's Transaction Communication

- Introduction to Indian Sign Language (ISL) – Basics
- Banking-Specific Sign Language & Expressions (Currency handling, numbers, and financial communication)
- Handling Banking Scenarios with DHH Customers (Account opening communication (KYC details, forms, etc.))
- ISL for digital banking (UPI, OTP, ATM, mobile banking, etc.)
- Customer service etiquette: body language, facial expressions, patience, emergency and complaint handling (lost cards, fraud alerts, etc.)

Practical Banking Scenarios

- Transaction handling through mock counter role-plays

EXPECTED OUTCOMES

- Improved confidence in serving DHH customers
- Reduced communication gaps and complaints
- Enhanced customer satisfaction and trust
- Strong compliance with inclusion and accessibility norms
- Positive brand image as an inclusive bank
- Visual Impairment in PSBs and Government Employees

DURATION

2 Days - from 27th & 28th August'2026 Timings: 09.30 A.M. to 05.30 P.M.

TRAINING VENUE

Indian Institute of Banking & Finance,
Professional Development Centre, South Zone,
94, Jawaharlal Nehru Road
Vadapalani, Chennai -600 026

The programme is Non-residential. Lunch and snacks will be provided to the participants by the Institute.

Kindly contact us for any assistance regarding accommodation.

Participants have to arrange their overnight stay on their own / by their respective Banks.

TRAINING FEE:

Rs.8000/- plus GST @18% (Rs.1440/-) aggregating to Rs.9,440/- per participant

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

(Discounts are available for institutions sending bulk nominations.)

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

- ✓ Name of the Bank branch: State Bank of India, Vidya Vihar(West), Mumbai.
- ✓ Account no: **37067835882** IFSC code: **SBIN0011710**
- ✓ PAN No: AAATT3309D and GSTIN No. 33AAATT3309D2ZY

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

For Details & Nomination, please contact:

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TO REGISTER KINDLY EMAIL, THE FOLLOWING DETAILS

Sr. No.	Name (Mr./Ms./Mrs.)	Institution Name	Branch/ Office/ Department	Designation	Mobile No. (WhatsApp)	E-mail Id

Institution Details	
Name of Bank / FI	:
GST No./ ISD No. (For Invoice)	:
PAN No.	:
Details of Nominating Authority	
Name	:
Designation	:
Mobile No.	:
E-Mail Id	:

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