



# Programme on Enhancing Branch Performance

May 14 – 17, 2018

*Coordinators*  
**Prof Anjan Roy**  
**Prof Ateeque Shaikh**



**National Institute of  
Bank Management  
Pune, India**



# Programme on Enhancing Branch Performance

## Background

Bank branches continue to form the most important touch point for customers, despite the spread of alternate delivery channels. Branches provide the opportunity to interact and build relationships with customers, and it is here that banks develop their core customers and low cost deposit business to position themselves as strong and stable financial institutions. Undoubtedly therefore, branch performance matters heavily for bank performance.

Managing bank branch performance today however has become very challenging. The branches often struggle to deliver on growth and profit targets due to myriad reasons such as stagnated local market, high level of competition, low productivity or even poor management. Consequently, many branches of banks fail to generate profit on a standalone (without transfer price) basis. Such loss-making branches not only pose a problem for profitability of banks, they also diminish their capacity for geographical outreach. Under performance of the branch ultimately affects the brand image of the bank.

Branch managers are the most important strategic resource who determine the business performance for any bank. Smart and dedicated branch managers who understand and execute business with a strategic perspective are the key differentiators in today's banking industry.

## Target Group

Branch managers (Scale III to V) and their deputies of large/very large branches with diversified mix business.

## Objectives

This course is to sensitize branch managers towards their role, challenges and invigorate them to achieve business leadership in their area of performance.

## Course Content

- ❑ Branch as Brand Ambassador for the Bank
- ❑ Business potential and competitor analysis in service area
- ❑ Business mix of branch, cost structure and breakeven analysis
- ❑ Strategic plan implementation and execution
- ❑ Branch marketing and strategies for business development
- ❑ Promoting alternative delivery channel for CASA generation
- ❑ Customer relationship management for increasing wallet share
- ❑ Branch leadership, employee engagement and Team building

## Pedagogy

The programme will be based on case studies, information disseminations and experience sharing on best practices related to branch management. Participants will have group exercises to apply the inputs provided during the course to discover and appreciate workable strategies to improve branch performance.

## Dates

May 14 – 17, 2018

The Programme will begin at 9.00 am on May 14 and will conclude by 5.00 pm on May 17, 2018.

## Venue

NIBM Campus, Kondhwe Khurd  
Pune, India.

## Accommodation

The programme is fully residential. Participants will be provided well-furnished single room AC accommodation in the Institute's hostel complex on the campus. However, they will not be permitted to bring their family members to stay on the campus. In case any Officer/Executive with physical/ medical disability is being nominated, kindly inform us in advance with particulars of disability to facilitate necessary arrangements.

The Institute has facilities for outdoor and indoor games and a large walking/jogging trail for physical fitness besides a yoga centre. Participants are therefore encouraged to bring appropriate clothes/ gear.

## Programme Coordinators

**Prof Anjan Roy**

Associate Professor

**Prof Ateeque Shaikh**

Assistant Professor

(Strategic Planning, Marketing and Control Area Group)

## Programme Fee (*per participant*)

US \$ 1600 for foreign participant

(See fee structure on home page of the website for incentive)

	Fee	GST	Fee+GST	TDS
Member Banks :	36000	6480	42480	3600
Non-Member Banks :	42000	7560	49560	4200

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Goods and Services Tax (GST) @ 18% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

## Last Date for Receiving Nominations:

May 4, 2018

## Last Date for Availing Early Bird Incentive of 5%:

April 28, 2018

(See fee structure on home page of the website)

## Nominations and Enquiries

Please address your enquiries and nominations to:

Prof Anjan Roy

Prof Ateeque Shaikh

Programme Coordinators

National Institute of Bank Management

NIBM Post Office, Kondhwe Khurd

Pune 411 048 (INDIA)

Tel. : 0091-20-26716000 (EPABX)  
26716344/26716115 (Direct)

Fax : 0091-20-26834478

E-mail : aroy@nibmindia.org

a.shaikh@nibmindia.org

For further details, visit us at Website :  
[www.nibmindia.org](http://www.nibmindia.org)

### Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

### Mode of Payment for Foreign Participants

#### Mode of Remittance: SWIFT\*

1. Name & Address of our Bankers : Oriental Bank of Commerce  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwe Khurd, Pune 411 048  
Maharashtra, India
2. Name of the Account : National Institute of Bank Management
3. NIBM's Bank Account No. : Current A/C 11281131004402  
with Oriental Bank of Commerce
4. Bank's Swift Code : ORBCINBBFCP
5. Oriental Bank of Commerce A/c No. : 36152559  
with Correspondent Bank
6. Preferred currency : USD
7. Correspondent Bank : CITIBANK N.A.
8. Swift code for Citi Bank : CITIUS33

\* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.

**\*Payments will be accepted only through electronic mode.  
Cheques/DDs/Pay Orders will not be accepted.**

- For all electronic remittances, kindly send a confirmatory e-mail at: [accounts@nibmindia.org](mailto:accounts@nibmindia.org) giving details of the remitter and participant, name and dates of programme, etc.

Please see programme fee structure on home page of the website for early bird incentive, incentives for SAARC and other developing countries, mode of remittance, Pune City route map and local conveyance.