

Branch managers and their deputies of large/very large branches with diversified mix of businesses.

June 19 - 23, 2017

Programme on Enhancing Branch Performance

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

Programme on Enhancing Branch Performance

Despite the increase in number and variety of technology channels providing easy and convenient transaction services, branches still form the most important customer contact point for banks. Indeed, for the customers, branches are banks. These are the spaces where banks interact and discover their core customers and build relationships. It is here that banks develop themselves as strong and stable businesses. Undoubtedly therefore, branch performance matters heavily for bank performance.

Bank branches, however, often fail to deliver on growth and profit targets due to myriad reasons, which include both external as well as internal factors. Branches may underperform for reasons such as stagnated local market, high level of competition, low productivity or poor management. Loss-making branches not only pose a problem for profitability of banks, they also diminish their capacity for geographical outreach. Poor performance of the branch ultimately affects the brand image of the bank. Branch managers, therefore, are the most important strategic resource who determine the performance for any bank. Smart and dedicated branch managers who can understand and execute business with a strategic perspective are the key differentiators in today's banking industry.

Objectives

This course is to sensitize and invigorate branch managers towards achieving business leadership in a challenging business environment.

Target Group

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

Pedagogy

Sessions will be conducted by academicians and bankers. The academic faculty will provide inputs based on their research work on branch performance management. Senior bankers with extensive experience in branch management would provide inputs on best practices in the industry. Group exercises on case-studies will enable participants to conceptualize and formulate strategies for achieving high performance.

Course Content

The broad contents of the programme include:

1. Branch as Brand Ambassador for the Bank
2. Business potential in service area and business plan development.
3. Business plan implementation and execution planning.
4. Branch marketing and customer relationship development.
5. Productivity, cost structure and breakeven analysis for a bank branch.
6. Branch leadership, staff motivation and performance enhancement.

Dates

June 19 – 23, 2017

The programme will commence at 9.00 am on June 19 and conclude by 5.00 pm on June 23, 2017.

Venue

NIBM Campus, Kondhwe Khurd, Pune, India.

Hostel 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 the appropriate clothes/gears.

Nominations and Enquiries

Please address your enquiries and nominations to:

Prof Anjan Roy

Prof B V Chaubal

Programme Coordinators

National Institute of Bank Management

NIBM Post office, Kondhwe Khurd

Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)
26716344/26716265 (Direct)

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E-mail : aroy@nibmindia.org
b.chaubal@nibmindia.org

Web : www.nibmindia.org

Last Date for

Receiving Nominations:

June 9, 2017

Last Date for

Availing Early Bird Incentive of 5%

June 3, 2017

(See Fee Structure on home page of the website)

Programme Fee (per participant)

US \$ 2000 for foreign participant

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

	Fee	ST	SBAC	KKC	Fee+ST+ SBAC+KKC	TDS
Mem. Banks	: 42000	5880	210	210	48300	4200
Non-Mem. Banks	: 49200	6888	246	246	56580	4920

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Service Tax (ST) @ 14%, Swachh Bharat Abhiyan Cess (SBAC) @ 0.5%, Krishi Kalyan Cess (KKC) @ 0.5% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

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 ST No. AAATN0040PST001.
- 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. with Oriental Bank of Commerce : Current A/C 11281131004402
4. Bank's Swift Code : ORBCINBBFCP
5. Oriental Bank of Commerce A/c No. with Correspondent Bank : 36152559
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 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.