

## Speech

### Impact of Global Financial Meltdown and Emerging Challenges in Bank Lending

- *V Leeladhar*

## Articles

### The Risk Management in View of "Global Financial Crisis"

- *P Kallu Rao*

The identified birth place for the current international financial crisis, obviously, is the "subprime" crisis which was triggered in the US in 2007. This decrease has already caused damage substantially to various countries in many aspects. It has been observed that the current financial crisis affected seriously in many countries, mainly, in two ways. The first and foremost is "Financial Contagion" and "Spillovers" of securities markets. Secondly, "economic slowdown" which subsequently resulted in affecting international trade practices, foreign direct investment, equity investment, liquidity, etc. This paper focuses on identification of risk and its management, how to minimize "Financial Contagion", steps to reach "Financial Stability" and challenges before the policy makers to maintain financial liquidity in the economy. Further, it highlights the agenda for financial sector policy making including financial innovation and need for reviewing the financial sector regulations.

### Debt Restructuring : An Overview

- *V S Kaveri*

Currently, debt restructuring in the banking system is gaining a lot of importance which is beneficial to both banks and borrowers. Under the debt restructuring, interest rate on loans is reduced, unpaid loan installments are rescheduled, fresh sanctions are offered despite loan default, conversion debt into equity and so on. Thus, the borrower experiences less interest burden and also gets a longer period to repay bank dues. On the other hand, banks start receiving interest and installments from the borrower on debt restructuring, besides having some relief in provisioning requirements. The debt restructuring is now applicable to all types of borrowers. In the wake of global recession, the Reserve Bank of India has come out with new guidelines relating to debt restructuring to address various problems of business units affected by the global recession. The article makes an overview of debt restructuring with a focus on Corporate Debt Restructuring (CDR) mechanism for corporate accounts, restructuring of advances for other types of accounts, performance of debt restructuring, concerns and suggestions. Thus, the article intends to create awareness on the part of field personnel in banks on debt restructuring which is widely talked about today.

### Branding and Customer Satisfaction in the Indian Banking Industry : Some Essential Propositions

- *Bhagyalakshmi Venkatesh & Suresh Ghai*

New age Indian banks, such as ICICI Bank and HDFC Bank have created a unique and prominent space in the Indian banking scenario by bringing superior quality and modern practices to the Indian customer. India is home to many international, private, public sector and cooperative banks. As the services can be easily copied, differentiation can be brought about by creating unique brand identity for each bank brand. Creating, managing and maintaining strong brands may reap huge benefits for banks as India is pitched for steady growth in future. This paper provides a few propositions in the area of branding and customer orientation in the banking area. A conceptual model of a bank brand is proposed after extant literature review. The model has bank brand as the dependent variable and customer satisfaction, brand image and value proposition as the independent variables. The paper also creates propositions based on dimensions such as branding, segmentation, customer satisfaction and employee satisfaction of banks.

**Global Financial Crisis : Its Challenges and Remedial Measures**

- *R K Sinha*

The recent crisis in the sub-prime lending market has exposed structural deficiencies in the financial system globally, especially in risk management area. Still, many financial institutions continue to view and manage risk in the traditional fashion. A more comprehensive, proactive and integrated view of risk is lacking in many institutions. In the absence of this, these institutions mandate narrowly-focused risk control and mitigation strategies, and then overreact when unforeseen or damaging events arise.

**Notes & Comments****Adoption of e-Banking in Mumbai : A Survey**

- *Kavitha Venkatachari*

**Credit Management : A Note**

- *A Subbiah & S Jayakumar*