



ROLE CHANGE PROGRAMME FOR FIRST TIME BRANCH MANAGERS OF URBAN/METRO BRANCHES

01 - 05 July, 2025



OBJECTIVES

Recognizing the pivotal role that Branch Managers play in the bank's business growth and reputation-building, it becomes imperative to nurture and prepare them meticulously. First time branch managers, especially, require tailored guidance and coaching to prepare them for this significant responsibility and building a formidable Team.

COVERAGE

- Branch Manager's role, functions and Challenges including ways to enhance profitability
- Business Strategies & Marketing for sustainable business growth
- Types of Customers and Precautions to be undertaken
- Types of Deposits Accounts including NRI Accounts
- Retail & SME Loans and growth of Priority Sector Lending
- Credit Appraisal, Documentation and Credit Decision making for Cash Credit/Term loan accounts
- Credit Monitoring and Asset Quality Management
- Customer Grievances and Integrated Banking Ombudsman Scheme
- Worklife Balance, Emotional Intelligence
- NPA recovery and Management
- Risk Management at branch level – Key components
- Points pertaining to charge taking by the incumbent
- Business Etiquettes, Desk & Recovery Management, Dress to Impress & Time Management

TARGET AUDIENCE

Officers/Managers/Sr. Managers who have recently taken over as Branch Managers for the first time in Banks.

PROGRAMME FEES

INR 27,500/- (plus GST) per participant

Residential on Twin sharing basis

SEND NOMINATIONS TO

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