



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

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Dr. B. Lakshmi
Programme Director

July 07, 2019

Programme on

Enhancing Leadership Capabilities for Achieving Excellence in Branch Performance In Banks

September 16-20, 2019

Dear Participant,

The Administrative Staff College of India (ASCI) is pleased to announce the Programme on Enhancing Leadership Capabilities for Achieving Excellence in Branch Performance in Banks from September 16 - 20, 2019 at ASCI, Hyderabad.

The unprecedented scale of change sweeping across the banking industry demands greater internal agility and leadership. The Banking and Financial Services industry is one that is characterised by complexity, constant change, and a requirement for strong security and risk management. While diverse requirements exist across the various parts of the sector, the market perceptions and strategic differentiators rely heavily on the systems and processes.

One of the biggest hurdles is — predictably — the regulatory environment. To retain (much less *grow*) revenues, financial institutions must train themselves to pivot, to be responsive, and react much more quickly than they ever have. If they don't figure out how to transform the customer experience, roll out fresh value propositions and master digital channels, someone will be in a position to steal their business. All this requires changes so massive, it can make any financial executive squirm in their seats.

Participants in this industry are constantly seeking fresh thinking on ways of approaching the challenges being faced as they evolve, and Business Aspect has been a significant player in delivery of such thinking. Business Aspect's ability to leverage well-refined methodologies in the development of strategy and effective frameworks, combined with proven capability in areas such as information security and risk, provides a strong foundation for the delivery of effective results across the banking and financial services sector.

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The Sponsoring Agency is required to endorse the nominee's Medical coverage in the event of hospitalisation.

Cordially yours,

B. Lakshmi

Encl: Brochure and Nomination Form

Programme on
**Enhancing Leadership Capabilities
for Achieving Excellence in
Branch Performance in Banks**

(September 16 - 20, 2019)



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Administrative Staff College of India

PROGRAMME OVERVIEW

India is one of the fastest growing economies of the world with banking and financial sector playing a significant and lead role. The pace of transformation in the banking sector has been accelerated in the recent decade with technology acting as a catalyst. Banks and Financial Institutions have recognised Training and Development (T&D) as one of the crucial tools to address changes both within and outside the organisation. Along with technical knowledge it is equally important to have knowledge of the concepts and tools of management to enable branch managers to efficiently and effectively deal with their peers/teams, clients and in improving the business at the branch level. This 5-day programme has been designed to enable branch managers in banks to enhance leadership capabilities in driving the performance of their branches. The increased competition for deposits and loan products has made necessary for branch managers to develop a better understanding of the business environment and formulate competitive strategies for leveraging the potential of the branch. The capital requirements under Basle III now require banks to better manage the risk of their loan portfolios. In this context, branch managers also need to understand the use of risk based performance metrics such as risk adjusted return on capital to evaluate branch performance.

OBJECTIVES

Banking and financial services companies require constant focus on areas such as:

- ◆ Strengthen their leadership acumen and managerial skills such as communication, negotiation, conflict resolution, inner governance emotional intelligence and Customer Relationship Management

- ◆ Identify the determinants of branch profitability
- ◆ Formulate growth strategies in retail and MSME market segments
- ◆ Understand the use of technology enabled products and services in enhancing the customer experience
- ◆ Develop insights into identification, monitoring and recovery of NPAs at the branch
- ◆ Understand risk based performance measures for evaluating branch Performance
- ◆ Understanding Positive impact of Artificial Intelligence

IMPACT

The programme has been designed to enable the bank branch managers to improve the business at the branch level in terms of deposits and loan products. The programme will make the participants a strategic thinker and enable them to demonstrate a better understanding of the latest developments in the banking sector and formulate strategies to tap the high growth segments for business development.

PARTICIPANT PROFILE

This programme has been designed for branch managers of public and private sector banks. In particular branch managers of large branches responsible for increasing the business in their respective branches will find the programme useful.

Organisational sponsorship is essential

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. However, the College does not provide accommodation for the family. Transport

between Airport /Railway Station and venue will be arranged by the College. The College is Wi-Fi enabled in a comprehensive way.

DURATION

The Programme duration is from **September 16 - 20, 2019**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 59,500/- (US \$1110 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.49,500/- plus GST as applicable, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the programme fee for three or more participants from the same organisation will be given, provided the payment is made in to our Bank account before **September 13, 2019**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg./19 - 20/1/33)** to e-mail: poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **September 10, 2019**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 11, 2019. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme.

Programme Director

Dr. B. Lakshmi

E-mail: lakshmib@asci.org.in



ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
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www.asci.org.in



Nomination Form
Programme on

**Enhancing Leadership Capabilities for Achieving
Excellence in Branch Performance In Banks**

September 16-20, 2019

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____ Home : _____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	_____ Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

Fee Particulars

Amount Payable :	Mode of Payment (DD/Chq/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT :

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto

Note : Coverage should be available in Hyderabad, India

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in