GUCBF/45/114/2019

The Chief Executive officer
(All Member Banks)

Dear Sir,

Capacity Building Programme on ‘Marketing of Banking Services and Customer Service’

We have been advised by CEOs of some Urban Cooperative Banks that the officials of UCBs are not endeavoring enough for effective marketing of their banking products and as a result the progress of Urban Cooperative Banks in mobilization of deposits and development of credit portfolio is not of expected level. It is, therefore, necessary to groom the officials about concepts and techniques of marketing of banking services so that they can have an aggressive developmental attitude in approaching customers and prospective customers.

Looking to what is stated above we have decided to hold a One-day Training Programme on ‘Marketing of Banking Services and Customer Service’ at Ahmedabad. The details of this programme are as under:

<table>
<thead>
<tr>
<th>Date:</th>
<th>10th June, 2019 (Monday)</th>
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<tbody>
<tr>
<td>Time:</td>
<td>9.30 a.m. to 4.30 p.m.</td>
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<tr>
<td>Place:</td>
<td>Conference hall of Gujarat Urban Cooperative Banks Federation, Ahmedabad</td>
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<tr>
<td>Fee:</td>
<td>Rs. 700/- plus GST Rs 126/- (Total Rs. 826/-) Per participant</td>
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</tbody>
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A course design of the proposed programme is sent herewith for your perusal.

For any other information you may please contact. Dr Prof. Ms Urvi Amin Mo:- 9824337976 or Mr. K. V. Lakum, Associate Consultant (Training) Mo:- 9327076431.
Please consider this programme as a tool for development of business, be it resource mobilization or advances and arrange to nominate at least two persons as per enclosed form.

Thanking you
Yours faithfully

(J V Shah)
Chief Executive Officer

Encl: as above

- ग्रामीणों को एक ओर लाने के मेंजर हम नशी. देख करम सरीर बेलान या जिला के बहुत या व्यवहार का माहिट्स नर्स होने होते हैं।
- अद्वैत के लिए ग्रामीणों को नहीं लाना चाहते हैं कि बाकी नशी नहीं। संबंध सहयोग के बहुत जरूरी ग्रामीणों आदेश देना है।
- ओवर गोल्ड देखावा - जिसे माहे संबंध ते बहुत देखावा देखावा

नोट:- अगाधता या जतन तालिम का किम माहे लाने लाने नहीं अन्य:omal:
1) माहिट्स अंडर कर्ता माहे बेला तमाम कर्मचारी मान साधन या घर रहते
2) माहिट्स अंडर समानार पुष्प लाने होते; सारी ज्ञानारी मानोला है।
CAPACITY BUILDING PROGRAMME
SOFT SKILL AREAS

SPECIAL TRAINING PROGRAMME
BASED ON
ROLE PLAY AND SELF LEARNING EXERCISES.
“Marketing Of Banking Services”
With emphasis on
(Assertion, Art of listening and communication.)

Course design:

1. Need and utility of marketing in urban cooperative banks:
   - Why marketing?
   - Trends in competition.
   - Era of walk in business over.
2. Introduction to financial and banking service.
   - Definition.
   - How marketing differs from selling.
   - Difference between marketing of goods and services.
   - Relationship management.
3. Marketing out of the bank.
4. Marketing inside the bank.
5. Importance of art of listening and communication in marketing.
6. Assert your point to convince prospective customer smilingly and without hurting his ego

Role Play:

- Art of listening.
- Communication

Exercise:

- How to assert?
- Designing a pamphlet for advertisement of different banking product.

Prepared By:
Dr. Urvi Ami
Nomination for Training Program

To,
The Coordinator, (Training)
The Centre for Banking Research, Development and Excellence,
C/o. Gujarat Urban Co-operative Banks federation,
Near Jayhind Press, Mithakhali under Bridge,
Ashram Road, Ahmedabad – 380 009

Dear Sir,

Re. Training Programme on ‘Marketing of Banking Services and Customer Service’

Date 10th June, 2019 (Monday)

With reference to above we nominate following persons for the program.

<table>
<thead>
<tr>
<th>Names</th>
<th>Designation</th>
<th>Email ID</th>
<th>Mobile</th>
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We enclose a cheque of Rs.________ being the fees for the same favoring “Gujarat Urban Co-operative Banks Federation”

Please confirm nomination.

Yours faithfully

Signature