



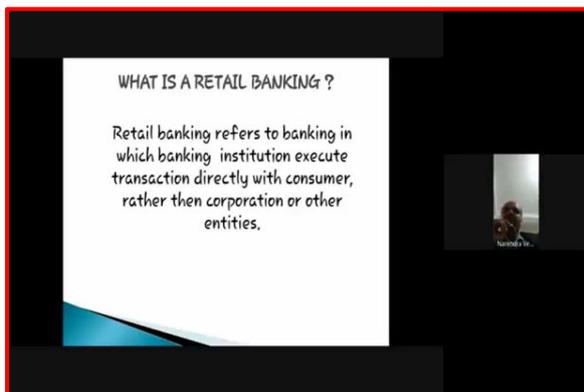
**B.V. Patel Institute of Management,
Uka Tarsadia University**



Date: 12/09/2020

A Session on Retail Banking

B.V. Patel Institute of Management has organised online session on 12th Sep. 2020 on Retail Banking, for Final Year BBA students. The speaker for the session was Mr. Narendra Vekariya, professionally he is serving as Branch Manager at Kodak Mahindra Bank, Varachha Branch, Surat. This session was mainly focused on how mass market segment covers a large population of individuals in market also how its extended to small and medium size businesses. He also enlightened with advantages and how mallow's theory and customer requirement are equally important in retail banking.



Overall session was very informative and helpful for students to achieve their conceptual knowledge related to retail banking as well as practiced adopted by bank to mobilize business from market. Apart from that he also enlightens and discussed the current situation how retail bankers are growing in this market.

Topic for the Session	Retail Banking
Club	Student Development
Co-ordinators	Ms. Vaishali Pillau
No. of participants	100 + Final Year BBA
Speaker	Mr. Narendra Vekariya
Platform used	Google Meet Link: https://meet.google.com/ecp-scfy-hio