

Jawaharlal Nehru Institute of Banking and Finance
(JNIBF), Hyderabad

**International Program on “Marketing and Selling Skills for High Performance” conducted at JNIBF for banks of Nepal
(April 25-28, 2022)**

JNIBF conducts first international program on “Marketing and Selling Skills for High Performance” for banks of Nepal, post pandemic. The program was conducted in collaboration with Bankers Training Institute (BTI), Nepal during April 25-28, 2022. The participants were from 8 different Nepal banks viz. Himalayan Bank Ltd., Century Commercial Bank Ltd., NIC Asia Bank Ltd., Machhapuchchhre Bank Ltd., NMB Bank, Nepal Investment Bank, NIFRA, Kumari Bank.

The program was inaugurated with lighting of lamp by Shri Ajay Sharma, ED-HRD & Training, Shri Sandeep Kumar Sharma, Director, JNIBF and Shri Kumar Joshi, CEO, BTI.

The program was customized and designed keeping in view the contemporary topics of marketing and selling like Negotiation Skills, Client Relationship Management, Marketing Mix, Acquisition Strategy along with new marketing trends in banking like Data Analytics and Digital Marketing.



Lighting of the Lamp Ceremony at JNIBF, Hyderabad





Group Photograph of the participants





Key Note Address by Shri Ajay Sharma, ED-HRD & Training



Welcome Address by Shri Sandeep Kumar Sharma, CGM & Director, JNIBF



National Anthem of India and Nepal played before Inauguration

