

INOVATIVE APPROACH BY NJGB (Special Customer Meet, 15th, May 2018)

“It is critical to form a close working relationship with the customers. They should feel valued, wanted, recognized and cared.”

When Neerav Modi, Vijay Malya and Mehul Choksi incidents are being quoted and gossiped across the society. It is felt to recognized honest and regular repaying customers to change the mindset of society.

Hence Narmada Jhabua Gramin Bank one of the reputed RRB of India came out with the innovation to observe customers meet in the form of **“Honesty Festival Celebration”**.

15th, May 2018 was a Historic Day in Narmada Jhabua Gramin Bank. On a single day, we have honored more than 2000 borrowers from weaker section who have repaid the loan promptly in all our 406 branches. Very happy to share that our beloved MD & CEO Bank of India Shri D.Mahopatra Ji graced one of the functions at our Vijaynagar branch, Indore and motivated our entire NJGB Parivar as remarked by him that this event at NJGB was perhaps unique in the banking industry in recent time.



Salient features of the approach are as follows:-

Branches identified minimum five regular repaying borrowers ,particularly from the weaker section.

Identified borrowers invited on 15th of May 2018 to attend Special customer meet programme.

Branches also invited dignified customers/persons of their area to facilitate with the memento to identified borrowers.

All our 406 branches observed special customer meet programme in a single day with a message to the society that honesty and loyalty are being honored by NJGB.

Impact

Although measurable impact could not be observed immediately, in due course we are expecting the considerable positive impact on recovery.

However, we could able to generate 294 compromise proposals amounting to Rs 100.68 lakh under OTS during the first fortnight of July 2018.