



P P Mallya, chairman & managing director, Vijaya Bank

Inaugurating the seminar P P Mallya, chairman & managing director, Vijaya Bank said that the success of banking sector depends upon their communication wing but in today's world, communications and relationship building between customers and staff had taken a back seat. He said that the setback was due to the presence of modern banking systems like e-banking and mobile banking services answering all queries of the people.

PR is the face of an organisation and communication is the lifeline. In both, internal and external communication of a company, PR plays a vital role. With private and foreign players entering the market, PSUs and banks are going through a complete makeover in customer relations through a greater focus on public relations and

Public Relations and Communications for Banks & FIs

The Public Relations Council of India (PRCI), the Association of Business Communicators of India (ABCI) and Indian Banks' Association (IBA) organised a seminar on 'PR & Communications for Banks and Financial Institutions on Friday, 21st September, 2007 at Atria Hotel, Bangalore.

communication.

Delivering the keynote address, D C Sreedhar, finance director, Karnataka Power Corporation Ltd, said that 'public utilities that touch the lives of citizens, need to improve service standards and focus more on customer requirements without becoming unaffordable. He added that the banking sector had been divided into three phases, pre-nationalisation, post-nationalisation, and liberalisation and communication plays a vital role in enhancing the banking network in each of these categories. He also pointed out that it is vital for banks to target youth, for which soft skills should be enhanced to ensure that they stay loyal to the bank and not drift in case of better opportunities.

