



## **Cooperative Education Report**

### **Strategies of Lead Generation of Banks - A case of Everest Bank**

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**Project Title:** Strategies of Lead Generation of Banks-A case of Everest Bank


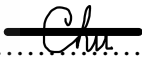
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### **Abstract**

This Cooperative report entitled “Strategies of Lead Generation of Banks-A case of Everest Bank” has the goal to examine the operational system and financial strategies used by a multinational company at a regional level. Objectives of the study include:

- (1) to understand the financial strategies used at the regional level.
- (2) to implement the knowledge gained in regards to financial activities.
- (3) to gain the knowledge on the alignment required to carry out operational activities. With the company Everest Bank which is primarily a branch of the main company in India of PNB Bank, I was assigned to work as Marketing assistant and was responsible for working in the department of operation. The main responsibilities included maintaining customer relations, preparation and tracking of FDs, assisting in the making of financial strategies and proper allocation of fixed Rates and many more. Various problems were faced while doing the internship, however proper guidance and supervision from the supervisor made this experience wonderful and full of learning. I believe this has helped me to implement the theoretical knowledge I had in the practical world. I, as an individual, have learned so much more about the work ethics and have been able to further develop my communication and interaction skills which is very important for career development and profession.

**Key Words:** *customer relations, financial strategies, learning, knowledge*

## **COVID-19 Pandemic effect at Banking sector**

The spread of COVID-19 didn't begin to show in Nepal until April. However, seeing the situation all around the world and people returning from different countries, Nepal government announced lockdown during the fourth week of March as a precautionary measure.

The company operations are at halt only major operation was taking place. Since all the decision are made from India, the company isn't being able to make investment from the customers. The major portion of my work was associated with marketing due to which there is not much for me to do during this lockdown since company didn't have much to spend.

In the beginning when the lockdown was in the news to be announced sooner, my supervisor initially made me make a list of partners to be done agreement within a week and thus, for a few days I was involved in scheduling the payments to be received. I was talking to customers via emails addressing their concerns about their orders and so on. However, there hasn't been much job to do for me since April.

The pandemic has really affected the business operations but then the situation is same for relatively every companies all around the world. I know I would have learned so much more if it wasn't for this pandemic. Nevertheless, seeing the positives we are all thankful that no one is affected and I hope I could continue or maybe work in similar organizations in the future and learn new things.

## **Acknowledgement**

I would like to take this opportunity to acknowledge all the people for the successful completion of this report. I wish to extend my sincere thanks and gratitude to Everest bank, Regional Office, Kathmandu, for providing with this internship opportunity at their prestigious premises. This internship was an incredible learning experience for me and I am forever thankful.

Similarly, I want to express my deep sense of gratitude to Mr. Puspa Raj Uperty, Marketing Head for Nepal, for his constant support and guidance throughout my internship tenure. I would also take this chance to appreciate all the colleagues and staff members at the company who were always there to listen, answer my queries, guide and help me with everything possible.

I am very thankful towards Siam University and Kathmandu College of Management for giving me such a wonderful opportunity to realize my capabilities via this internship program. I would like to express my sincere gratitude to our Principal, Mr. Bishnu Raj Adhikari and Assistant Coordinator of Co-operative Education program, Dr. Chanatip Suksai for providing their assistance for the successful coordination and supervision of the whole co-operative program. I would also want to extend my appreciation to Maruj Limpawattana for helping me with necessary guidelines and supervision in completion of this report. Furthermore, I also wish to express my deepest gratitude to my academic supervisor Mr Baburam Devkota, for guiding and advising me in the development of my internship report.

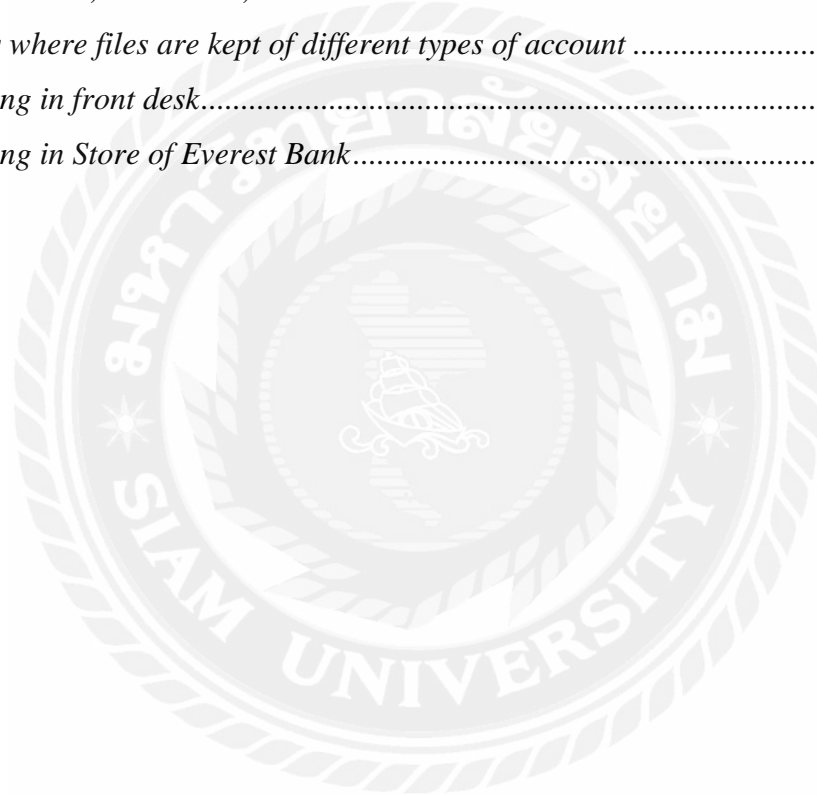
Thus, I humbly extend my deepest gratitude to everyone who was directly and indirectly involved in helping me to successfully complete this internship and co-operative program. I am short of words to express my gratitude. I hope I can build upon the knowledge and experience I have gained and utilize them to the best of my potential in future endeavor

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## 1. Introduction

### 1.1 Company Profile



Figure 1: Company Logo

Catering to more than 10 lacs customers, Everest Bank Limited (EBL) is a name you can depend on for professionalized & efficient banking services. Founded in 1994, the Bank has been one of the leading banks of the country and has been catering its services to various segments of the society. With clients from all walks of life, the Bank has helped the nation to develop corporately, agriculturally & industrially.

Punjab National Bank (PNB), our joint venture partner (holding 20% equity) is one of the largest nationalized banks in India having presence virtually in all important centers. Owing to its performance during the year 2012-13, the Bank earned many laurels & accolades in recognition to its service & overall performance. Recently, PNB was awarded with “IDRBT Banking Technology Excellence Award” under Customer Management & Intelligence Initiatives. The Bank also bagged “Golden Peacock Business Excellence Award 2013” by Institute of Directors. Similarly, the Bank was recognized as ‘Best Public Sector Bank ‘by CNBC TV 18. The bank has now more than 7,000 branches and 8,500 ATMs spread all across India. As a joint-venture partner, PNB has been providing top management support to EBL under Technical Service Agreement.



Everest Bank Limited (EBL) provides customer-friendly services through its wide Network connected through ABBS system, which enables customers for operational transactions from any branches. The bank has 100 Branches, 132 ATM Counters, 31 Revenue Collection Counters and 3 Extension Counters across the country making it a very efficient and accessible bank for its customers, anytime, anywhere.

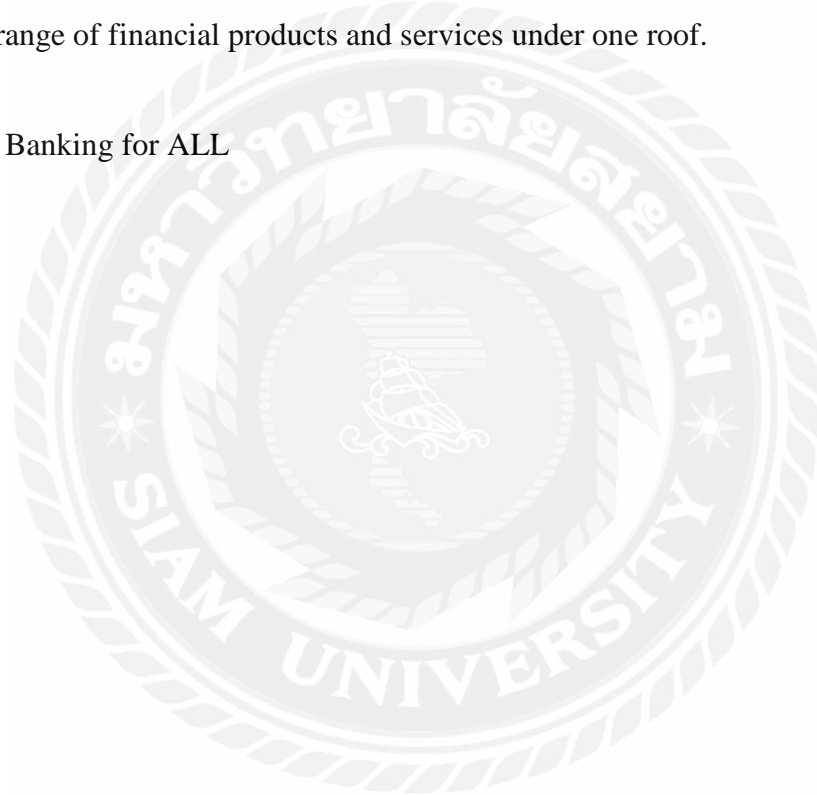
### **1.1.1 Vision and Mission of the Company**

#### **Vision**

To be a Leading Commercial Bank with Pan Nepal presence and become a household name, providing wide range of financial products and services under one roof.

#### **Mission**

Growth through Banking for ALL



## 1.2 Organizational structure

Board of Directors: They are the people who are responsible for making the decisions for the company. They are involved in strategy development and approving the works of other departments to meet the organization's goals and objectives.

1. **Chief Executive Officer (CEO):** He is the one who implements the plans and policies prepared by the BOD. He monitors the tasks performed by the staffs and evaluates if the tasks are up to the mark to reach the organizational goal.
2. **Distributors:** He/ She is responsible for distribution of the products in the designated city or country. They carry out business transactions in their area and are responsible for meeting the targets set by the company for the given period.
3. **Finance Head:** They are responsible for keeping a record of all the income and expenses made in the company and checking if the budget is being utilized properly in all the departments.
4. **Marketing Head:** They are responsible for promoting the products in the market and trying to reach a greater market segment.
5. **Interns:** The main responsibility of the interns is to help in the departments as assigned by their supervisor.

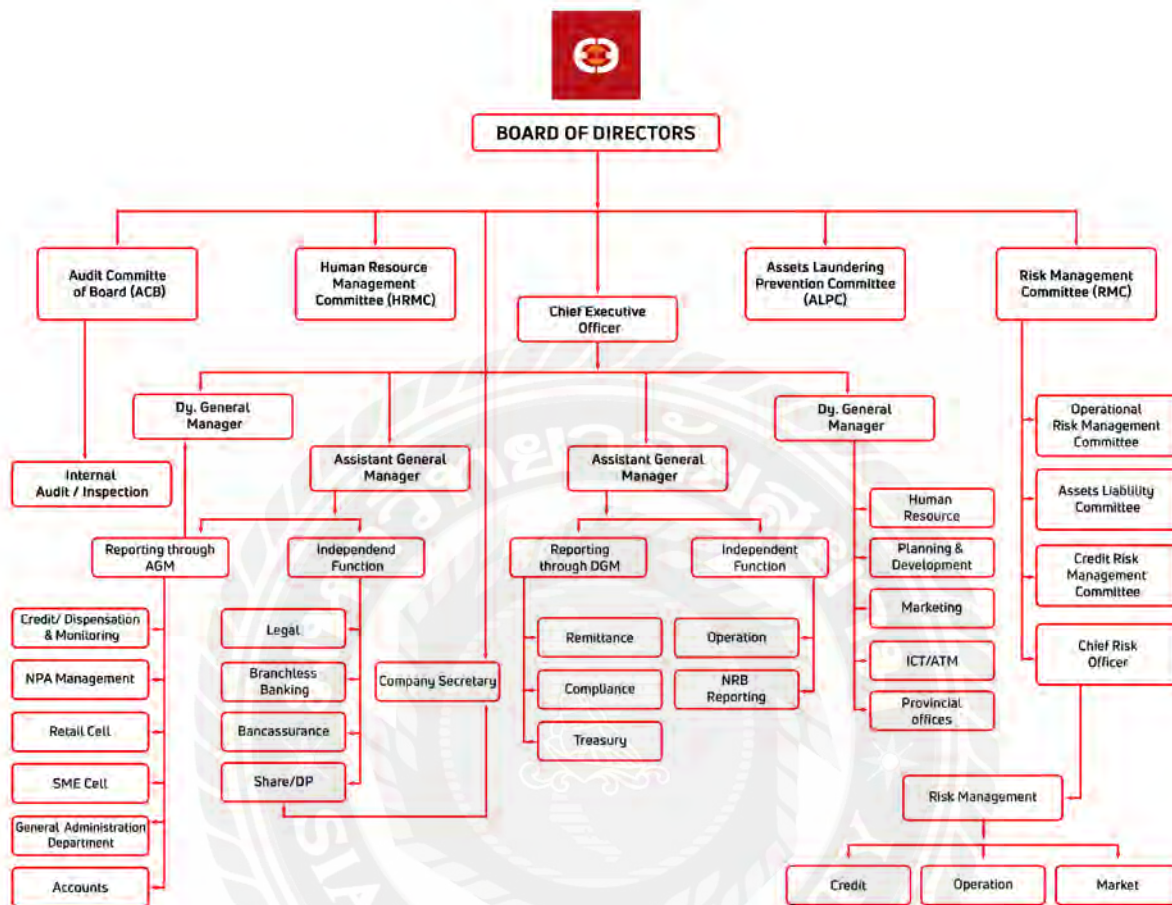


Figure 2: Organization structure

### 1.3 Intentions to join the company

I have always been an enthusiast of learning about the distribution channels of multinational companies. Thus, when I came to learn about this company, I was very intrigued in knowing how multinational company's co-ordinate and supervise the activities in different countries. I wanted to be involved in the process of knowing how orders are placed and finalized, how imports take place, how custom duties are cleared and many more.

I belong to a family from business background. My father has been a businessman for about 20 years now and this field is something I was always interested in. Choosing this company would help me better understand my father's business in case I plan on working there in the future.

Similarly, as I mentioned above how I am familiar with the nature of the activities that might take place in a company like that because I have assisted my father and seen him work, I believed this will help me to perform my assigned responsibilities and duties properly.

The company practiced flexible work hours allowing its employees to work as per their willingness which is a big motivating factor to me. Additionally, the company is coming up with benefits for its employees quarterly and different festival session which encourages the employee to give their best and perform with their full potential.

#### **1.4 Objectives of the study**

The major objective of working in Everest Bank was to collect money through accounts and give loans. Some more objectives are listed below:

1. To get an insight about the scope of the business in Nepalese market.
2. To help increase my knowledge, experience and hone the skills.
3. To develop connections and build networks in the corporate world.
4. To learn about how big companies, handle difficulties and come with solutions.

## 2. Internship Activities

### 2.1 Job Description and Responsibilities of the student

An assistant Marketing Officer and Marketing Intern is supposed to work directly with the Marketing Officer and Operational Head to help execute strategies and operations smoothly. The intern is supposed to undertake duties like recording the transactions, helping strategize proper allocation of the budget, assisting in inventory management and contributing ideas to the management. The intern will be entitled to more opportunities if they can prove their eligibility in the required field.

The roles and responsibilities I had during my internship period at Everest Bank are as follows:

1. Brainstorming and developing Different Campaign: I was very lucky enough to get a chance to be with the team while deciding on the campaigns and developing excel sheets for the budget. This made me realize how many filters a company had to go through in order to organize a campaign.
2. Interacting with the customers and giving out options as per their requirement.
3. Customers came for opening different types of account and I assist them best account type for them and opened same as required.
4. Learned to tackle the various problems of the customer.
5. Learned to prepare and issue cheque books and activate the debit card.
6. Learned to use the office equipment like photocopy, faxes, cheque writer, printer etc.
7. Learned about general banking practices and corporate culture.
8. Learned to be self-confidence to contact with the customer and make them feel comfortable in every way.
9. Learned to make effective communication skill for quick and efficient service.
10. Learned to understand different types of stamps that were in use. They were so called crossed stamp, bank's stamp, endorse stamp and paid stamp.

It was the great chance to be familiar with the use of different Software that helped a lot in maintaining the proper balance in the overall activities of the bank. In case if it failures, the whole activities of the bank come into halt creating the huge loss to the bank.

## 2.2 Contributions of the student in details

Being a KCM student, I have always been involved in variety of activities ranging from finance to marketing to building public relations. The contributions I made to Everest Bank are as follows:

- Collecting quantitative and qualitative data from marketing campaigns.
- Performing market analysis and research on competition.
- Supporting the marketing team in daily administrative tasks.
- Assist in marketing and advertising promotional activities (e.g., social media, direct mail and web)
- Prepare promotional presentations.
- Help distribute marketing materials.
- Manage and update company database and customer relationship management systems (CRM).



Figure 3: Agreement between Everest Bank and Bluecross Hospital

### **3: Identification of Problems Encountering during the Internship**

In the tenure of my internship at the company, I faced some challenges as an intern. However, I tried my level best to address the problems. The problems I encountered during the internship are explained briefly below.

#### 1. Adjusting to the office culture

During the first days of the internship, I was quite hesitant and was unable to socialize with the people as I was the youngest of all and also the only intern working in the company in that time period. Thus, adjusting to the office culture was quite a struggle in the beginning.

#### 2. Being assigned the trivial work

In the beginning of my internship, I was given very timid jobs which I felt was quite discouraging however, the assigned jobs improved gradually once I got familiar to the scenarios.

3. As it was my first job kind of experience. Reaching late for classes and late submissions of assignments was tolerated by college professors. But in a professional workspace it isn't acceptable and hence managing time can be really difficult. A balance between work, academics, and personal life also seems to be a challenge.

4. Communication is one of those challenges that can hinder our internship time. We might land a good internship but upon starting we realize that the work environment is excessively grave and professional. In such an environment, we find it difficult to ask questions for the fear of being judged.

5. As co-interns are high-spirited and work hard. Sometimes one might feel intimidated as we didn't expect our internship to be so competitive.

### 3.1 Identify how you successfully solved the problems. Provide some examples.

The solutions I applied to the above problems are as follows:

The solution to unnoticed work challenges is to understand that hard work doesn't get unnoticed for long. It might get ignored the first time, the second time, but perseverance is the key. If you continuously perform well your work cannot be overlooked. So, we should not feel dejected and keep up the good work. It is quite likely when we are new to the organization and are expected to be there for a brief time period.

The issue regarding self-management is not something we can learn overnight. Self-management can be achieved only through habit forming and by adopting a more organized living.

With issues like allotment of trivial work we might find our work unimportant but, nothing is inconsequential if it matters somewhere in the work cycle of the company. Yes, if we are just making coffee for everyone, we need to take a step. Otherwise, it is quite normal to start with less-risky work. However, if we do well, we will soon be trusted by the authorities and allotted with better assignments and projects.

Being hesitant to ask questions is also one of the problems I faced. But with time I realized everybody out here knows that I am an intern. They are serious about their work but do not expect us to know everything. So, the key is to be calm and concentrate on our own tasks.

One of the key tips I learned from the internship period is that **“Do not bother someone every time we have a query instead write down the questions and ask when we have jotted down quite a few.”**



Figure 4: Introducing Bike Loan Campaign



## **4: Learning Process**

### **4.1 What are the things you have learned during the internship?**

This internship has been a total learning process and has taught me a lot of things and I would like to break down those things under following subheadings.

#### **1.Communication**

It is the most vital piece of any entry level position. In the event that the organization can't pass on the message they are attempting to convey regardless of how great their administrations are, they won't get the clients consideration and all that will go to no end.

#### **2.Developing advertising**

I have acknowledged how advertising can make the business move between various levels right away. During my time there, I had seen that larger part of the new clients came from previous clients and this is the situation for lion's share of organizations in Nepal. Individuals generally go with verbal exchange here. So, on the off chance that one needs to maintain a business here, it is critical to build up and keep up great relations with everybody.

#### **3.Proper Planning**

This progression must be incorporated by each organization at each progression of their exercises. Appropriate arranging permits us to be arranged and make moves in like manner. This likewise saves such a lot of time which can additionally be utilized in accomplishing something profitable. I figured out how legitimate arranging decreases wastage, limits cost and helps in tending to different issues.

#### **4.Co-appointment**

All the individuals at the organization assume a similarly significant part towards accomplishing the objectives and goals of the association. Along these lines, it is essential to co-ordinate with each division to comprehend their perspective and be responsible for your work to encourage smooth working and fundamental solid climate in the organization.

#### **4.2 Details of the related learning process and new knowledge student has received**

“Practice makes a human practical and perfect”. The eight weeks internship period in EBL has taught me many lessons. I have learnt different skill and obtained a variety of knowledge during my internship period One of the greatest learning for me was that things don't happen according to the set hypotheses without fail. A hypothesis stays as before wherever for a specific circumstance notwithstanding, useful learning has a ton of outer variables influencing it. Functional learning is dependent upon the individuals you are gaining from or working from or the encompassing you are working in.

I was additionally ready to build up my correspondence and collaboration abilities. There is a ton of contrast between the school life and the existence of a representative. The main thing that is required is mingling abilities which can make us fruitful in the work environment. During the entry level position, I worked with different partners, and attempted to realize how the business really functions. I additionally figured out how to change myself in the workplace climate. There is a sure method to associate to individuals in the work. I discovered that advertising is a significant segment for organizations in Nepal. So, it is vital to have the option to keep up such relations.

Another learning for me was regardless of what there is continually something to learn. For instance: I thought I knew a great deal of things and I thought initially unimposing positions like account the exchanges wasn't going to encourage me something however I adapted such countless deceives and capacities an application had to bringing to the table. It caused me to acknowledge never to under gauge anything and consistently be happy to have a receptive outlook to fuse new information and thoughts which can make be a superior individual both by and by and expertly.

## 5. Conclusion

### 5.1 Self-assessment as a professional

Working at Everest bank gave me a ton of occasions to dominate my expert capabilities and assemble my latent capacity. I have had the option to understand my self-esteem and carry something to the table. The organization had an incredible hand in assisting me with understanding the basic significance of a group and a climate one works in. This temporary job made me overhaul my own solidarity and shortcoming, which empowered me to sharpen my solidarity further and transform my shortcomings into strength. I had the option to comprehend the way that chances a lot are accessible around us if just we can get them at time and make appropriate use out of them.

I perceived how hypothetical ideas identifying with activity were applied at the association. Like while submitting a request how we considered the support or how late we can go until we simply need to put in the request. I perceived how the organization rehearsed Just-In-Time Management to lessen warehousing cost and furthermore determined ideal expense for the products prior to going out with a strategy.

Temporary job opportunity is a remarkable methodology in aiding an individual become a superior rendition of themselves. This temporary position made me productive in dealing with more than each errand in turn. I additionally acknowledged that it is so critical to be progressive and acknowledge your slip-ups on the grounds that toward the end we are largely here to learn. Just this demeanor will help us push ahead and make an imprint and give us serious edge later on.

Temporary job opportunity is truly fundamental for each business understudy to think about an association and industry of personal responsibility to dominate in future undertakings. I need to thank my Supervisor and entire group at Everest bank for giving me this chance of interning at their regarded premises.

Thus, I want to conclude that throughout the internship period I learnt and develop to use theoretical knowledge in the practical business world. Hence, internship in EBL not only gives an insight to learn about how the bank performs interbank transactions in Nepal, but also boosts our prospects in the banking sector as well.

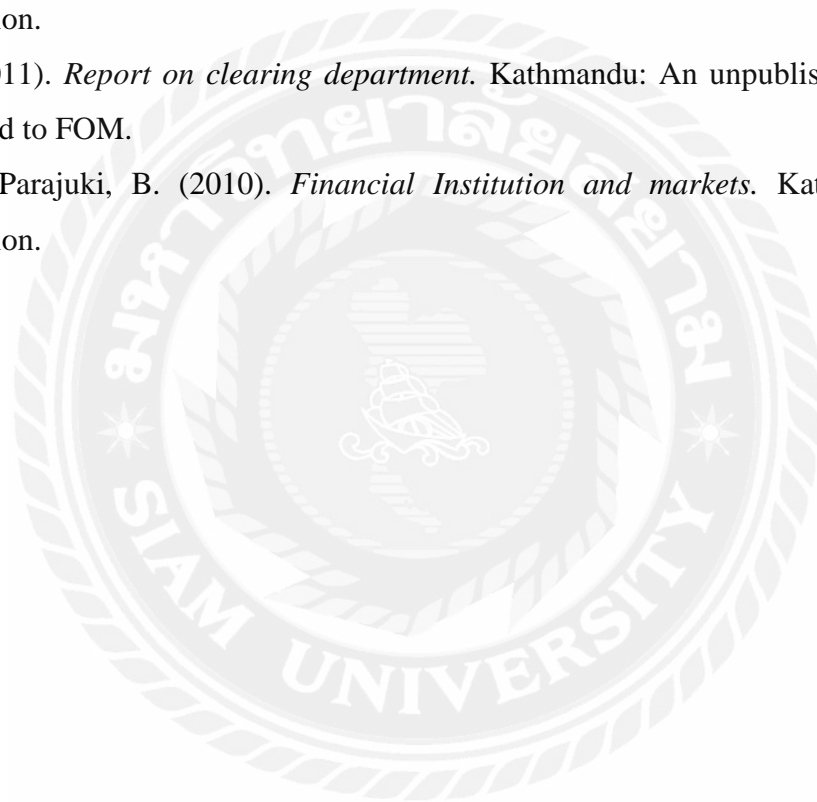


The poster features a warm orange and red color scheme. At the top right is the 'fone pay' logo. The main text in Nepali reads: 'राजश्व मुक्तानी अब लाईन नबसी सजिलै ONLINE बाटै' (Government Revenue Payments now easier online), 'EBL TOUCH 24' (with a red square icon containing a white 'E' and a Nepali symbol), and 'एमरेष्ट बैंकको मोबाइल बैंकिङ्ग एप मार्फत।' (via Everest Bank's mobile banking app). A smartphone displays the app's login screen with fields for 'Mobile Number' (9841000900) and 'Password' (\*\*\*\*), a 'Remember Mobile Number' checkbox, and a 'Login' button. Below the phone, a red arrow points to the text 'मोबाइल बैंकिङ्ग एप' (mobile banking app). To the left of the phone is the EBL logo, which includes a mountain peak and the Nepali motto 'जसनी जन्मभूमिश्च स्वर्गादपि गरीयसी' (The land of birth is more precious than heaven). Below the logo is the text 'Government Revenue Payments'. At the bottom, the EBL logo and name 'EVEREST BANK LIMITED' are displayed in white on a red background, with the Nepali phrase 'दिगो, दरिलो र विश्वासिलो' (Diligent, honest, and trustworthy) underneath.

Figure 5: EBL and FonePay Campaign Poster

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## Annex:

Some photos from the internship



Figure 6: Everest Bank, Baneshwor, Kathmandu



*Figure 7: Stores where files are kept of different types of account*



*Figure 8: Working in front desk*





*Figure 9: Working in Store of Everest Bank*

## Basic Information



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