

EVENT DETAILS	
EVENT TYPE	EXPERT TALK
TOPIC	ODYSSEY OF A BANKER: INNOVATIVE STRATEGIES FOR ANCHORING AND NAVIGATING
DATE	2024-09-21 to 2024-09-21
MODE	OFFLINE
ORGANIZER NAME	CHITKARA COLLEGE OF SALES & MARKETING, CHITKARA UNIVERSITY, PUNJAB
RESOURCE PERSON	MR. ROHITASH ARORA, ZONAL HEAD -NORTH 2,BRANCH BANKING
NO. OF PARTICIPANTS	98
SDG NO	SDG 4: QUALITY EDUCATION, SDG 8: DECENT WORK AND ECONOMIC GROWTH, SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

**OBJECTIVE:**

1. Understand banking industry trends and challenges.
2. Learn effective risk management strategies.
3. Explore leadership techniques for guiding teams.
4. Discuss innovative customer relationship management approaches.
5. Analyze the impact of technology on modern banking.

**DESCRIPTION:**

The "Odyssey of a Banker: Strategies for Anchoring and Navigating" was an insightful expert talk that delved into the multifaceted world of modern banking. The program opened with an analysis of current trends and challenges faced by the industry, providing a broad overview of the shifting landscape. This was followed by an in-depth discussion on risk management, where strategies for mitigating financial and operational risks were explored. The speaker emphasized the importance of staying anchored during times of economic volatility, sharing real-world

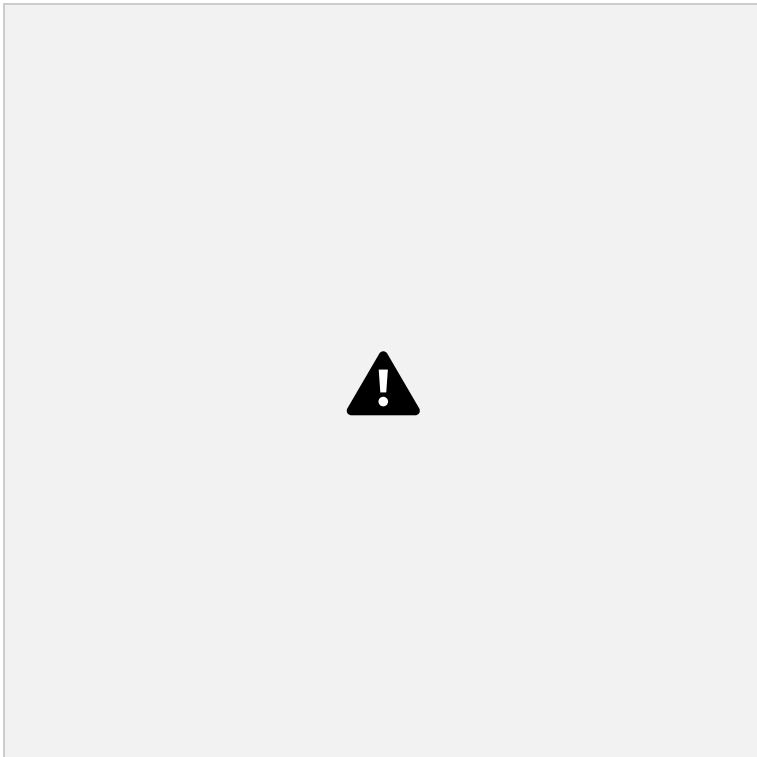
examples of how banks have successfully navigated crises through robust risk management frameworks. The second part of the talk focused on leadership in banking. The speaker highlighted key leadership traits necessary for steering teams through periods of change and uncertainty, with an emphasis on adaptability and decision-making under pressure. Participants were encouraged to consider how they can apply these strategies to their own professional journeys, ensuring they lead with purpose and vision. Innovation and customer relationship management were other key topics. The talk explored how banks are integrating new technologies such as AI and blockchain to enhance customer experiences, streamline operations, and remain competitive. Attendees gained valuable insights into how these technologies are not just trends but essential tools for the future of banking.

**OUTCOMES:**

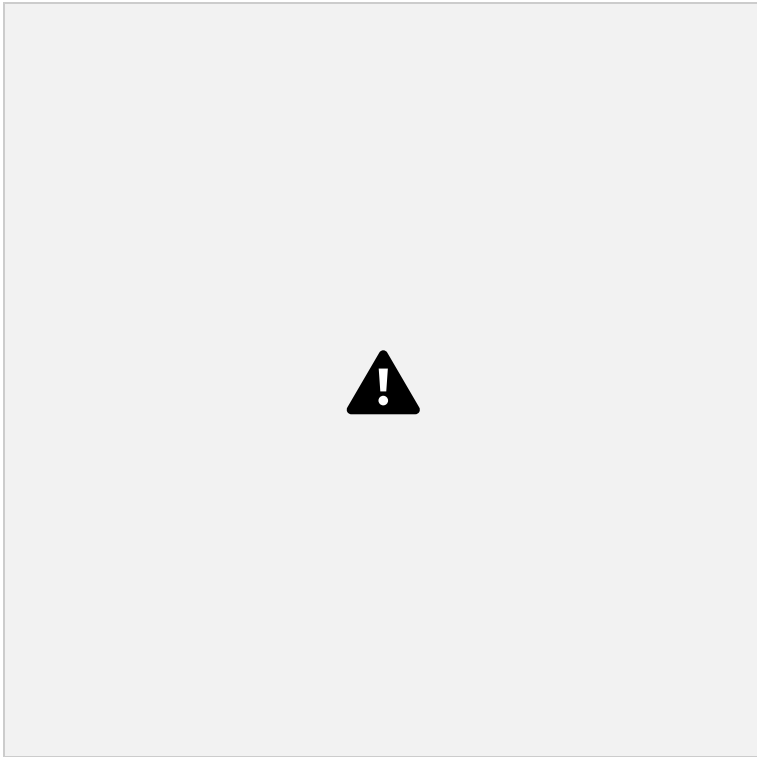
1. Gained knowledge of current banking trends.
2. Enhanced understanding of risk management techniques.
3. Improved leadership skills for navigating challenges.
4. Insights into technological innovations in banking.
5. Practical strategies for improving customer relations.



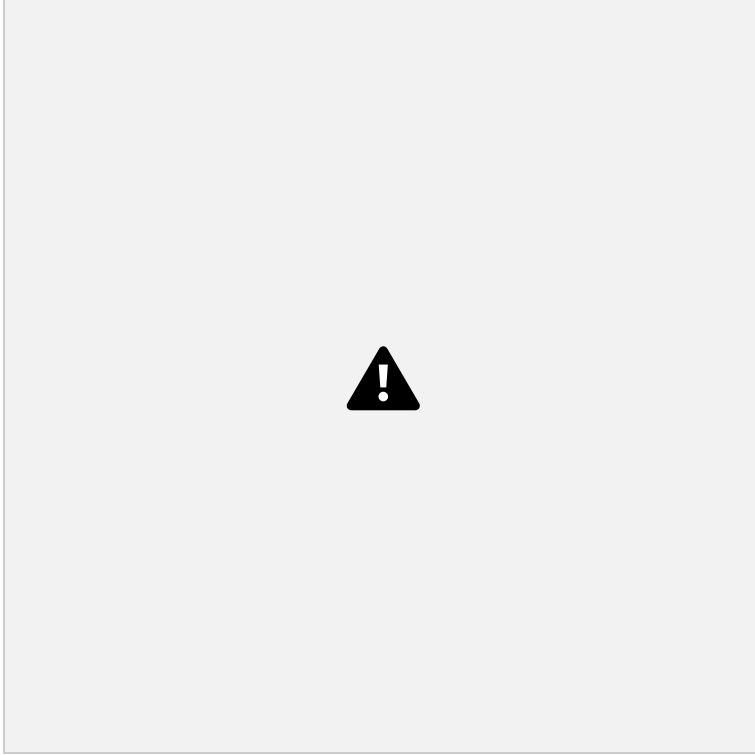
Flyer: Expert Talk Odyssey of a Banker: Strategies for Anchoring and Navigating on 21.09.2024



Mr. Rohitash Arora with with students on 21.09.2024



An Insightful Expert Talk by Mr. Rohitash Arora on 21-09.2024



Mr. Rohitash Arora with students and standee on 21.09.2024