

Interview



CMA (Dr.) Ram Jass Yadav

Executive Director
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Q1. We know that, for about 115 years now, Punjab & Sind Bank (PSB) with the vision of “Where service is the way of life” is committed towards providing excellent customer service through innovative products and services. Elucidate a few popular welfare schemes getting operated by PSB to excel in better customer service?

Ans:- For the past 115 years, Punjab and Sind Bank, guided by its motto “Service is a Way of Life,” has remained unwavering in its commitment to delivering outstanding customer service through innovative products and services. The bank stands as a testament to a legacy deeply rooted in the values of service, integrity, and excellence.

Among the bank’s noteworthy contributions to societal welfare are several popular welfare schemes that reflect its dedication to fostering financial inclusivity and uplifting communities. Some of these impactful schemes include: Stand up India, Pradhan Mantri Mudra Yojna, PM SVANIDHI SCHEME. Beyond the loans provisions the bank is committed to ensuring the social security of its customers covering Atal Pension Yojna , Pradhan Mantri Jeevan Jyoti Bima Yojna (PMJJBY) , and Pradhan Mantri Suraksha Bima

Dr. Ram Jass Yadav started his career with Bank of Baroda in June 1984. He completed his post-graduation in commerce with professional qualifications i.e. ICWA, CS, MBA and doctorate (Ph. D), all with distinction. His diversified experience of Banking in India & overseas such as Operation & Credit Manager, Trainer, Internal auditor, Branch Head, SME-Loan Factory Head, Regional Head, Zonal Head, Corporate office functions, Board level exposure are ample evidence of his wide, intensive and systematic professional grooming in banking industry. He also led largest State Level Bankers Committee (SLBC) of the country at Lucknow with many awards and accolades by the Government. He has several Business Awards for excellence in his leading roles in the Banking in addition to many academic accolades for his outstanding achievement in industry viz. (a) Nine distinction awards for top rank in CAIIB 1988-1989 (b) Macro Research Project award for “Issues in SME Finance” by IIBF, Mumbai in year 2012-13 (c) “Rajbhasha Gaurav Puruskar” for authoring a book on “Inclusive Banking” in 2017 by Hon’ble President of India (d) He has also authored book “Agriculture & MSME-Significant contribution to Self-Reliant India” that is also awarded with “Gaurav Puraskar” by Hon’ble Home Minister of India in 2021.

Yojna (PMSBY). Apart from this social security schemes Bank is also now offering Insurance with its premier deposit accounts.

Q2. To dedicate for “Sarva Jana Hitai Sarva Jana Sukhai”, what are some of the most significant projects which the PSB is involved in recent times as its social commitment towards society?

Ans:- As the Executive Director of this bank, I am proud to highlight several impactful projects that demonstrate our commitment to “Sarv Jan Hitay, Sarv Jan Sukhay.” Our recent initiatives include community development programs, financial literacy campaigns, and sustainable banking practices. Additionally, we’ve actively supported education , healthcare and various infrastructures projects, fostering a holistic approach to societal well-being. Our dedication to these endeavors

reflects our steadfast commitment to contributing positively to the communities we serve, aligning with the principles of public welfare and happiness for all. Bank has utilised significant amount of its CSR funds towards the welfare of Divyangjan & Para Olympic Development program.

Q3. And thinking of your kind of career in banking, which is around four decades now; share with us some of your significant achievements? Also what's the biggest challenge ahead of you that you hope to accomplish before you finish this role?

Ans:- Over my four-decade career in banking, I was fortunate enough to work spearheading innovative digital banking solutions, leading successful mergers for organizational growth, and establishing robust risk management frameworks. I also had the privilege of leading the largest State Level Bankers Committee (SLBC), Lucknow Uttar Pradesh.

Over the course of my career, I have encountered numerous transformations and challenges within the banking industry. One notable recent challenge has been the consolidation of banks, a significant undertaking that reshapes the banking landscape. Amidst the uncertainties brought on by the COVID-19 pandemic, the entire industry faced dilemmas and uncertainty regarding the future of the economy. Navigating through such a dynamic and evolving landscape has been a testament to adaptability.

Looking ahead, my focus is on navigating the evolving landscape of fintech, ensuring our institution remains at the forefront of technological advancements. I aim to enhance financial inclusion, particularly in underserved communities, and further strengthen our bank's sustainability initiatives. Balancing innovation with risk management & good governance will be crucial as we embrace the future of banking, contributing to both the success of the organization and the well-being of our stakeholders.

Q4. Punjab & Sind Bank is aiming for 2,000 branches and as many ATMs in the country by March 2026. Can you briefly explain its prospective effect on branding, growth and expansion of your esteemed institution?

Ans:- The ambitious plan to establish 2000 branches and ATMs nationwide by 2026 signifies a strategic leap for our bank. From a branding perspective, it reinforces our commitment to widespread accessibility and customer convenience, positioning us as a reliable financial partner across diverse communities.

In terms of growth, this expansion facilitates increased market penetration, tapping into previously untapped regions and demographics. It strengthens our market presence, fostering trust and loyalty among existing customers while attracting new ones.

Operationally, the extended network of branches and ATMs not only amplifies customer engagement but also supports the digital banking ecosystem. Besides this, Bank is expanding its BC Network to reach & serve last mile citizen of the country. This synergy enhances the overall customer experience, contributing to our bank's growth trajectory.

Overall, this expansion aligns with our vision for sustained

growth, nationwide impact, and solidifies our position as a leading financial institution committed to serving the diverse needs of our customers.

Q5. How do you want the bank to be positioned in the market in the next 5 years?

Ans:- In the next five years, my vision for our relatively small bank is to be positioned as a dynamic and customer-centric financial institution that punches above its weight. I aspire for our bank to be recognized for innovation, agility, and personalized service.

Digital Prowess: Leverage technology to create a seamless and user-friendly digital banking experience. Invest in mobile banking apps, online services, and other digital channels to cater to the evolving preferences of customers.

Community Focus: Emphasize our commitment to local communities. Establish partnerships and initiatives that address specific needs, reinforcing our bank's role as a trusted partner in the community.

Customer-Centric Approach: Prioritize customer satisfaction through personalized services, quick response times, and a customer-centric culture. Build relationships that go beyond transactions, fostering loyalty and advocacy.

Risk Management & Governance: Implement robust risk management practices to ensure the stability and security of the bank. Governance ensures that banks operate in a stable, transparent, and ethical manner. This is crucial for maintaining trust and credibility, especially in a competitive landscape.

Agile Operations: Foster an agile organizational culture that can swiftly adapt to market changes. This flexibility will enable us to respond promptly to emerging trends and customer demands.

By embodying these principles, I envision our bank as a resilient and innovative player in the financial sector, delivering value to both customers and stakeholders. Despite our size, I believe that a strategic focus on these aspects will enable us to carve out a distinctive and influential presence in the market.

Q6. What one piece of advice would you give to the young CMA professionals?

Ans:- My advice to young CMA professionals would be to continually invest in your professional development. Stay abreast of industry trends, enhance your skills through ongoing education, and actively seek opportunities to broaden your knowledge. Embrace a mindset of lifelong learning, as the financial landscape is dynamic, and your adaptability will be key to long-term success in your career. Additionally, cultivate strong communication skills, as the ability to convey complex financial insights in a clear and concise manner is invaluable in the business world.

Q7. What are the various ways your organization can integrate with our Institute for the diverse avenues in professional development matters?

Ans:- Our organization can integrate with ICAI for professional development through collaborative courses, training programs, and research partnerships. Additionally, initiatives such as internships, guest lectures, joint conferences, shared resources, online learning platforms, and mentorship programs can further enhance the learning experience and career opportunities for students and professionals specially in Banking sector. **IMA**