



No.37/4225

Date: 11.12.2023

ADVERTISEMENT

Applications are invited from eligible serving/retired employees of Arunachal Pradesh Rural Bank for deputation to **SBI MUTUAL FUND MANAGEMENT LIMITED** as **NODAL OFFICER** and to have a focused approach for driving Mutual Fund business as per laid down criteria. Details are enclosed herewith.

The SBI Mutual Fund business office location shall be within Naharlagun. Interested eligible serving officers /retired officers of Arunachal Pradesh Rural Bank may submit their resumes to the following e-mail: hr@apruralbank.co.in on or before 15.12.2023, so that the same may be forwarded to SBI Mutual Fund.

The short listed candidates shall be interviewed by SBI Mutual Fund at their discretion.


CHAIRMAN





भारतीय स्टेट बैंक
भारतीय स्टेट बैंक
STATE BANK OF INDIA

The Chairman,
Andhra PGVB, Arunachal PRB, Chhattisgarh RGB, Ellaquai DB, Meghalaya RB, Rajasthan
MGB, Saurashtra GB, Telangana GB, Uttarakhand GB

A&S/RRB/NKS/364
28th November, 2023

Madam/ Dear Sir,

Identification of Nodal Officers for driving Mutual Fund Business

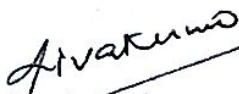
We refer to Letter dated 21st December, 2022 received from SBI Mutual Fund Trustee Company Pvt Ltd., regarding identification of resources to drive mutual fund business, wherein SBI MF have advised the qualification criteria, nature of job and other related details (copy of Letter enclosed).

2. In the present banking scenario, the main responsibility of a banker is to provide variety of products to the customers, besides traditional banking services. We observe that among all Customer Value Enhancement products, mobilization of Mutual funds has not received much attention by your RRB. However, even in rural and semi urban areas, mutual funds, especially SIP, can become quite popular if its benefits are properly explained to the customers.

3. In order to have a focused approach to drive Mutual Fund business, you are advised to arrange for identification of Nodal Officers as per the laid down criteria of the referred letter and complete the identification process by 31st December, 2023.

4. A line of confirmation in this regard is highly appreciated.

Yours faithfully,


(V. Sivakumar)
General Manager (RRB)



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सहयोगी आणि अनुषंगी विभाग
कॉर्पोरेट केंद्र
4था मजला, स्टेट बैंक भवन
मादाम कामा रोड

सहयोगी एवं अनुषंगी विभाग
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मादाम कामा मार्ग

Associates & Subsidiaries Department
Corporate Centre
4th Floor, State Bank Bhavan
Madame Cama Road

SBIMF/HR/2022/ 1514

December 21, 2022

The Chief General Manager (A&S)
 State Bank of India
 Corporate Center
 Nariman Point
 Mumbai 400 021.

Dear Sir,

DEPUTATION OF SBI RRB PERSONNEL TO SBI FUNDS MANAGEMENT LIMITED

This is in continuation to our letter no: SBIFM/RRB/2022-23/23 dated November 3, 2022 (Copy enclosed for ready reference), and an email received from DGM (RRB-BPM &FI) requesting us to share the following, for providing resources to drive mutual fund business through RRB Channel:

- A. The Job Description (minimum qualification & criteria)
- B. KRA for the RRB Nodal Officers
- C. Remuneration criteria & Reporting structure
- D. Selection Process
- E. Locations (Annexure A)
- F. Productivity Benchmark – will be decided once the officers are onboarded and mutually agreed between the RRB & SBIFML

To ensure that the candidates identified for deputation to SBIMF have the right skill set, please find below the required details:

A.

Job Description & Reporting structure of the Nodal Officers	
Reporting Structure: Regional Head (SBIFML)	
Roles & Responsibilities	
<ul style="list-style-type: none"> • Executing the marketing and the distribution plan for the RRB Bank in the respective location. • Relationship management • Increase in Market share of the AMC • Channel effectiveness & Channel partner relationship management • Overall contribution/profitability of the AMC • Conducting Investor Awareness Programs • Increasing ACEs in their respective RRB. 	
Skill Set	
<ul style="list-style-type: none"> • Business Development and Customer Management skills • Relationship/People Management Skills • Intuitive to customers' needs • Communication skills, Analytical skills, Interpersonal Skills, Liaison Maintaining Capacity, Decision making capability, selling skills and networking skills for achieving 	
Qualifications & Experience	
<ul style="list-style-type: none"> • Graduate degree • Master's degree/professional qualifications preferred • NISM Certified (Mandatory before joining) 	

 Trustee: **SBI Mutual Fund Trustee Company Private Limited** (CIN: U65991MH2003PTC138496)

9th Floor, Crescenzo, Plot C-38 & 39, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051.

Tel.: +91 22 61793000 | Fax: +91 22 67425687-91 | Website: www.sbimf.com



B. The KRAs for RRB Nodal Officers will be:

#	KRA
1	Net Sales & Additional weightage for business through Digital Tools
2	Activation of Branches
3	ACE Activation
4	SIP Book Size (Amt)
5	Organising Training for RRB Staff / Officers (ACEs/BMs/Controllers)
6	Get qualified in Campaigns
7	Equity Business as a percentage to total business of the circle
8	Growth in focussed products
9	Net SIP Count incremental

C. Remuneration Criteria & Reporting Structure

- For Employees of the RRB – salaries & Allowances will be reimbursed by on quarterly basis by SBIFML).
- For Retired employees - The structure of the compensation of retired people could be as approved by SBI A&S dept for the retired employees who are deputed to RRBs or would be mutually negotiated with retired employee and SBIMF.
- Reporting Structure: Regional Head (SBIFML)

D. Selection Process:

- SBI Funds Management will communicate to SBI A&S department the locations where nodal officers are required.
- SBI A&S department will share the resume of the eligible candidates
- Shortlisted candidate will be interviewed, and the selection panel will consist of Head SBI Channel / SVP (SBIMF – SBG Channel) / HR / Officer from SBI, A&S dept

Based on the above parameters, it is, therefore, proposed:

- To depute one Nodal Officer from each RRB to SBI Funds Management Ltd.
- Alternatively, we could recruit a retired RRB employee on one-to-one contract basis, renewable basis performance.
- The terms and conditions for deputees and contract staff will be as per bank approved policy or as mutually agreed upon.

Based on the skills sets mentioned above, we would request you to provide us few resumes to facilitate selection of appropriate candidates. Attached as Annexure 'A' is the list of locations where RRB officials will be posted.

Yours faithfully,



D P Singh
 Deputy Managing Director & CBO
 Encl.: Annexure A

a/a

List of Locations

#	Name of RRB	ARN Code	Location
1	Jharkhand Rajya Grameen Bank	ARN-67688	Ranchi
2	Chhattisgarh Gramin Bank	ARN-76017	Chhatisgarh
3	Telangana Grameena Bank	ARN-139076	Hyderabad
4	Madhyanchal Gramin Bank	ARN-138570	Sagar, Bhopal
5	Uttarakhand Gramin Bank	ARN-105198	Dehradun, Uttarakhand
6	Saurashtra Gramin Bank	ARN-102641	Rajkot Gujarat
7	Rajasthan Marudhara Gramin Bank	ARN-101731	Jodhpur
8	Andhra Pradesh Grameena Vikas Bank	ARN-52714	Warangal
9	Meghalaya Rural Bank	ARN-152062	Shillong
10	Mizoram Rural Bank	ARN-155852	Aizawl
11	Arunachal Pradesh	ARN-155311	Itanagar
12	Utkal Grameen Bank	ARN-153363	Balangir
13	Ellaquai Dehati Bank	ARN-50243	Srinagar
14	Nagaland Rural Bank	ARN-158619	Kohima

