



# Institute for Development and Research in Banking Technology

(Established by Reserve Bank of India)

Castle Hills, Road No. 1, Masab Tank, Hyderabad-57, India.

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e-Programme on

## SOCIAL MEDIA ANALYTICS FOR BANKING

September 13 – 16, 2021

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### Introduction

When nearly two billion people are using social media world over, banks must seriously think of engaging them using social channels. This is eminently true with GenX and GenY customers, who expect the banks to listen, respond and offer services through social media in a highly personalized manner. This is because such customers either do not like to visit the brick and mortar branches or there is no necessity to do so, given the onslaught of the technology in banking, wherein any one can do banking within the comforts of the bed room. This resulted in a new field called Social CRM vis-a-vis the normal CRM. Therefore, it is imperative for Indian bankers to understand the nuances of the social media analytics. This programme exactly fills the need to educate the bankers in these new and exciting areas. Then the digital banking division of the banks will become fully functional and useful.

### Objectives

- To let the bankers know the importance and utility of social media data analytics in marketing, CRM, fraud detection, digital banking etc.
- To teach them the nuances of performing social media analytics through case studies

### Contents

- Introduction to Data Analytics
- Introduction to Text Mining/Analytics
- Introduction to Social Media as a tool in Marketing
- Social Media Analytics/Sentiment Analysis and Best Practices
- Social Network Analysis- Case Studies in Fraud Detection

### Mode of Teaching

Online teaching plus learning inputs through reading material, videos, webinars, assignments, quizzes, online interactions and clarifications. Each e-Programme will have four live webinars and course material will be made available in advance for study.

### Who Can Participate?

This is specifically meant for Executives (CM/AGM) from Marketing, Planning, Digital Banking, Business Management and IT wings of Banks.

### End Use:

To be used by Marketing, Business management, planning, Digital Banking, and IT divisions or simply CRM divisions in achieving better CRM.

## Programme Coordinator:

Dr. V. Ravi, Professor, IDRBT; e-mail: [vravi@idrbt.ac.in](mailto:vravi@idrbt.ac.in)

## Fees:

### **For Indian Participants**

- RRBs & Coop Banks: Rs. 8,850/- (Rs. 7,500/- + 18% GST)
- All Other Banks & FI's: Rs. 11,800/- (Rs. 10,000/- + 18% GST)

### **For International participants**

- US \$ 175 (per participant, All inclusive)

## Bank Account Details for Remittance of Fees

The fees for this e-programme can be remitted to the following accounts:

### **For Indian Participants**

Account Name : IDRBT  
Bank & Branch : Axis Bank Limited, Humayun Nagar, Mehdiapatnam, Hyderabad  
Account No. : 426010100018823  
MICR Code : 500211012  
IFSC Code : UTIB0000426

### **For International participants**

Receiver's Correspondent Bank : JP Morgan Chase, New York, USA  
Swift Code : CHASUS33XXX  
Fed Wire Routing Number : ABA 021000021  
Beneficiary Bank & Branch : Axis Bank Ltd., Mumbai, India  
Account Number : 0011407376  
Beneficiary Bank Swift Code : AXISINBB

### **Ultimate Beneficiary**

Account Name : IDRBT  
Customer ID : 030021632  
Account No. : 426010100018823  
Bank & Branch : Axis Bank Ltd., Jubilee Hills, Hyderabad, India. (AXISINBB030)

## Nominations

Banks may nominate any number of participants to these e-Programmes, which may be accepted on a first-cum-first-served basis. While nominating, please provide the details of the participants (Name, Designation, Bank, Mobile No/Phone No, email address, fees billing address, GST No. of the Bank).

Apart from nominations by banks, staff members of banks can self-nominate themselves for these e-Programmes by providing their employee credentials and paying the programme fee latest by **September 09, 2021**.

## How to Register

The nominations for these e-Programmes, and queries if any, may please be sent to [eprogram@idrbt.ac.in](mailto:eprogram@idrbt.ac.in). Please visit <https://www.idrbt.ac.in/eprogrammes> for more details about these programmes.

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### e-Programmes in September 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Introduction to Authentication Techniques	06 – 09	Dr. M. V. N. K. Prasad/ Dr. N. P. Dhavale	Sep 03, 2021
2	Blockchain and Distributed Ledger Technology	06 – 09	Dr. N. V. Narendra Kumar	Sep 03, 2021
3	Social Media Analytics for Banking	13 – 16	Dr. V. Ravi	Sep 09, 2021
4	Introduction to Cyber Forensics	14 – 17	Dr. B. M. Mehtre	Sep 13, 2021
5	API Security and Governance	14 – 17	Dr. V. Radha	Sep 13, 2021
6	Introduction to Containers	21 – 24	Dr. P. Syam Kumar	Sep 20, 2021
7	RBI Guidelines on Cyber Security	21 – 24	Dr. Dipanjan Roy	Sep 20, 2021
8	Emerging Cyber Security Practices	27 – 30	Dr. Rajarshi Pal	Sep 24, 2021
9	Re-envisioning Digital Banking Systems	Sep 28 – Oct 01	Dr. Susmita Mandal	Sep 27, 2021

### e-Programmes in October 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Awareness on Payment Systems Vision 2021	04 – 07	Dr. N. V. Narendra Kumar	Oct 03, 2021
2	Fundamentals of Open Source Technologies	04 – 07	Dr. Mridula Verma	Oct 03, 2021
3	AI/ML and Data Science for Banking	04 – 07	Dr. V. Ravi	Oct 03, 2021
4	Secure Coding Practices	05 – 08	Dr. V. Radha	Oct 04, 2021
5	Technologies for Financial Inclusion	05 – 08	Dr. M. V. N. K. Prasad	Oct 04, 2021
6	Threats to Digital Payment Ecosystem	11 – 14	Dr. Susmita Mandal	Oct 10, 2021
7	Workshop on Registration Authority Operations	11 – 14	Dr. N. P. Dhavale	Oct 10, 2021
8	Virtualization and Cloud Computing	25 – 28	Dr. P. Syam Kumar	Oct 24, 2021
9	Introduction to Governance, Risks and Compliance	25 – 28	Dr. Abhishek Kumar	Oct 24, 2021
10	AI/ML for Cyber Security	26 – 29	Dr. Rajarshi Pal	Oct 25, 2021
11	Insider Threats - Monitoring, Analysis and Detection	26 – 29	Dr. B. M. Mehtre	Oct 25, 2021

### e-Programmes in November 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Blockchain and Distributed Ledger Technology	08 – 11	Dr. N. V. Narendra Kumar	<b>Nov 05, 2021</b>
2	Introduction to Authentication Techniques	09 – 12	Dr. M.V.N.K. Prasad & Dr. N.P. Dhavale	<b>Nov 08, 2021</b>
3	Secure Financial Infrastructure	09 – 12	Dr. Susmita Mandal	<b>Nov 08, 2021</b>
4	5G & Internet of Things (IoT) for Banks	15 – 18	Dr. V. N. Sastry	<b>Nov 12, 2021</b>
5	Introduction to Technologies for Customer Lifecycle Management	15 – 18	Dr. V. Ravi	<b>Nov 12, 2021</b>
6	Proactive Cyber Defence Strategies	16 – 19	Dr. Dipanjan Roy	<b>Nov 15, 2021</b>
7	Data Centre Management	22 – 25	Dr. P. Syam Kumar	<b>Nov 19, 2021</b>
8	Cyber Security for Remote Working Scenario	23 – 26	Dr. Rajarshi Pal	<b>Nov 22, 2021</b>
9	Dark Web Monitoring for Threat Intelligence	23 – 26	Dr. B. M. Mehtre	<b>Nov 22, 2021</b>
10	Emerging AI/ML Technologies	Nov 30 – Dec 03	Dr. Mridula Verma	<b>Nov 29, 2021</b>
11	Security Operations Centre	Nov 30 – Dec 03	Dr. V. Radha	<b>Nov 29, 2021</b>

### e-Programmes in December 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Re-imagining Customer Engagement with Conversational Chatbots	06 – 09	Dr. Mridula Verma	<b>Dec 03, 2021</b>
2	Awareness on Payment Systems Vision 2021	06 – 09	Dr. N.V.Narendra Kumar	<b>Dec 03, 2021</b>
3	Explainable AI/ML for Banking	06 – 09	Dr. V. Ravi	<b>Dec 03, 2021</b>
4	Introduction to Hardware Security for Banks	07 – 10	Dr. Dipanjan Roy	<b>Dec 06, 2021</b>
5	Technologies for Financial Inclusion	14 – 17	Dr. M. V. N. K. Prasad	<b>Dec 13, 2021</b>
6	Security in Cloud Computing	14 – 17	Dr. P. Syam Kumar	<b>Dec 13, 2021</b>
7	Workshop on Registration Authority Operations	20 – 23	Dr. N. P. Dhavale	<b>Dec 17, 2021</b>
8	Privacy and Security Risks in Machine Learning	21 – 24	Dr. Rajarshi Pal	<b>Dec 20, 2021</b>
9	Targeted Attacks - Detecting in early stages	21 – 24	Dr. B. M. Mehtre	<b>Dec 20, 2021</b>
10	API Development	27 – 30	Dr. V. Radha	<b>Dec 24, 2021</b>
11	Basics of IT Vendor Management	28 – 31	Dr. Abhishek Thakur	<b>Dec 27, 2021</b>