

Techniques to Increase Sale in Islamic Agri Portfolio

April 05-06, 2023
10:00 AM – 1:00 PM



What Will You Learn

Day-1

- **Definition or Difference in Islamic VS Conventional Agri products**
- **Agri-finance Legal Framework**
 - Prudential Regulations for Agri Finance Banks
 - Islamic Agri-finance Guidelines and Circular
- **Agri. Business Risk & Loan Marketing & Sales System**
 - Market Survey & Market Segmentation
 - Sales Planning
 - Sales Forecasting
 - Target Setting Promotion & Advertisement
- Marketing & sales strategy
- Customer selection and assessing his credit needs
- Profitability and cash flow analysis
- Associated risk evaluation
- Documentation, loan appraisal and credit decisions

Day-2

- **Islamic Agri Products & Their Features**
- **Ijarah**
- **Musharaka**
- **Murabaha**
- **Salam**
- **Istisna**
- **Risk**
 - Types of Risk
 - Agri Credit Risk
 - Credit Evaluation through 5C's
 - Ecib and customer market repute
 - Cash Flow statement/exercise
- **SBP refinance Schemes.**

Course Fee
Rs. 6,000 + tax

Registration:

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