



**DATE: FEBRUARY 19-20, 2024**

**TIME: 9:00AM – 5:00PM**

# TECHNIQUES TO INCREASE SALES IN ISLAMIC AGRI PORTFOLIO

Venue

**Multan**

## CONTENTS:

### 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

### Day-2

- Associated risk evaluation
- Credit Evaluation through 5C's eCIB and customer market repute Cash Flow statement/exercise
- Documentation, loan appraisal and credit decisions
- Islamic Agri Products & Their Features Ijarah
- Musharaka Murabaha Salam Istisna Risk
- Types of Risk Agri Credit Risk
- SBP refinance Schemes

## WHO SHOULD ATTEND:

Agri Department officers having experience of more than 1-year, RM, CAD officers, Team Lead, Area Managers



**FEE:**

**PKR 7,200**  
(Plus Tax)

**FACILITATOR:**

**Agri Banking Sector Expert**

## CONTACT DETAILS

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