

ICICI Bank Limited

Small and Medium Enterprises Group, Mumbai



Case Synopsis

The SME Group of ICICI Bank Ltd expressed the need to positively engage the CEO's of SME in selected emerging cities of India purely with a view towards new market acquisition for fund lending solutions. SCIPL created a format called "Kissa Kursi Ka" which is a theatrical simulation on Succession Planning built around the pedagogy of the very popular "Nukkad Natak". The experiential learning of this format was greatly appreciated by all and sundry.

Key Deliverables

1. Act now on succession planning. It is never too early.
2. Induct the successor through a structured process of training and empowerment
3. Family Board Constitution. Family Board Meeting
4. Family Safety Net
5. Plan B

Post Training Tracking

1. The weighted average of feedback across locations in 2014-15 was 8.9 on a Likert Scale of 0 -1 0 where 10 is the highest and 0 the lowest.
2. The SME Marketing Team appreciated the response received across locations from the L&D initiative

Footprint

2014-2015: Mumbai, Bengaluru, Ahmedabad, Nagpur, Kolhapur, Jaipur, Jodhpur, Sonipat, Ludhiana