

# Feedback Form

Please complete this form and send by post to:

The Editor,  
**The Indian Banker**,  
World Trade Centre Complex,  
Centre 1, 6th Floor,  
Cuffe Parade,  
Mumbai - 400 005,

OR

Fax at 022-22184222

## READER PROFILE

NAME (in capital letters) .....

SUBSCRIPTION TYPE

Individual	<input type="checkbox"/>
Institutional	<input type="checkbox"/>
Complimentary	<input type="checkbox"/>

PROFESSION:

Banker	<input type="checkbox"/>
Student	<input type="checkbox"/>
Others	<input type="checkbox"/>

(Please tick in the relevant box)

SUBSCRIPTION NO. ....

NAME OF ORGANISATION .....

DESIGNATION .....

E-MAIL .....

LANDLINE (Please specify STD code).....

CELL PHONE .....

# FEEDBACK FORM

## A. FEATURES

A-1. Please rank the existing features in the journal on two different parameters: Informative and Interesting. (Rank 1 indicates most informative and Rank 7 indicates least informative. Use same approach for 'interesting' parameter.)

FEATURES	INFORMATIVE	INTERESTING
A. Dashboard		
B. Newsroom		
C. Cover Story		
D. Eminent Banker Interview		
E. Articles		
F. Event Report		
G. Book Review		

A-2. Please rank the following proposed features using the same scale. (Rank 1 which you would like most to appear, 2 thereafter, and so on.)

PROPOSED FEATURES	RANK
A. Explain-a-Concept	
B. Case Studies	
C. Debating an Issue	
D. Functional Expert Column	
E. Serial Tutorials	
F. Abridged Research Reports	

A-3. If you have suggestions for features other than those outlined above, please elaborate on a separate sheet mentioning question number.

## B. CONTRIBUTORS

B-1. Contributors of articles to The Indian Banker are from diverse fields. Please specify whether you would like us to alter the composition of contributors in the journal. (Please tick the relevant box against each contributor type)

CONTRIBUTORS	INCREASE	DECREASE	RETAIN
A. Practicing Bankers			
B. Regulators			
C. Ex-bankers			
D. Trainers			
E. External Professionals (CA, lawyers etc.)			
F. University Teachers			
G. International Bankers			
H. Consultants			

B-2. Would you like us to source articles from contributors belonging to fields other than mentioned above? If yes, please elaborate on a separate sheet mentioning question number.

**C. COVERAGE**

**C-1.** How do you find the coverage of following areas? (Please tick the relevant box against each area)

AREAS	LESS	SUFFICIENT	EXCESSIVE
1 Operational			
2 New Products			
3 Marketing			
4 Human Resources			
5 Treasury			
6 Economic Scenario			
7 Risk Management			
8 Bancassurance			
9 Rural Banking			
10 MSME			
11 Information Technology			
12 Payment Systems			
13 Performance and Profitability Management			
14 Security			
15 Legal Aspects			
16 Accounting Standards			
17 Financial Regulation			
18 Impact of Policy Announcements			
19 Financial Inclusion			
20 Financial Literacy			
21 Anti-money Laundering			
22 Distribution of Third Party Products			
23 International Banking			
24 Leadership			

**C-2.** Would you like us to cover additional areas/topics to what have been enumerated above? please elaborate on a separate sheet mentioning question number.

**D. CONTENT**

Please indicate your choice as:

- (1) YES
- (2) MOSTLY
- (3) NOT ALWAYS

ARTICLES	CHOICE
Cover current developments?	
Word length does justice to the topic?	
Contain useful information?	
Provide reference material?	
Do not contain too much technical detail?	

**E. PRESENTATION**

Please indicate your choice as:

- (1) EXCELLENT
- (2) SATISFACTORY
- (3) SCOPE FOR IMPROVEMENT

PARAMETER	CHOICE
Paper quality	
Printing	
Layout	

**F. SUGGESTIONS FOR IMPROVEMENT**

Please provide suggestions for maintaining or improving the overall quality of the journal on a separate sheet.