

**THE BHARUCH DISTRICT
CENTRAL CO-OP. BANK LTD.,
BHARUCH**

**GRIEVANCE
REDRESSAL
POLICY
2025**

INTRODUCTION

In the present scenario, customer service in excellent manner is the key competitive differentiator in the banking industry and most important tool for sustained business growth.

However, customer complaints are part of the business life of any corporate entity. For these complaints, this policy has been formulated in line with regulator guidelines on customer service. Policy outlines the framework for addressing customer grievance.

This policy document aims at minimizing instances of customer complaints and grievance through a proper service delivery and review mechanism to ensure a prompt redressal of genuine and legitimate customer complaints and grievance.

In order to make bank's redressal mechanism more meaningful and effective, a structured system has been built up. Such system would ensure that the redressal sought is just, fair and is within the given framework of rules and regulations.

This policy is prepared on the basis of NABARD Circular No 63/DOS-20/2016 dated 13/07/2016 and Circular No. 203/IDD/14/2016 dated 25/08/2016 and reviewed on the basis of NABARD Circular No 15o/IDD-03/2024 dated 06/08/2024.

Basic Principles

The Bank's policy on grievance redressal is based on the following:

- Customers be treated fairly at all times
- Complaints raised by customers are dealt with courtesy and on time
- Customers are fully informed of avenues to escalate their complaints / grievances within the organization and their rights to alternative remedy, if they are not fully satisfied with the response of the Bank to their complaints.
- Bank will treat all complaints efficiently and fairly as they can damage the Bank's reputation and business if handled otherwise.
- The Bank employees must work in good faith and without prejudice to the interests of the customer.

The customer complaints arise due to:

- (1) Staff attitude with customers
- (2) Functional deficiencies, inadequate provisions / arrangements available to the customers in branches or gaps in standard of services expected and actual services rendered.

KEY ELEMENTS OF THE POLICY

The Policy Document covers the following aspects:

- 1) Internal machinery to handle customer complaints /grievances
- 2) Customer Meet at Branches of the Bank
- 3) Grievance Redressal Committee on customer service
- 4) Mandatory Display of Requirements
- 5) Resolution of grievances
- 6) Time frame

1) Internal Machinery to handle Customer complaints / grievances:

Branch (Level 1)

As customers normally deal with the branches, it is likely that the complaints are lodged at the branch office. The Branch Manager will thus be responsible for attending to complaints /grievances in respect of customer service at the branch level. **He will be responsible for ensuring the satisfactory closure of all complaints received at the branches.**

- Acknowledge all formal complaints and work to resolve it within a reasonable period, not exceeding 60 days (including the time for escalation and examination of the complaint by the highest ranking internal official responsible for grievance redressal). The 60 days period will be reckoned after all the necessary information sought from the customer is received;

The Branch Head will try to resolve the complaints within specified time frames. **As per the Policy, the complaints received at the Branch level should be resolved within 15 working days.**

Communication of the Bank's stand on any issue to the customer is a vital requirement, as examination of issues involved this will be conveyed to the customer. Therefore if complaints received require some time for examination of issues involved this will be conveyed to the customer.

Appointment of Nodal Officer to Handle Complaints and Grievances

Nodal Officer is appointed as per decided in Board of Directors meeting.

Customer Grievance Cell (Level 2)

The Customer Grievance Cell at the Head office will be overseen by the Nodal officer. The name and contact details of the Nodal Officer will be displayed on branch notice boards.

Customers are advised to approach the Branch Head for any grievances / complaints in writing. If the complaint is not resolved at the branch level, the customer may approach the **Customer Grievance Cell at the Head Office of the Bank at Opp Railway Station, B/H Corona Hotel, Bharuch - 392001**

Nodal officer will evaluate the feedback/complain received from the customer and refer the matter to concern Branch/Department/Functional Head for immediate resolution.

Grievance Redressal Committee- Level 3

Complainant, if still unsatisfied with the redressal, can refer the complaint to the Grievance redressal committee at the Head Office.

Grievance Redressal Committee comprising of

- 1) Manager / C.E.O.
- 2) Manager (General),
- 3) Divisional Manager
- 4) Assistant Manager (All Department)
- 5) Nodal Officer

6) Chartered Accountant

7) 2 Customer (Depositor)

The Committee will be responsible for the implementation of customer service and complaint handling for the entire Bank.

This Committee has the following functions pertaining to Customer Service:

- Evaluate feed-back on quality of customer service received from various branches. The committee would also review comments / feed-back on customer service and implementation of commitments customer service policy of the Bank.
- The committee also would consider unresolved complaints / grievances referred to it by functional heads responsible for redressal and offer their the as per advice.

National Bank for Agriculture & Rural Development (NABARD)

If the customer is not satisfied with the Bank's grievance redressal offered by the Grievance redressal committee, he may approach the National Bank for Agriculture & Rural Development, Regional Office ,NABARD Tower, opp. Municipal Garden, Ahmedabad Gujarat - 380 013

2) Customer Meet at Branches of the Bank:

A Customer Service Meet headed by the Branch Manager will be convene Quarterly at each branch for review the quality of customer service at the branch and examines issues requiring special attention. The Branch level customer meet have been encouraged to include a senior citizen, Woman , HNI (High Net-worth Individual) customer as its member to provide suggestions and voice out their opinions.

3) Grievance Redressal Committee on Customer Service:

A Quarterly report of all complaints / grievances received from customers at the branches is placed before the Grievance Redressal Committee of the Bank for information, consideration and recommendation to the Board of Directors.

4) Mandatory display requirements:

It is mandatory for the Bank to provide:

- a) Appropriate arrangement for receiving complaints and suggestions
- b) Complaint register and suggestion box are provided at each branch of bank.
- c) The name, address and contact number of Nodal Officer.
- d) Contact details of National Bank for Agriculture & Rural Development

5) Resolution of Grievances:

It is the foremost duty of the Customer Grievance Cell to see that the complaint should be resolved completely to the customer's satisfaction and if the customer is not satisfied, then he should be provided with alternate avenues to escalate the issue.

6) Time Frame:

Complaint received will be analyzed from all possible angles.

Escalation Levels	Authority receiving the complains	Time limit to resolve the Complain	Further Escalation
1 st	Branch Manager	15 Days	If the customer is not satisfied with the response provided to him by the Branch Manager, he has the option to escalate his complain to the Nodal officer
2 nd	Nodal Officer	15 Days	Nodal officer review the complain/feedback and refer the same to concern Department / functional AGM for speedy resolution.
3 rd	Grievance Redressal Committee	30 Days	Nodal officer / Concern department AGM will present the case to committee for policy making decisions or final resolution/decision of bank.

Communication of the Bank's stand on any issue to the customer is a vital requirement. Complaints received which would require some time for examination of issues involved should invariably be acknowledged promptly.

INTERACTION WITH CUSTOMERS

The Bank recognizes that customer's expectation / requirement / grievances can be better appreciated through personal interaction with customers by Bank's staff.

Structured customer meets will give a message to the customers that the Bank cares for them and values their feedback / suggestions for improvement in customer service.

Many of the complaints arise on account of lack of awareness among customers about Bank services and such interactions will help the customers appreciate banking services better. As for the Bank the feedback from customers would be valuable input for revising its product and services to meet customer requirements.

6. SENSITIZING OPERATING STAFF ON HANDLING COMPLAINTS

Staffs are properly trained for handling complaints and to win customer confidence. Imparting soft skills required for handling irate customers is made an integral part of the training programs. It is the responsibility of the Grievance redressal committee to ensure that internal machinery for handling complaints / grievances operates smoothly and efficiently at all levels.

This Grievance Redressal policy is duly reviewed and approved by the Board of Directors in their meeting dated 28.05.2025 vide its Resolution No.36.

Date : 28.05.2025

Place : BHARUCH