

BYAHENG RBAP

AN IMMERSION PROJECT FOR THE YOUNGER GENERATION

INTRODUCTION

A PSYCHOLOGICAL STUDY suggests that the 3rd Generation most commonly known as "millennials" as well as the younger generations, are more likely to get engaged to an activity that involves travelling and experience.

TO ANSWER THE ISSUE ON SUCCESSION & CONTINUITY, a project that will expose the younger generation to the good practices of the rural banks has been created.

OBJECTIVES

 To share the good practices of the rural banks in Luzon, with the rural bankers in Visayas and Mindanao, and vice versa

 To encourage camaraderie and rapport between rural banks and rural bankers, because to compete at par excellence with the commercial and universal banks, we need unity

EXECUTION

• Each participant will be given jackets with the theme "Byaheng RBAP: Dito walang Traffic!" and a map of the rural banks they will visit.

In each rural bank they will visit, they will receive a patch or pin they
will put in their jackets. This will serve as their "bus ticket" to the next
rural bank they will visit.

 The end of their tour will be at the RBAP office where they will have a workshop.



THE TAG LINE



THANK YOU!