

THE CANARA BANK OFFICERS' ASSOCIATION (REGD) (AFFILIATED TO AIBOC)



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Sub : BUSINESS BUILDING-CANPAL'S STYLE – 3

Dear friends,

Our BBW created ripples in the industry and infused energy in to our cadres. Our new style of executing the corporate objectives revitalise our system and now we can confidently move forward in our mission of becoming the “**first bank to come out of red by wiping out even the existing loss**”

I am in the process of consolidating the success stories reported by every individual, region wise which would be circulated shortly for yourself to understand your power.

I request that every branch and every regional secretary must document their achievement during the BBW which would certainly be matter of pride and a motivator too.

I wish to share with you few of my experiences:

After hearing the objectives of BBW Sri. Shankar, CM, and Smt. Victoria, SM, RAH, Kancheepuram, a totally motivated cadres of CBOA volunteered with their action plan as listed below.

- The proposal received from the branches will be inwards and acknowledgment will be sent through SMS to the branch Incharge.
- The observations if any will be sent within two days and will be informed through SMS too.
- Within two days after the receipt of clarifications, sanctions will be sent to the branch and the message will be sent through SMS to the branch.
- The profile of the borrower like educational qualifications, family size, composition of the family, status of the family members & their business or profession, repayment capacity and security margin would be studied in detail during the processing of the proposal for assessing the scope to sell other products of the bank. Such opportunities found if any, will be**

incorporated in the sanction letter as “remarks” for the branch to pursue if they deem it fit.

- e) *The RAH will peruse periodically the accounts sanctioned by them and the good performers will be called over phone to appreciate and ask for additional references and new friends.*

Is it not the success of BBW?

Is it not a good way of keeping our good customers with us and generate new customers through them.

SHALL WE PRACTICE?

Manimaran G V
General Secretary