

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)

Registered under Trade Unions Act, 1926 at Mumbai.
(Affiliated to AIBOC & AINBOF)



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DEMONETISATION- A LESSON

Dear CANPALS,,

"Intelligent individuals learn from the indelible marks inscribed by any incident in life"

We all approach the demonetisation as a banker, as an individual from middle class background and an elder to guide the young in the family & in the society.

As We are all more a banker, what we learnt from the Demonetisation from the Bankers' angle is more relevant here.

Shall we analyse?

A notable impact of demonetisation would be **CASHLESS TRANSACTIONS –MORE DIGITALISATION.**

Benefits

1. More system generated business.
2. More youth customers.
3. Less crowd in the branches.
4. Less risk for Bankers.
5. More time to do marketing.

BUT,

As we all are aware

1. India is the 6th most susceptible country for cyber crime.
2. Indian customers are more casual in password sharing.
3. For Majority, digital banking is going to be the maiden experience.
4. Hackers are indulging for fun too.
5. More digital transactions –more chances of cyber attack.
6. More problems are due to the holes in internal cyber security.
7. Casual approach in password secrecy among the work force too.

Thus,

If we want to enjoy the fullest positive impact of demonetisation – possible boom in DIGITAL BANKING

1. Let's bring all the NINE CRORE customers under card net either debit card or credit card or both.
2. Let's propagate all our tech products intensively.
3. Let's reach all the youth through our youths.
4. Let's educate the customers to follow the password secrecy.
5. Beware of hackers.

Above all,

LET US ALL PRACTICE OUR DIGITAL PRODUCTS AND MAINTAIN UTMOST PASSWORD SECRECY AMONG OURSELVES TOO.

“ We all are intellectuals, we don't learn lessons, we forecast and forewarn others too”

DISCIPLINE IN CBOA

DEVELOPMENT IN CANARA BANK

**MANIMARAN G V
GENERAL SECRETARY**