

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



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To All Regional Secretaries

BUSINESS BUILDING WEEK 19TH TO 24TH JUNE 2016

Dear friends,

In furtherance to my communication on Business Building Canpal Style exhorting the need and the background for such an action, I request you to motivate the Canpal Units in successfully observing 19th to 24th June as “BUSINESS BUILDING WEEK.

As a first step the badges have been enclosed in sufficient numbers for the Canpals of your region. Ensure that the cards are distributed to the members on or before 18.06.2016 and they wear it during the week.

Our members are to be urged to analyse their branch balance sheet and understand the strengths, weaknesses of the branch and identify the branch specific products and services suited to their area. Identify top ten percent of potential customers and ensure that every one of them is availing a minimum of five products of our bank so that atleast ` 10000 additional income is generated through them.

Besides during the week, endeavour of the canpals should be to

- Seek CASA deposits in the counters,
- Identify top 10% of stressed assets and chart appropriate steps for recovery in such assets
- Solicit business from Government and local bodies,
- Organise meetings and rallies to create public awareness
- Engage with our retired officers for their assistance in the above activities

I request you to inform all the office bearers to visit the branches to encourage our CANPALS in the successful conduct of “BUSINESS BUILDING WEEK”

G V Manimaran
General Secretary