

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)

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



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TRUMPING THE TARGETS – THE CANPALS STYLE

Dear Canpals,

You are well aware, the real reforms in the banking industry were witnessed from 2016 onwards, after the **Gyan Sangam** meetings were organized by the Government of India in 2015 & 2016.

The Gyan Sangam resulted in;

- ***Declaration of banks under PCA, and***
- ***Non infusion of fresh capital in few Banks.***

Ultimately these reforms resulted in the amalgamation of banks, and at the end, we witnessed the number of Public Sector Banks shrunk to 12, from 27 in 2017.

Able to forecast, these imminent changes in the industry well in advance, our mother bank, and its administration, commenced the direct recruitment of Officers from 2009-2010 onwards, and committed itself in building up the business, well before the introduction of the reforms.

And **WE** could, in record time, double the total number of branches and realize an incremental increase of about Rs 3.00 lakh crores in business.

Thus, today we are remaining as an anchor bank and fortunately Syndicate bank - another shining bank with rich culture, akin to ours was amalgamated with us.

Canara Bank Officers Association, gives foremost importance to the development of the bank, and participated, so strongly in the building up of business by calling its members, who are about **96% of the total number of officers of the Bank in various supervisory cadres**.

(Y)our CBOA has continuously enthused its Canpals, to actively participate in branch expansion and business building throughout the year, by observing various business promotion campaigns like - **Thus We Can, Coffee With Customers, Promise to Our Patrons and Youth Conclaves** across the Country.

To activate our members in reducing the NPA – a demon which eats away our well-earned good money, we have been advocating to organize the campaigns with the objectives like **Arrest Fresh Slippage & Attack D4 and Loss Assets**, so as to improvise the profits and profitability.

And the result is, today **our mother bank is the third largest and strongest Bank of the Country, with over Rs 17.00 Lakhs Crores of business and 10600+ branches**.

Now, our endeavor should be to increase the profit and profitability, as parameters deciding the profits are similar to that of the Private Banks in the Country, but for the compulsion of making provisions from out of the hard earned total income of about Rs 84,525 crores.

Our then General Secretary and current Strategic Mentor **Sri G V Manimaran** gave a clarion call to our members three years back, to strive to achieve;

- Opening of 10000 branches,
- Increasing business beyond Rs 10.00 lakh crores,
- Build a workforce of 1.00 lakh employees, and
- To ensure a net profit of Rs 10000 crores under the Caption – **“THUS WE CAN”**.

Out of the self-set targets above, we could surpass the milestones of 10000 branches, 1.00 lakh employees and total business of Rs 10.00 lakhs crores, yet achieving the target of a Net profit amounting to Rs 10,000 crores is still elusive.

We are having the potential to achieve this feat also, as our total business is over Rs 17.00 lakh crores and our total income is Rs 84,525 crores, but for the huge provisions towards bad debts.

So friends, (Y)our CBOA, invites the collective participation of all the Canpals under the Campaign “**TRUMPING THE TARGETS – THE CANPALS STYLE**”, to achieve the coveted objective of Rs 10,000 crores -net profit for our beloved Bank, in the ensuing years.

TO kick start the campaign, and to create awareness among our Canpals, CBOA could lead the awareness program in various parts of the country.

The canpals campaign will be conducted on 2nd and 4th Saturday of every month, across the Country and the uniform schedule of the program will be as follows.

Timings	Campaign Activity
06:00 A.M	Canpals to assemble in Parks, walking tracks, beaches and in places where public gather in large numbers, and to distribute pamphlets on various loan schemes and technology products of our Bank. Further, canpals will be assisting the public in installing various mobile applications of our bank instantly in the mobile phones of the public.
08:00 A.M	Breakfast at the venue/ conference hall
09:00 A.M	Campaign Inauguration in the presence of Circle Executives and icons of the banking industry belonging to the respective town
10:00 A.M	Seminar on various topics, presented and participated by our Canpals
02:00 P.M	Lunch
03:00 P.M	Cultural programs by Canpals to display their talents

Note: Topics for the scheduled seminars will be informed later.

To facilitate the smooth conduct of the campaign - ***TRUMPING THE TARGETS - THE CANPALS STYLE***, the Circles/ States are grouped into following 09 Zones, and campaigns are to be conducted in the Zones on the dates specified.

Sl: No	Date	Place of Campaign	Participating States
1	20 th Nov 2021	Chennai	Tamil Nadu and Pondicherry
2	11 th Dec 2021	Hyderabad	Andhra Pradesh and Telangana
3	19 th Dec 2021	Trivandrum	Kerala
4	8 th Jan 2022	Ahmedabad	Gujarat, Madhya Pradesh, Chhattisgarh and Maharashtra
5	22 nd Jan 2022	Chandigarh	Chandigarh, Himachal Pradesh, Jammu and Kashmir, Haryana and Uttarakhand
6	12 th Feb 2022	Lucknow	Delhi, Uttar Pradesh and Rajasthan
7	26 th Feb 2022	Patna	Bihar and Jharkhand
8	12 th March 2022	Bhubaneswar	Odisha, West Bengal and North Eastern States
9	26 th March 2022	Bangalore	Karnataka including Head Office

“The distance between dream and reality is called action”.

Friends, it’s time we make the dream of Rs 10,000 crores - net profit a reality, and to do that we have to put in our collective actions behind this dream.

Let us make it happen. Together We Can.

DISCIPLINE IN CBOA

DEVELOPMENT IN CANARA BANK

Your General Secretary



K Ravikumar