

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)



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

CENTRAL OFFICE
402-406, 4th Floor, Himalaya House, P.B.No.262,
79, Mata Ramabai Ambedkar Marg, FORT, MUMBAI:400001
Tel: 2261 7872, 2270 5750, 22692083 Fax : 2261 8306
Gram: CIBIOA, E-mail: choabom1@gmail.com
www.choa.co.in

General Secretary Office :
59-10-2, Gadde Gopala Krishnaiah Street, 2nd Lane,
Gayathri Nagar, Vijayawada - 520008
Email: choavij@gmail.com



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“As you experience changes and breakthroughs, know that integrity, honesty and truth are the highest vibrating energies to guide you forward.” ~Molly McCord

Dear Regional Secretaries & CC Members,

I would like to discuss two important issues with all of you. One is about **preventive vigilance** and another one is about the **importance of CASA**.

Canara Bank is one of the prestigious Global Financial Conglomerates, with a rich history that spans over a century. Our Mother Bank's journey from its humble beginnings in 1906 to its current status as a leading Public Sector Bank in India reflects a history of resilience, growth and commitment to serve the financial needs of the nation.

We, the Canpals are extremely proud to be a part of such fabulous organization, where we get the opportunity to extend our hand in nation building. Despite the aura of positivity around our Mother Bank and officer community,

the rise in frauds induced in-house and through external agents/factors and the resultant suspensions, which are on raise, continues to be a sour point.

The major reasons for occurrence of frauds continues to be incoherent communication among staffs and insufficient understanding of the utility of policies such as vigilance policy, whistle blower policy and staff accountability policy that can be instrumental in prevention of frauds among our brethren. The major outcomes of such frauds induced in-house are:

- 1) Financial Loss and Reputational Damage to our Mother Bank.
- 2) Subsequent disciplinary action from the organization, which will affect the staff's career.
- 3) Huge negative impact on the happiness and societal status of the staff's family.

In order to counter the deficiency in communication, I call upon all our office bearers to actively participate in taking relevant measures to create platforms for our members to communicate, by conducting **weekly meetings at district level**. The meeting shall be organized by the district secretaries with the active participation and support of Central Committee and Regional Committee members.

In the upcoming district meetings, **all CC members should update the members about the deliberations**

happened at recent central committee meeting held at Kochi and also shed light on the following key areas, where every officer should be vigilant:

- 1) **Password is not a passing word - Password secrecy is a paramount virtue.** Never share your passwords including DMS passwords with anyone.
- 2) Ensure strict compliance and follow systems and procedures while processing/sanctioning Gold Loans and ensure timely balancing of gold loans.
- 3) Gambling via online games is on the rise among our staffs and the same has to be avoided to ensure financial discipline.
- 4) Avoid having financial relationship with customers.
- 5) Branch Heads should adhere to extent norms while engaging daily wagers, Pigmy Agents and Jewel Appraisers and should not engage or involve unauthorized persons for branch activities.
- 6) Credit cards / BHIM QR shall be issued only after the receipt of application and necessary documents from customers.
- 7) **No insurance including PMJJBY, PMSBY, Govt Schemes or any product should be provided to customers without their consent.**
- 8) **Do not transfer own funds or other customer's funds to loan accounts to avoid slippage. Instead, follow up the accounts continuously from SMA 0 level.**

Being a responsible trade union, it is the prime duty of our Mighty CBOA to help and guide our Canpals to prevent frauds in their respective work environment. In this sense, kindly advise our Canpals to **work only for our Mother Bank** and not for any individuals or higher authorities, which will prevent most of the mishaps.

*Friends, the most significant factor which is the crux of our sustained growth is **CASA**.*

Our Mother Bank has envisioned 1000 days action plan styled “**Future Forge**” with a vision for our Mother Bank’s Total Business to Surpass **Rs 30 Lakh Crore** by **2025**. **CASA** is the fuel to Forge our Future and reach the Magic Number. **CASA is primordial** as it reduces the overall cost of funds which facilitates to give credit/loans at lower rates without impacting *Net Interest Margin and profitability*.

A higher CASA ratio is generally viewed positively by investors, regulators and analysts as it indicates a more stable and cost-effective source of funding for the bank. Some key points which have to be underlined in the district meetings for improving Low-Cost Deposit are as follows:

- **Serve our customers with smile and always ensure a personal touch during customer interactions.**
- Create awareness about reward points concept introduced by our Mother Bank.

- Tap into the MOUs signed by our Mother Bank with various Government and Private entities who are a rich source of CASA.
- Conduct customer meetings and constantly follow up with HNI customers for potential Business.
- Ensure smooth liaison with the Government Bodies through Lead Bank/SLBCs and penetrate to large masses.
- Popularize the usage of Canara Ai1 App, the Super App which encapsulates more than 250 features available in 11 languages, which enables the customer to use traditional & modern banking via digital means.
- Visit nearby institutions and canvass their current account as well as salary account of staffs by explaining the benefits provided through our latest products.
- Try to establish a strong connect with NRI customers through calls/emails.

Friends, as envisioned by our beloved MD & CEO and the Top Management, we should punch above our weight to reach **38% of CASA share by 2025**, which will further strengthen our Balance Sheet.

I request all the Regional/District secretaries to **conduct district meetings before 15th Dec 2023** and emphasize about **preventive vigilance** and **significance of Low-Cost Deposit** to our Canpals. Also, assure the support of our Mighty CBOA to all our Canpal Family Members in business building for our Mother Bank.

Let us move forward with *burly will and honest heart* to take our Mother Bank to number one position in the industry.

You care for the bank and CBOA cares for you!

Flaw-Free banking! Fraud-Free Bank!

Discipline in CBOA! Development in Canara Bank!

Yours sincerely,



RAVI KUMAR K
General Secretary