

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)

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



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“The path to success is to take massive, determined actions” – Tony Robbins

Dear Canpals,

We have done it again! Our collective will has manifested the results on the ground with (Y)our CBOA clinching historic number of vacancies in all the scales, ***perhaps in the history of our Bank the highest number of vacancies.***

Scale 1 to 2 - 2300

Scale 2 to 3 - 1400 and

Scale 3 to 4 - 550

Friends, Let me start by expressing my sincere gratitude to our beloved **MD&CEO** and the top administration for magnanimously giving record number of vacancies this time. What a way to keep employee motivation at its pinnacle. The presence of our beloved MD & CEO at the helm inspires us to dream more, learn more and become more each day. The continued thrust on employee well being and unflinching efforts in making our bank the best bank to work and grow with will go a long way in ensuring strong and sustainable growth of our mother-bank.

Friends, now let's not lose sight of the many many blessings, we've been given by our mother bank. As we are now almost a month away from completion of Q4 FY2022, **let's put our everything into this final lap of this financial year.** Our immediate focus should be on:

1. Substantially improving the low cost deposit – CASA: The immediate guidance is to improve CASA ratio. Friends, While our mother bank has shown robust growth in all the major parameters like **Advances, NIM and Net Profit**, a low **CASA %** is a cause of concern and has to be immediately looked into. I, once again, call upon each one of you to be on a mission for adding CASA. Who, other than us, would wield this responsibility to ensure that our mother bank reach a leadership position in all the major parameters. Let us strive for exquisite clientele addition and exemplary customer retention. **I request every officer to take up the job of adding CASA. Each officer adding a crore can make a big difference.**

2. Ensuring a robust growth in the operating profit this Quarter as well.

Friends, last year when the entire industry was reeling under severe stress, people were losing jobs in the corporate world, we were bestowed upon by our mother bank 15 days PLI because of your persistent efforts. We were indeed blessed. I urge each one of you to work diligently towards ensuring a strong increase in operating profit for our mother bank above 15% y-o-y. Having operating profit above 15% especially this quarter is essential to have 15 days PLI.

This translates to working on several fronts such as

1. **Maintaining fee and non-fee based income.**
2. **Recovery in written-off accounts.**
3. **Lowering interest payment on deposits by increasing CASA share in total deposits**
4. **Limiting unwarranted operating costs.**

Friends, We all understand that just a business as usual approach won't suffice, **it is very essential to walk that extra mile! Friends, Collective action is our new language and if we take care of our mother Bank, it will take care of us.**

In the next 40 days of Q4, let's pull out all efforts to **explore, contact and convert business for the bank!** I am confident that we will excel together.

Let me again exhort to all of you that we are strongly pursuing a leadership position among the PSBs, not even second to SBI.

The intensity of our positive thinking, attitude and hard work should manifest as the reality on the ground. Let us have no doubts in making our mother Bank as the number one Bank in the days to come.

Together we can, together we will!

**Discipline in CBOA - Development in Canara Bank
Flawless Banking, Fraud free Bank.**

Your General Secretary

A handwritten signature in blue ink, appearing to read 'Ravi Kumar K', written over a faint horizontal line.

**Ravi Kumar K
General Secretary**