

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)



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



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Dear Friends,

यत्र नार्यस्तु पूज्यन्ते रमन्ते तत्र देवताः।
यत्रैतास्तु न पूज्यन्ते सर्वास्तत्राफलाः क्रियाः।

Yatra naaryasthu poojyanthe ramanthe tatra devatah |
Yatraitaastu na poojyanthe sarvastatraphala kriyah |

“Where Women are worshiped, divinity blossoms there, and wherever women are dis-honoured, all action no matter how noble it may be, remains unfruitful”

A woman is said to be a beautiful creation of God! Life without a woman is quite unimaginable as the role of a woman in our life begins right from bringing us into this world. This is the precise reason why we have always emphasized upon giving the due respect to women in their life.

Celebrating Woman is a way of showing gratitude to the each and every woman in one's life, be it in the professional or the personal life.

It is in this context the International Women's Day assumes a lot of significance. United Nations' official recognition of March 8th as Women's day in the year 1977 gave the much needed fillip to the issues concerning women and ensured mobilizing political will and resources to address global problems

of women. What started off as a small spark, demanding suffrage and protesting against discrimination in employment, thus gained international recognition.

The women in Bharathvarsh have always had an equal right, equal dose of respect, disrespect, suffering and showering, property and poverty as men enjoyed. This was lost due to fast, external influences a millennium ago as the society became rigid and the ill practices started to creep in.

Yet, the tide has started turning. And, all over the world, there is increasing understanding of the need to unleash the untapped potential of girls and women. We are now being witness to see that when women participate in parliament, and government, the benefits extend far beyond the individual to families, communities and nations.

And studies show that companies with women on their boards earn more and didn't suffer as much from the economic crisis as companies without women on their boards. So everyone is learning that empowering girls and women is not just the right thing to do, it is the smart thing to do.

Woman have to undergo various struggles in juggling their chores on a day-to-day basis. Especially the working women are torn between doing justice to the demands of their family commitments and official responsibilities. Though Women are innately multifaceted and have a natural quality of multitasking, even today, they continue to endure lot of hardships in every walk of life.

Women have to play multiple roles as mother, daughter, sister, mentor, teacher, co-worker, spouse etc. They deserve thorough respect for their contribution in building a new society. Among these multiple roles they are also assuming role of a banker in our society where they are running branches or controlling units and also becoming important part of our CBOA.

In our bank more than 30% staff members are women. There are a few working in hardship areas, remote branches, taking challenging positions yet managing their family life alongside beautifully, rising to the occasion whenever and wherever required. They are strong pillars of our society who are not just managing their offices well but also growing well in their career, taking

others along the way making our life easier by handling situation in various roles.

As an organization representing the officers' community, CBOA is always ready to stand with women in their issues and problems. CBOA vows to make them empowered in every sphere of life. CBOA emphasizes on psychosocial well-being and aims at improving the mental health of women in bank. To bring this goal into existence, we will endeavour to make consistent connection with each and every women officer of our bank. We will not limit ourself to the present members but shall also effectively bring non-members into its fold.

CBOA believes in an empowered society with no gender-based discrimination. In this regard, CBOA has been a trailblazer in taking measured steps in encouraging women representation all over India. This was critical to ensure that all of them get their rightful place. The diversity in CBOA office bearership has also resulted in ensuring transparent communication and effective redressal of every issue related to womenfolk in our Bank.

In doing this, CBOA has become the only association which is breaking traditional myth of associations being run by only men. Friends, Y(O)ur CBOA appreciates the efforts of women who are presently doing extraordinary work for the association as well as for the bank. We firmly believe that our women leaders will always work a step ahead of other in discharging the responsibilities bestowed upon them.

CBOA take this opportunity to salute our sisters for their efforts in our bank and association where they are not just a helping hand but a strong and reliable shoulder too at times standing strength to strength. **World's Women's Day theme for the year 2022 is "Gender equality today for a sustainable tomorrow"**. The theme aptly correlates with our bank's demographic diversity, as women's recruitment has increased over the years and their contribution is set to grow manifold in coming years as well.

Friends, Let's not make this day a mere One-Day event of taking oath and making resolution. Let us make it a way of life! Let's all celebrate and cheer each woman for standing up and speaking for each other. I exhort our women

Canpals to stand up to the occasion. Each of you is a leader. **Let us all create a better, equitable and empowered tomorrow.**

“Feminism isn’t about making women strong. Women are already strong. It’s about changing the way the world perceives that strength.”

Once again,



HAPPY INTERNATIONAL WOMEN’S DAY

Discipline in CBOA

Development in Canara Bank

Flawless Banking- Fraud Free Bank.

Your General Secretary

RAVI KUMAR K