

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)

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



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“Legacy is not what I did for myself. It's what I'm doing for the next generation.” –Vitor Belfort.

Dear Canpals,

Greetings to you all on this joyful occasion of **117th Founder's Day!**

Born on 19th November, 1852, at Mulky, near Mangalore, our founder **Shri.Ammemba Subba Rao Pai's** versatility was not confined to the legal profession alone. Along with his professional work in the mornings, the evenings were devoted to social work. He kept himself fully informed about the fast moving world. His vehemence and love for mankind touched life at all points.

Our beloved founder was a visionary whose philanthropic zeal continues to touch the lives of numerous people even today. A lawyer and a banker by profession, and an educationist and social reformer by temperament, he was the foremost among the pre-independence luminaries. His spirit of enterprise gave birth to our Mother Bank – The Canara Bank, in 1906.

The seven principles laid down by Shri Ammemba Subba Rao Pai, are as follows:

- 1) To remove superstition and ignorance.
- 2) To spread education among all - to sub-serve the first principle.
- 3) To inculcate the habit of thrift and savings.
- 4) To transform the financial institution not only as the financial heart of the community but the social heart as well.
- 5) To assist the needy.
- 6) To work with a sense of service and dedication.
- 7) To develop a concern for fellow human beings and sensitivity to the surroundings.

With such robust and socially responsible principles, our Mother Bank has been scaling greater heights in the past few years.

Our founder once said that, “**A good bank is not only the financial heart of the community, but also one with an obligation of helping in every possible manner to improve the economic conditions of the common people**”. We, the Canarites are playing crucial roles in the economic upliftment of the society.

Our honest efforts are well recognised with the following awards during the last six months:

- 1) Our Mother Bank is ranked **1st** under the Digital Payment performance as on 31.03.2022 by Ministry of Electronics & Information Technology (MeitY), as per balanced scorecard released during October 2022.
- 2) We are awarded **3rd** Rank under the prestigious EASE Reforms Index Award 2022 (EASE 4.0 Awards).
- 3) Under the theme of Institutionalizing Prudent Banking, we are placed in the **Numero Uno Position**.
- 4) The Learning and Development vertical of our Mother Bank has been awarded the ‘**Golden Globe Tigers Awards**’ for Excellence & Leadership Training and Development and Best training initiative for Banking Sector.
- 5) We have received **2nd** prize for overall performance under Animal Husbandry Infrastructure Development Fund (AHIDF) Department of Animal Husbandry and Dairying, Ministry of Fisheries, Animal Husbandry & Dairying, Government of India.
- 6) Our Mother Bank received 2nd prize for Campaign period Target Achievers and 3rd prize for valuable contribution by Banks during Agri Infra Fund Award Ceremony.

To commemorate our 117th Founder’s Day, I kindly request all my Canpal Family members to execute the following tasks:

- 1) All the regions shall conduct **Canpal Activity** as part of the celebrations of 117th Founder’s Day.
- 2) Contact the top 10 deposit as well as advances customers of your Branch and thank them for their continued patronage.
- 3) Conduct customer meet at branches and inform them about the various schemes of our Bank, especially “**CANARA - 666**” deposit scheme which provides the highest interest rate for deposits in the whole of Banking Industry.

- 4) During the meet, inform them about our strong business growth and achievements which were attributed to the customers.
- 5) Each Canpal shall reach atleast two Gen-Z customers and motivate them to install and make use of the quality features of our “Canara Ai1” application.

Under the guidance of our beloved **MD & CEO**, we are inching towards a Global Business Target of Rs.20 Lakh Crore for our Mother Bank. To achieve the goal, our key emphasis should be on “**Customer Service**”. In the words of Jay Baer, “**Customer service is the new marketing, it’s what differentiates one business from another**”. A happy customer is a source of new business avenues for our Mother Bank.

Friends, with nearly 50,000 officers as members, we are the largest trade union for officers of the Public Sector Banks. Greater position is always accompanied by greater responsibilities. Our major task at hand now is to take our Mother Bank to the number one position among PSBs.

I firmly believe that all the Canpals will rededicate themselves and work candidly with burly determination and ensure the growth of our Mother Bank in the days ahead. Let us keep ourselves rejuvenated and involve wholeheartedly in the inclusive growth of our Mother Bank, thereby taking our Mother Bank to the zenith of Glory.

My dear Canpals, our **19th Triennial Conference** which is to be held at **Vijayawada - The Land of Victory** is just **eight days** away. Our Conference committees are in full swing for making the required arrangements. The conference will be inaugurated on 26th November 2022, by our beloved **MD & CEO**. Let us join hands in making our Family Carnival a historic event.

You care for the bank and CBOA cares for you!

Flaw-Free banking! Fraud-Free Banking!

Discipline in CBOA! Development in Canara Bank!

Yours sincerely,



RAVI KUMAR K
General Secretary