

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)



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

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“If you’re going to live, leave a legacy. Make a mark on the world that can’t be erased” – Maya Angelou

Dear Canpals,

Greetings to you all on this joyful occasion of **118th Founder’s Day!**

It is the day to celebrate the indomitable spirit and vision of our legendary founder **Shri.Ammembal Subba Rao Pai** who laid the foundation for what we proudly call **CANARA BANK** today.

Founder's Day is not just a calendar event; it is a time for us to revisit the core values and principles that have guided us through the years. It is an occasion to express gratitude for the visionary **Shri.Ammembal Subba Rao Pai**, who dared to dream and turn those dreams into reality. Today, we pay homage to our trailblazer **Shri.Ammembal Subba Rao Pai**, who armed with passion and determination, transformed a mere idea into the thriving enterprise we are part of today.

The journey of our Mother Bank began with a spark of inspiration that ignited a flame of ambition. Driven by foresighted vision and humongous self-belief, our founder embarked on a path less travelled. His entrepreneurial spirit and the courage to take risks laid the groundwork for the empire we now proudly stand upon.

In the early days, challenges were abundant, yet our founder pressed on with an unwavering determination. It was not just about building a business; it was about crafting an organisation that would stand the test of time.

The following seven principles instilled by our founder became the pillars on which our organization rests today:

- 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.

To commemorate the **118th Founder’s Day**, I kindly request all my Canpal Family members to execute the following tasks:

- 1) Contact the top 10 deposit as well as advances customers of your branch and convey our gratitude for their continued patronage to our Mother Bank.
- 2) Organise **Blood Donation Camps**, which is a life saving activity.

- 3) Organise **Regionwise / Districtwise walkathons** and promote our products through the event.
- 4) Never delay any loan disbursement, which is the core source of our interest income.
- 5) All the CCOs, CNTs and CC members to visit the top 5 customers of their respective circle/region and thank them for their support to our Mother Bank.
- 6) Organise **branch level customer meets** and explain our products to them.
- 7) Each and every Canpal shall canvass at least **5 lakh of CASA** on our Founder's Day.

Under the guidance of our beloved **MD & CEO and Top Management**, our bank is scaling new heights in the technological as well as business domain. With new product launches, more fire power is added to our arsenal. It is our responsibility to make use of these products and garner new business for our Mother Bank.

Friends, at present, we have two major challenges in front of us:

1) Operating Profit:

The operating profit of a bank is a fundamental financial metric that offers valuable insights into its operational efficiency, financial health and ability to generate sustainable returns. Higher operating profit margins suggest better operational efficiency. Our operating profit has taken a hit in the last quarter. It is our responsibility to ensure the **operating profit of 18-20%** in the last two quarters of this Financial Year, to clinch PLI of 15 days, which is our pride.

2) Low-Cost Deposit:

CASA ratio is another key metric that provides insights into a bank's funding structure, cost of funds, profitability and risk management. 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. A higher CASA ratio is generally associated with higher profitability for a bank. *With fabulous products at our disposal, let us work hard to ensure the exponential growth of CASA and set an industrial benchmark.*

The sustainable growth in these two metrics will ensure the strong Balance Sheet of our Mother Bank for the next 100 years. With the dedication of 50,000 Canpals, who are a force to reckon with in the banking industry, I am highly confident that these two challenges will be accomplished in style.

On this Founder's Day, ***let us reaffirm our commitment to maintain and enhance the culture of excellence.*** Our founder envisioned an organization where each employee is not just a cog in the wheel but a vital contributor to the larger tapestry of success. *Through our individual contributions, let us foster an environment that encourages creativity, collaboration and continuous improvement, thereby honouring the legacy bestowed upon us.*

As we celebrate the Founder's Day, let us renew our dedication to our customers. In a world where choices abound, it is our commitment to customer satisfaction that sets us apart. **Let us strive to not only meet but anticipate the evolving needs of our customers**, ensuring that our Mother Bank's name remains synonymous with unparalleled service and customer delight. Always remember that we are a Canarite only because of our customers. On this most special day, **let us convey our gratitude, by serving them with smile.**

As we commemorate Founder's Day, let us rekindle the spirit of innovation within ourselves. In a rapidly evolving business landscape, the ability to adapt and innovate is not just an asset; it is a necessity. Our founder set the precedent; it is now our

responsibility to carry the torch forward, exploring new horizons and embracing the challenges of the future.

Friends, our former Canarites have given us a Bank with strong foundation. On this Founder's Day, **let us take an oath to ensure the continuous growth of our Mother Bank and hand over a Best Retail Bank to the future Canarites.** Let us also ensure to leave a legacy, which our upcoming generations can feel proud to be a part of.

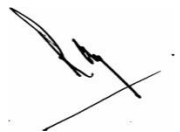
Let each and every member of our Canpal Family strive hard to make our Mother Bank the **Best Retail Bank – *The Bank for Common Man.***

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