PROGRESS AND PROSPERITY THROUGH SERVICE WITH SINCERITY

cboa

A DEDICATED WOMEN'S MAGAZINE

SHE CAN

SHINE THROUGH

APRIL, 2023

EDITION 06

SHINING THROUGH THE DARKNESS OF MEDIOCRITY

CANPAL

CANARA BANK
OFFICERS' ASSOCIATION

CANARA BANK OFFICERS' ASSOCIATION (REGD.)

Registered under Trade Unions Act, 1926 at Mumbai

VIJAYAWADA OFFICE

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SHRI RAJIV NIGAM
PRESIDENT

CBOA INITIATIVES

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APRIL, 2023

EDITION 06

EDITORIAL

SHE CAN - SHINE THROUGH

AN E-MAGAZINE FROM THE WOMEN'S WING

EDITION : APRIL 2023

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CC Member, Bangalore

GRATITUDE FROM THE SHE CAN EDITORIAL TEAM

As a Trade Union, Canara Bank Officers' Association is and was always avid with regards to the comprehensive growth and development of its members to protrude in the industry with unique set of qualities and attributes. Owing to which, a novel platform on the occasion of the International Women's Day, 2023 has been meted out by CBOA highlighting the hidden talents of our Women Canpals in various fronts.

We are elated to inform that the contest got a wonderful response and a huge number of entries were received in a very short span. While extending appreciations and thankfulness to each and everyone who actively participated in this contest, it gives us immense pleasure to announce winners in each category of the contest.

"PARTICIPATION MATTERS MORE THAN VICTORY"

She-Can editorial team hereby sincerely extending our gratitude to each and every participant for actively involving and sending huge number of entries across the country. Without your genuine interest and willingness to participate, this contest would not have been a massive success.

This special edition has been conceptualized to cherish the deserving winners of the Women's Day contest. This unique initiative of unveiling the brewing talents of Women and to be abreast with the latest happenings in the industry level through a dedicated women's magazine which is created, moderated, designed and edited by our Women Canpals.

We hope you enjoy reading this special edition essentially curated by us honoring the winners and participants of the contest. Since we love to hear from you, please send your comments/ feedback/ inputs on cboashecan@gmail.com.

FROM THE DESK OF GENERAL SECRETARY

RAVI KUMAR KUKATLAOPALLY

A NEW ERA OF BANKING FY 2023-24

What a marvelous performance by our Mother Bank for posting spectacular results in the last Financial Year and achieving the milestone dream of Rs. 20 Lakh Crores Global Business. Our beloved MD & CEO set a benchmark of industry level standards to achieve, and we Canarites explicitly operated as a Personal Goal and worked towards achieving it. With an outstanding growth rate of 11.73% in the Total Business, a marvelous increase in the Net Profit that crossed a 5 digit figure of Rs. 10,00 Crores and Operating Profit that skyrocketed with every passing quarter, our Bank is writing a history in the annals of the Banking Industry. All this was possible only because of the commitment & sincerity, blood & sweat, dedicated & the collective efforts of each and every one of us starting from the ground level to the Management level.

Let us continue to show the same trend of growth with each passing year, make sure that we surpass the benchmarks set by us, reckoning to the Trademark Canpal Spirit and ensure the exponential growth of our CASA profile and Net Profit by FY 2023-24, thereby taking our Mother Bank to the zenith of glory.

CANARA BANK OFFICERS' ASSOCIATION

WOMEN'S DAY 2023

CBOA WOMEN'S WING

8 MARCH 2023

International Women's Day

DigitALL: Innovation and Technology for Gender Equality

WINNERS OF THE CONTEST

Under the banner of

"THINK TANK" & "SHE CAN WOMEN'S WING"

PHOTOGRAPHY CONTEST

ESSAY WRITING COMPETITION

PAINTING/ DRAWING

SHORT STORY/ POETRY

WRITEUP ON OUR DIGITAL PRODUCT

DRAWING CONTEST

SHEFALI GUPTA

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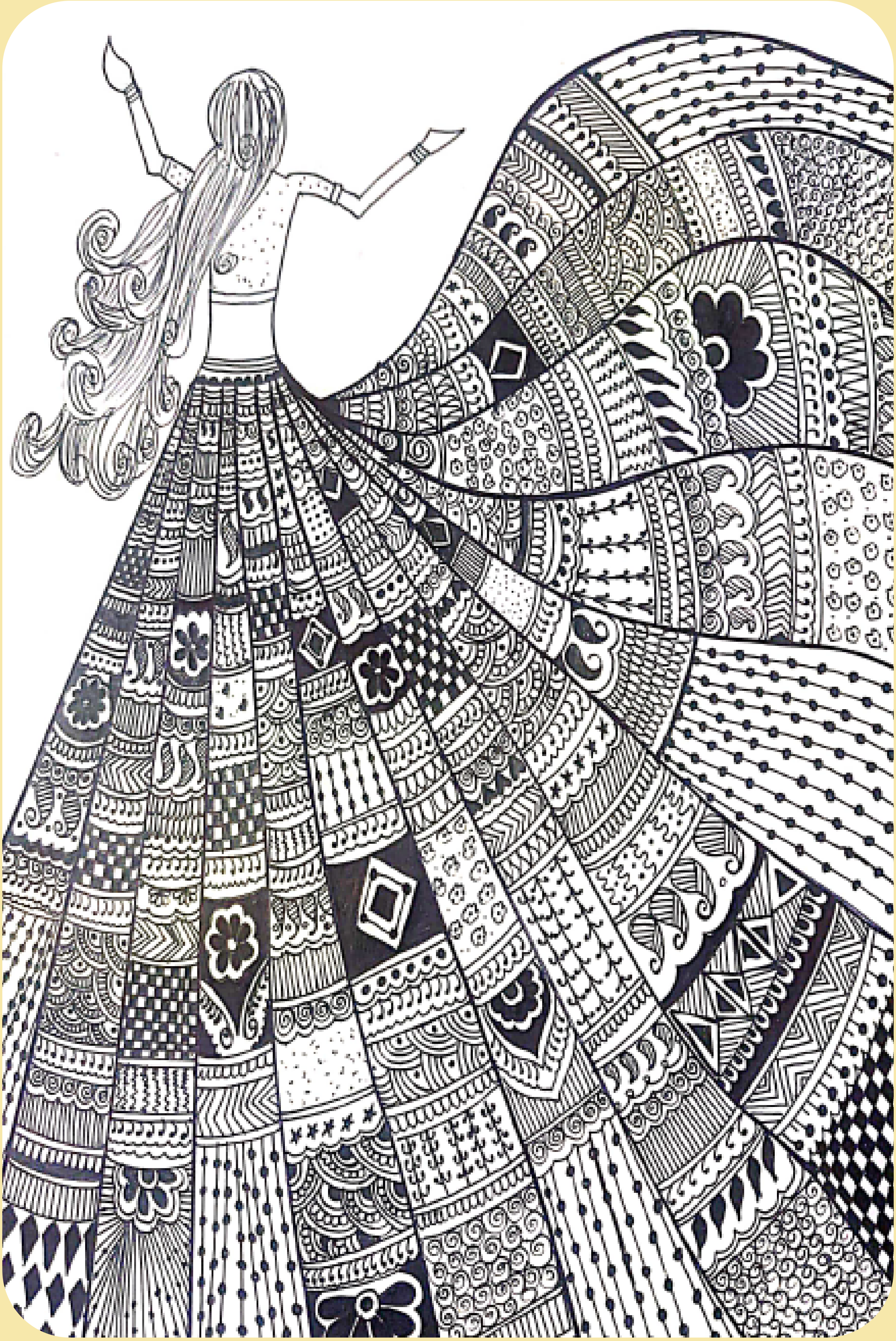


CANPAL CUSTOMERS CONNECT TO PROMOTE CASA

SIGNIFICANCE & WAYS TO PROMOTE - ESSAY

MONAL MALVIYA
SENIOR MANAGER, NANDANGADDA, MANIPAL CIRCLE

CASA refers to the deposits made by customers in their savings and current accounts, while customer acquisition is the process of acquiring new customers. CASA is significant for banks as it forms the base of their deposits, which can be utilized for lending and investment activities. The significance of customers connecting to promote CASA cannot be overstated. As mentioned earlier, CASA deposits are the core of a bank's deposit base, and a higher percentage of CASA deposits leads to a lower cost of funds for banks. This, in turn, translates to a lower lending rate for customers and better returns for shareholders. Therefore, the promotion of CASA is essential for banks to maintain their financial stability and profitability.

Now, let us discuss the various ways in which banks can promote CASA:

- Attractive Interest Rates: Banks can offer higher interest rates on CASA deposits to attract customers. Higher interest rates on savings accounts, especially in today's low-interest-rate environment, are likely to encourage people to save more money.

- Promotional Campaigns: Banks can run promotional campaigns to attract customers to open savings and current accounts. These campaigns could include discounts on fees, cashback on debit card usage, or other incentives.

- Digital Banking: In today's age of digitalization, banks can leverage technology to promote CASA. They can develop user-friendly mobile applications, online account opening facilities, and other such digital platforms to encourage customers to open accounts and deposit money.

- Relationship Managers: Banks can assign dedicated relationship managers to customers to promote CASA. These managers can provide personalized services to customers, including account-related queries, transactions, and other banking services, thus building a strong relationship with the customers.

- Referral Programs: Banks can offer referral programs to existing customers to bring in new customers. The existing customers can be incentivized to refer their friends and family to open accounts with the bank.

In conclusion, customers connecting to promote CASA is crucial for the growth and sustainability of the banking industry. Banks need to adopt various strategies to promote CASA, such as offering attractive interest rates, running promotional campaigns, leveraging technology, assigning dedicated relationship managers, and implementing referral programs. By adopting these strategies, banks can attract new customers, retain existing ones, and increase their CASA deposits, leading to their overall growth and profitability.

PAINTING CONTEST

RICHA UPADHYAY

OFFICER, CIRCLE OFFICE, BHOPAL CIRCLE

2ND

PAINTING CONTEST

RAVINA MISHRA

MANAGER, SEHORE, BHOPAL CIRCLE

DIGITAL WRITE UP

OUR DIGITAL PRODUCTS; PROS, CONS & SUGGESTIONS FOR IMPROVEMENTS

1ST

INDUMATHI THANGE H S
OFFICER, RO SOUTH, BENGALURU CIRCLE

Background & Need for Digital products:

In the wake of increasing demand for convenient & quick banking services, Financial institutions have undergone a sea changes in digital front .The digitization of banking dates back 1980's with advent of ATMs and computerization in 1990's. Since then, banks are adopting new technologies to introduce many customer friendly products in digital form. India is one of the fastest growing economy and digitalization acts as propellant for a sustained growth. Demonitization in 2016,Digital India initiatives further enhanced the usage of digital means for monetary transactions. Covid pandemic has further necessiated profuse usage of non face to face transactions I.e digital payments.

Reduction in median age to below 30 yrs and increase in literacy rate are some other factors which boosted the need for digitalization. To fall in line with the Govt initiatives and to provide customers with more cosy, swift &low cost services, Banks have introduced Many digital products. Digital products capitalize seamless digital payment systems, manages accounts, offers easy reach to financial products like loan management, bill payment and more through mobile and other electronic devices. Digital banking in India is making fast progress and innovation and the banking sector is lapping this innovative technology with the latest advancements. Looping in tech-savvy developers, new products are being featured with continuous refinement and a special focus on customer insights. Thus, the benefits of digital banking are driving greater customer attention

Pros of Digital products for customers

1. Reduced turnaround time for providing requested services supported by technical teams of bank
2. Hassle free and simple ways to avail many financial services as against the traditional banking.
3. Safe, secure & easy way of doing monetary transactions
4. 24/7 services which are not bounded by the bank branch timings

Cons of Digital banking for customers

1. Suspension of services for maintenance &updation of digital products
2. Limited no of transactions with a cutoff for the amount to be transacted
3. Availability of network while using the digital products and safe keeping of user credentials
4. Not all the services can be on boarded and few specific services to be availed at traditional banking branches only

DIGITAL WRITE UP

OUR DIGITAL PRODUCTS; PROS, CONS & SUGGESTIONS FOR IMPROVEMENTS

1ST

INDUMATHI THANGE H S
OFFICER, RO SOUTH, BENGALURU CIRCLE

CANARA Ai1 APP :

In order to capitalize the need & demand for digital transactions and to contribute for the digital economy, on 22 July 2022, Canara Bank launched its mobile banking super app in the name of "Canara ai1". It provides a one-stop solution with more than 250 features to cater to the banking needs of its customers. Moreover, it enables users to use traditional and modern banking and financial services through digital mode, providing multiple features for all age groups.

The app has advanced features such as an intuitive user interface (UI) and user experience (UX) with multiple themes and menus that can be personalized as per the user's choice. It also offers a dark theme to improve visual ergonomics, reduce eye strain and facilitate screen usage in dark environments, all while conserving battery power. The app caters to various social security schemes including public provident fund accounts, sukanya samruddhi accounts, senior citizens' savings accounts, Kisan Vikas Patra, and others.

It also provides a host of customer-centric functionalities such as multi-mode funds transfer viz. UPI, RTGS, NEFT & IMPS, Fixed and Recurring Deposit opening, Fastag Recharge, Pay EMI / loans, scheduled payments, Integrated Bill Pay, Integrated UPI, etc., as additional features.You can also enjoy the SCAN & PAY facility on the pre-login screen.
The app has unique security features like device binding, malware detection, detection of remote administration tools, and a dynamic keyboard to provide Safe and secure banking.

The Ai1 app acts as virtual banking branch with cutting edge technology, appealing graphics, adequate features which can deliver a pleasing customer service in a secured enenvironment.

Scope for improvements and future of Digital Banking:

Legacy banking is moving towards digital operational transformations. Embracing cloud-native technologies, apps will be powered by advanced banking and financial capabilities. The future of digital banking is set for wider cloud compatibility and greater adaptivity inclusive of the hinterland through the digitally innovative AI tools that would enable banking through personnel connections. Be that as it may, in the contemporary virtual world where time is more precious than money, cosy services are valued more, to keep one's head above the water ,usage of digital products has become an inevitable and integral part of banking services for our needs.

DIGIT-ALL : SHORT STORY WRITING CONTEST

1ST

R AJITHA
OFFICER, MELAPALAYAM, MADURAI CIRCLE

PREFACE:

The UN has given a call for women to dominate the globe by taking technology in their hands. Technology and opportunities are denied for many women. We have to put ourselves in the spot light of creative technology, Artificial intelligence and bridge the digital gender gap by giving digital education and affordable technology to all women. As bankers we should strive to promote digital ventures that are the future realities.

STORY:

Dheeran was a commander in chief of a small empire of the Kongu Nadu region in Tamil Nadu in the late 17th century. He was a freedom fighter who fought against the British after Katta bomman and Tippu sultan. He was a noble man who had intereset in science and art. The society during those days was patriarchic. Women were denied right to education and freedom. But he, like the great poet, Bharathiar was a great believer in the power of women. But he couldn't express his thoughts. By the end of the second Polygar war the British managed to stop the armies of Deeran and his allies. He fled the battle field and on the way his horse which was wounded tripped off a hillock. Deeran fell from the horse and hit his head on a rock which left his head badly injured. And in the following sequence of events he finds himself in an unknown land. He was way too confused to comprehend the place and hid behind a tree. The last rays of the day vanished into the dusky sky and darkness fell. Scared to the fear of the dark and the unknown, he started to stray along the one trial that led him to a large geodesic dome. The place was brightly lit as the night fell. He had studied the stars. So he assumed that this could be another star in which people lived.

DIGIT-ALL : SHORT STORY WRITING CONTEST

R AJITHA

OFFICER, MELAPALAYAM, MADURAI CIRCLE

He mustered up all his courage and stepped into the door. And there he saw, groups of women gathered around pillars of golden podiums. They were spinning sparkling balls of light with their hands. As the lights are made they merged the lights together like bubbles of air and let the light float on space like the lanterns. The lights then joined together and reached the ceiling of the geodesic dome to form a superior light that shone as bright as the sun beneath the dome.

As he peered into the light, splashes of water trickled on his face and he woke with a shudder. He woke up to see a little girl who went for water, stop by to save him. He now was the same man who went into a trance but enlightened by the dream he had of the higher potential women posses. From then on, he gave voice to the better of women and stayed hiding in the forest until his recovery. He also trained women to be soldiers to join his army. He then took part in many battles against the British.

PLOT: FICTION - A MAN FROM MEDIVIAL INDIAN ERA WHO THINKS THAT HE HAS ENTERED INTO A PARALLEL UNIVERSE IN AN ACCIDENT SEES WOMEN MAKING BALLS OF LIGHT THAT LITS THE UNIVERSE.

DIGIT-ALL : INNOVATION AND TECHNOLOGY FOR GENDER EQUALITY

SNEHA RACHEL PHILIP
OFFICER, CHENGANNUR 1, TRIVANDRUM CO

Gender equality is the ultimate aim of the feminist movement that started out in the early 1800s and it has come a long way. Women have managed to penetrate almost all professions and social and political mechanisms and in several of them they have managed to secure prime positions where they are second to none. What started out in the streets and wore many a feet and even claimed lives have emerged as an internal fight for power. Even with laws supporting gender equality, the fight still continues in our homes and workplaces. The fight is still on for every woman irrespective of class, but it is easier for the middle classes and up as they have the luxury of having a voice and platforms to raise it if they choose to. The other end of the financial spectrum still suffers from oppression, violence and sexual misconduct from their opposite sex. Even their same sex will ostracize them for being bold enough to break free. These women need every help they can get from the government, public servants and banking sector to rise up.

Financial inclusion, accessibility and financial independence form major roles in this process. Financial inclusion is defined as the availability and equality of opportunities to access financial services. For women it is a pathway to economic and social empowerment. In India SHGs have historically played an important role in financial inclusion. The programme has vastly improved women's exposure to banking services and in turn the rural sector as a whole. A major push in reducing the gender gap in access to bank accounts has come from the PMJDY. Women can open basic bank accounts without lengthy paperwork, thus helping even illiterate women with direct biometric identification through Aadhar and mobile phones. PMJDY also offers an overdraft facility. Direct Benefits Transfer (DBT) is another initiative that has helped woman account account holders easily avail MNREGA wages, LPG subsidy etc.

Financial accessibility or easy access for the rural women plays a key role for uplifting women financially. Most rural women find traveling to banks and filling forms to perform cash transactions difficult and they often need the help of a family member or someone from the bank. Digital products offered by banks make it easier for them to access financial services from nearby ATMs or even from the comfort of their homes without depending on their family. Nowadays more and more women visiting the banks are open to using ATM cards and mobile banking and with a little help from our side are able enjoy them easily. Especially our woman account holders have embraced our ai1 app as well as e-passbook app more than their opposite sex.

DIGIT-ALL : INNOVATION AND TECHNOLOGY FOR GENDER EQUALITY

SNEHA RACHEL PHILIP
OFFICER, CHENGANNUR 1, TRIVANDRUM CIRCLE

Financial independence is a crucial part in achieving gender equality. The first step towards being an empowered woman is having a means to support herself. There are several women who have taken this first step often with great difficulty and then propelled themselves to great heights in their career with determination and courage. As a woman whatever be the gender role in your family or society be, ensure that you have a source of income to support yourself. And if you are not in a position for that, you should be equipped to pursue a career at any stage of your life. There are several loan schemes offered by our banks to support women entrepreneurs like the MUDRA scheme, Annapoorna scheme etc. Working women can easily avail credit card facility and improve their spending ability. Women can now run small businesses from the comfort of their homes and accept payments to their account easily through QR codes, UPI payment etc.

Expanding financial access for women has proven to have positively affected not only women themselves but also their household incomes. Mobility constraints, insufficient collateral for availing loans, low levels of both financial and digital literacy still limit several women especially from rural classes from accessing financial services. The challenges of mobility and literacy can be tackled through business correspondents. Appointing more women BCs can make it easier for the women availing services as women of find another female to be trustworthy and approachable. Digital literacy improvement initiatives like National Digital Literacy mission should be promoted on a larger scale to aid women in achieving digital skills. SHGs can be tapped to run financial literacy centres for women. Low credit worthiness of women often hinder women run businesses from availing loans. Digital credit can often help these women.

To sum it all up an empowered and financially able woman is a boon to her family and her society. As bankers we can use our privilege and our services to bring more women to the financial front and encourage them to maintain savings and create income streams for themselves. We can aid them in achieving digital literacy by encouraging them to use digital services instead of counter services. We can also hold workshops in SHG meetings about digital products, micro business loans, insurance schemes etc. We should also ensure that they are made aware of fraudulent financial activities and how to be protected from them. These are a few examples of how we can contribute to the global gender equality movement. We can brainstorm for yet more ideas at our meetings as to how we can do more as gender equality in our country is still a distant dream. **Like our bank's motto- ' Together we can' achieve.**

DIGIT-ALL : INNOVATION AND TECHNOLOGY FOR GENDER EQUALITY

HEMA JYOTHI RUNDA
MANAGER, TETAGUNTA, VIJAYAWADA CIRCLE

The 21st Century that we are living in, One cannot imagine their lives without Technology. As the famous Phrase goes in India " Eat , Sleep, Drink Cricket " it is the same for Technology.

Technology has made our lives very Simple. Using Technology we can carry out day to day activities in a hassle free way. We can connect to people across the Globe using Technology and impart knowledge onto ourselves and derive benefits of Technology even if we are in remotest part of the Globe.

Role of Technology is so crucial that People's lives are saved with Use of Technology in Medical Field. Millions of lives were saved during Covid Pandemic only due to Innovation in Science & Technology.
Ultimately there is not a single aspect of our lives which is not touched upon by Technology , For instance our daily chores can be done using Technology. However do we all as a Nation share the boons of Technology is the Question.

Statistics suggest that Generally Men or Male Counterparts are well equipped with Technology which means they use Technology more when compared to Women. Example such as Computers, Technology gadgets like Mobile, Engineering Tools like Saws, Drill Machine etc. Women on the other hand are still in the verge of Using Technology products and there is a long way to go. Gender equality in Innovation and Technology is the need of the hour because Female population in the world is 49.58% and Female Population in India is 48.04% which is approximately Half of the Population. Taking half of the population in the fold of Technology and Innovation will prove to be very beneficial for the growth of the Country.

Gender Equality in the field of Innovation & Technology will also create a lot of Career opportunities for Women. Also women's point of view can be garnered for the betterment of the Women ultimately the Society. Growth of a Nation lies in the fact that there is no Gender bias and the masses work together. Women, if given the right opportunity can reach the moon and touch the Stars.

Our Country and Globe as a whole needs More Women like Kalpana Chawla breaking the barrier's of Gender discrimination or Gender Inequality and make us proud. It is the responsibility of each and every individual to sow the seeds of Gender Equality right from Childhood right in our homes by encouraging Education to Girl Child and treatment of Girl child equally with the Male Child Only then a Nation will be truly Developed.

DIGIT-ALL : INNOVATION AND TECHNOLOGY FOR GENDER EQUALITY

CATEGORY " POETRY "

K SUDHA MADHURI
OFFICER, RURAL II RO, BENGALURU CIRCLE

"Innovation and technology, a tool for good,
A ray of hope, where gender equality should,
Prevail in all spheres, and pave the way,
For women to shine and have their say.

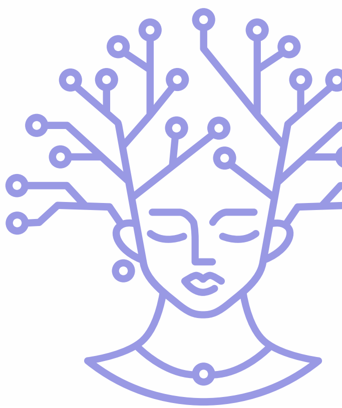
No longer bound by traditional roles,
Women can now break free from gendered controls.
Education accessible at the click of a button,
Empowers them to learn, grow, and strengthen.

E-commerce and online marketplaces abound,
Providing opportunities for women to be renowned.
With digital financial services and AI on the rise,
Women can chart their financial course and rise.

Social media and online forums galore,
Women can now share, connect and explore.
Advocacy and activism, all at their fingertips,
A powerful tool, with which they can make a difference.

Technology also brings safety and security,
A vital need, to end gendered insecurity.
With apps and tools, women can now prevent,
Violence and harassment, and live life without lament.

Let's harness its power to drive change,
And break down the barriers that cause ache.
With innovation and technology, by our side,
A world of gender equality, alongside"



DIGIT-ALL : INNOVATION AND TECHNOLOGY FOR GENDER EQUALITY

CATEGORY " POETRY "

SANTHOSHIMA R
P. OFFICER, BUDHWARPET, VIJAYAWADA CIRCLE

In the world of digital innovation,
Women are taking on a new position,
Technology is a tool for their equality,
A platform to break free from conformity.

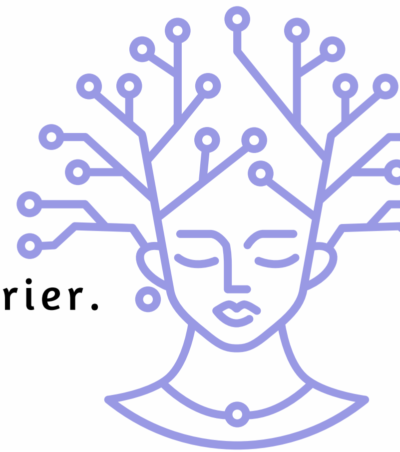
The digital age is a chance to learn,
For women who once had no turn,
To access information and education,
Empowering them with skills and motivation.

Through digital platforms, they connect,
Building a community with respect,
Their voices can now be heard,
A powerful tool to spread the word.

Data analytics can help to see,
Where gender biases may be,
By addressing these disparities,
We can make the world fairer, with less disparities.

Innovation and technology provide the key,
To a world of gender equality,
Where women can take their rightful place,
Achieving their dreams, with grace.

So let us use innovation and technology
To create a world of equality
Where gender is no longer a barrier
And all can reach their fullest potential, farrier.



DIGIT-ALL : INNOVATION AND TECHNOLOGY FOR GENDER EQUALITY

CATEGORY " POETRY " HINDI

PARUL BHALLA
P. OFFICER, SHARDA SOCIETY, VIJAYAWADA CIRCLE

नर और नारी हैं, जैसे एक साइकिल के दो पहिये ,
एक दूसरे के बिना अधूरे
नर और नारी हैं एक समान,
दोनों को दो पूरा सम्मान ।
नारी नर का भेद खतम करो
मिलकर साथ कदम रखो
नारी ने भी कदम से कदम मिलाया है
नर से भी ऊंचा नाम कमाया है
क्या कम्प्युटर क्या जहाज क्या रेलगाड़ी
सब कुछ चला कर दिखलाया है
दुनिया भर में नारियों ने नर के समान ही परचम लहराया है
अन्तरिक्ष में जाने वाली पहली भारतीय मूल की महिला
कल्पना चावला ने भी यह सबको समझाया है
प्रधानमंत्री बन के , वित्त मंत्री बन के ,
बैंक चेयर वुमेन बन के हर क्षेत्र में अपनी जगह बनाई है
ऐसा कोई क्षेत्र नहीं जहाँ नारी न पाई है,

इसी लिए तो देश में GENDER EQUALITY की बारी आईहै।

CONGRATULATIONS

TO ALL THE WINNERS AND APPRECIATIONS TO ALL THE PARTICIPANTS, FOR;

“THE KEY IS NOT THE WILL TO WIN… EVERYBODY HAS THAT. IT IS THE WILL TO PREPARE TO WIN THAT IS IMPORTANT"
- BOBBY NIGHT.”

Team
She-Can