



CANARA BANK EMPLOYEES' UNION (Regd.)

(Affiliated to All India Bank Employees' Association)

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Dear Comrades,

SAVINGS BANK – SOURCE OF LIQUIDITY AND STABILITY

For us, in AIBEA and CBEU, we firmly believe that without Institution there is no Organisation. Institution and Organisation, are both, indispensable part of our lives. The growth of the institution in the right direction has a direct bearing on our jobs. Our employment, makes us eligible to be members of our Union and we cannot afford to lose sight of this. Hence, it is incumbent upon all of us to not only work for the welfare of our members, but also of the Bank.

The annual results of our Bank published recently is an indicator to the consistent growth of business in our Bank. Our Bank stands in the top among the comity of peer banks and performance indicators are a pointer that bank is competing healthily with others, to maintain our position and surpass others in the market share of business.

There is always a focus on CASA by the bank as a higher CASA ratio means the bank can earn more profit due to lower interest cost. With the Bank focusing to improve the percentage of CASA (Current Account and Savings Account) it becomes imperative to acknowledge and improve CASA. An increase in Current Account/Savings Bank will ensure a more stable cost-effective fund base that can support sustainable growth and profitability in the long run.

In any organization, to promote business, campaigns will be held. Our bank is also not an exception. Some campaigns may be of routine nature and some will be with special emphasis. Recently, the Bank came out with a Term Deposit campaign, Each One source Ten Lakhs, and the response from the entire workforce of the bank was highly encouraging. The same was acknowledged by the top management of the Bank. Our MD and CEO in his address in the Inaugural Function of our Platinum Jubilee Celebrations emphasized the same.

Now, the Bank has come out with a Quality Savings Bank Account Campaign. Encouraging CASA growth involves delivering value to our customers. By offering our available attractive savings account products and superior customer service, we can influence customers to choose us as their primary banking institution, thereby business can be improved through other products and services also.

In the competitive landscape of the banking industry, sustaining and strengthening our position necessitates a pursuit of growing profits while upholding the fundamental principles of banking ethics and integrity.

As hitherto, we shall contribute wholeheartedly in increasing the CASA and the overall business. Let us put in our best efforts in making the present campaign a success too. Let us rally towards the shared commitment to delivering excellence in every customer interaction. Together, we have the power and experiences that can propel our Bank and our Union to new heights of success coupled with our passion for serving our customers with distinction.

Let us work together for the long-term sustainability, for which improvement in Savings Bank is an imperative need.

With greetings

Yours comradely

B.RAMPRAKASH
GENERAL SECRETARY