



Circular Letter No. 07/2021

READ AND CIRCULATE

Date: 04-12-2021

Dear Members,

CASA CAMPAIGN - 2021-22

APPEAL TO THE MEMBERS TO MAKE THE CAMPAIGN A VERY SUCCESSFUL EVENT

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Members must have gone through the HO Circular emanating from BBDC Dept. dated 12-11-2021 announcing the launching of Current and Savings Bank account – CASA Campaign - 2021-22 from 15th November 2021 to 28th February 2022. As you are already aware, CASA, being low cost deposits plays an important role in the earnings of the Bank. It will greatly increase the profit of the Bank when these funds are utilised for advances and used to lend it in a more competitive way.

Hence, every one of us should take it as our immediate goal to actively involve to mobilise CASA deposits to the maximum extent so that the target of canvassing 4,00,000 Savings Bank accounts and 15,000 Current accounts with mobilisation of fresh deposits Rs. 650 Crores are achieved well within time.

The Managing Director, in his letter dated 12-11-2021 has solicited the full support and co-operation of our Organisations to achieve a new milestone in CASA and to make the current year's CASA campaign a successful event. While highlighting the importance of CASA deposits in the Bank, he has also acknowledged the commitment and conviction of our Associations in appealing to our members to get involved actively in canvassing CASA deposits during the campaign period as hitherto being done. He has also expressed his confidence that this year too, we will give a fervent appeal to our members to involve ourselves in this regard expeditiously.

Comrades, the CASA Campaign is on since 15th November 2021 and every day is very important. We should enthusiastically involve ourselves as a team and mobilise maximum number of accounts and deposits under CASA during the Campaign period. The Management has also announced various incentives in different

categories as well as to the Regions as a reward. This kind of rewards and recognition should further enthuse our members to put in their best efforts in mobilising the maximum CASA accounts and CASA deposits.

We are happy to note that our members have contributed significantly for the growth of CASA portfolio all these years, which resulted in achieving CASA component of 31.49% as on 31-03-2021. We congratulate each and every member of ours for this wonderful achievement, now, we once again appeal to all our members at all levels to get themselves involved actively by canvassing and opening of maximum accounts possible under Current and Savings Accounts during the Campaign period. We are confident that our members will do their best in this task during the CASA Campaign period. Time and again we have been highlighting that the growth and development of our beloved Bank is paramount importance to all of us, as our own prosperity and growth are entwined and enshrined with the progress of the Institution in which we work and serve.

With warm greetings,

Yours comradely,



(P. R. KARANTH)
GENERAL SECRETARY, AIKBEA



(SURESHA HEGDE S.)
GENERAL SECRETARY, KBOO

AII INDIA KARNATAKA BANK EMPLOYEES' ASSOCIATION	ZINDABAD
KARNATAKA BANK OFFICERS' ORGANISATION	ZINDABAD
OFFICERS - WORKMEN UNITY	ZINDABAD