

Circular Letter No. 09/2020

**READ AND CIRCULATE**

Kodialbail, Mangalore-3  
21.11.2020

Dear Members,

## **CASA CAMPAIGN - 2020-21 - AN APPEAL TO THE MEMBERS TO INVOLVE ENTHUSIASTICALLY**

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All our members must have gone through the HO Circular emanating from BBDC Dept. dated 12-11-2020 announcing the launching of Current and Savings Bank account – CASA Campaign from 17<sup>th</sup> November 2020 to 4<sup>th</sup> March 2021. As you are already aware, CASA, being low cost deposits plays an important role in the earnings of the Bank. It will significantly accelerate the profit of the Bank when these funds are utilised for advances and channelized to lend it in a more competitive way.

**Hence, every one of us should take it as our immediate goal to actively involve with all our strength at our command to mobilise CASA deposits to the maximum extent so that the target of canvassing 4,00,000 Savings Bank accounts and 10,000 Current accounts with mobilisation of fresh deposits of Rs. 650 Crores are achieved well in time.**

The Managing Director, in his letter dated 12-11-2020 has solicited the full support and co-operation of our Associations to achieve a new milestone in CASA deposit and to make the current year's CASA campaign a grand success. While highlighting the importance of CASA deposits in the Bank, he has also acknowledged the commitment and conviction of our Organisations 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 do the needful in this regard expeditiously.

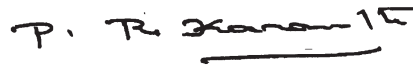
**Comrades, the CASA Campaign is on since 17<sup>th</sup> November 2020 and every day is important. We should enthusiastically involve ourselves as a team and mobilise maximum number of accounts and deposits under CASA during the Campaign period.** The Management has also announced various incentives to staff members and branches in different categories as a reward. This kind of rewards and recognition should

further enthuse our members to put in their best efforts in garnering the maximum CASA accounts and deposits.

We 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. We are equally aware that the growth and development of our beloved Bank is paramount importance to all of us, as our own prosperity is 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

<b>AII INDIA KARNATAKA BANK EMPLOYEES' ASSOCIATION</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>ZINDABAD</b>
<b>KARNATAKA BANK OFFICERS' ORGANISATION</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>ZINDABAD</b>
<b>OFFICERS - WORKMEN UNITY</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>ZINDABAD</b>