



Circular letter 11/2018

READ AND CIRCULATE

Kodialbail, Mangaluru -3

Date : 17.11.2018

Dear members,

## **INVOLVE YOURSELF VIGOROUSLY IN CASA AND ADC CAMPAIGN – 2018-19**

\* \* \*

Every one of us is aware that an increase in the CASA deposit will definitely result in more profit to the Bank as the funds gathered through this channel at the lowest interest rate can fetch substantial income when it is channelized for lending at a higher rate. Moreover, the scope for selling ADC will be enhanced as we come across new clientele in the Bank. Therefore, it is essential for the entire workforce of the Bank to involve sincerely in getting as many as CASA account opened during the **CASA Campaign, which the Bank is now conducting from November 15, 2018 to Feb. 28, 2019. Hence, we call upon each and every member of our Associations to put all their efforts to make this year's CASA Campaign a wonderful success through splendid team work.**

**The Managing Director of the Bank** through his letter dt.9th Nov. 2018 has solicited the full support and co-operation of ours to achieve a new mile stone in CASA mobilization and make the campaign a grand success. While acknowledging our active involvement in this task earlier, he has **expressed his confidence that we will not lag behind this year too in calling upon our rank and file to involve actively so as to cross the target set forth by the Bank.**

**Comrades, any target is achievable, if we resolve sincerely to take up the task with all strength at our command. It is the will power and the energy that we channelize in discharging the responsibility matters.** Therefore, our appeal to the members to concentrate and put in their best efforts to get as many as CASA accounts during the campaign period as well as make an attempt to sell as many ADC by requesting our esteemed clientele through personal contacts and fruitful dialogue.

We have also come across the Circular issued by NBD, CASA Cell on 7<sup>th</sup> Nov. 2018 which spells out all details of CASA and ADC Campaign 2018-19 with relevant statistics as well as the reward points for which the members of staff are entitled to. With this our members can move faster towards achieving their self proclaimed targets as far as new CASA Accounts to be opened as well as ADC Campaign to be attempted.

It is a matter of pride and happiness for us to note that when majority of Public Sector Banks and several Private Sector Banks are not able to earn profit so far this year too, **our Bank could cross all hurdles and even improve the profit substantially, when compared to that of previous year. This is a very big morale boost for us working in the Karnataka Bank, as we are.** This will give us more strength and vigor to tell every one in the Society why they should come to us and how we can serve them. In fact, **the people at large** all over are prudently watching the progress of our beloved institution and will be **happy to join us as a clientele in the bank when you request them so.** We are confident that with this achievement of our Bank, our members, armed with more confidence and a sense of pride shall approach as much people as they can in their respective regions/area and would succeed in bringing new CASA account to the Bank.

Finally, we also like to mention here that on the whole, when the Bank succeeds in crossing all targets set forth with regard to CASA and ADC Campaign of the year as well as all other corporate goals visualized for 2018-19, we, the workforce has got every right to be rewarded in a befitting manner.

**Therefore, before we conclude, we once again appeal to our rank and file to take up the task of CASA and ADC Campaign as a challenge and to create a new record** in achieving higher growth than the target the Bank has set forth for the year.

**Comrades, channelize your energy, involve sincerely, get rewarded befittingly.**

With greetings,

Yours comradely,

**Sd/-  
(P.R.Karanth)  
Gen.Secretary, AIKBEA**

**Sd/-  
(K.Raghava)  
Gen. Secretary, KBOO**

<b>AIBEA AND AIBOA</b>	.....	<b>ZINDABAD</b>
<b>AIKBEA AND KBOO</b>	.....	<b>ZINDABAD</b>