



Karnataka Bank Officers' Organisation (Regd.)

Regd. Office: Mangalore (D.K.)
(Affiliated to AIBOA)

Somayaji House, II Floor, Bunts Hostel Road, Mangalore - 575 003

Ph: (O) 2443358, President: 9449571317, Gen. Secretary: 9449051322 Website: www.kboo.in

Circular No.16/2017

December 19, 2017

Dear Comrades,

CASA CAMPAIGN OF THE BANK

Members are aware that our Bank has launched a CASA & ADC Campaign for the year 2017-18 on the 15th November 2017 which is scheduled to go upto 28th February 2018. For decades now, we proudly recall that our members working in various capacities as Branch Managers, ABMs and officers have been in the forefront of all such campaigns to boost the CASA portfolio of the Bank, working closely with the other staff members. We are very happy to note that due to the collective efforts of all the staff members at various levels, the CASA deposit of the Bank has registered a respectable figure of 29% as at 31-03-2017 compared to less than 20% recorded a decade ago.

As part of this campaign, our Bank has conducted a CASA & ADC Campaign - Road show at Mangaluru City on the 9th December, 2017. In this connection we have received a letter from the Managing Director on 02-12-2017 inviting and soliciting our support for the event. Responding positively to the above letter, we have in our letter dated 07-12-2017 extended our full support to all the CASA campaigns of the Bank, acknowledging the role and importance of CASA portfolio in the sound financials of the Bank. Our members participated fully in the above CASA campaign held on the 9th of this month contributing their mite towards the grand success of the programme. We also suggested in our above said letter that such campaigns may be conducted on a week-day rather than on a Holiday so as to reach the large sections of the public more effectively besides taking care of the work-life balance of the workforce in the Bank.

We are reproducing hereunder the excerpts of the letter No.HO/MDS/KBOO/OR/541/2017-18 dated 02-12-2017 received from the Managing Director, for the information and guidance of the members.

Dear Sir,

Reg: CASA & ADC Campaign Road- Show

Adverting to the above, it is proposed to conduct a "CASA & ADC Campaign - Road show" at Mangaluru City by having a procession from Kodialbail (old Head Office) to Head Office, on 9th December 2017.

In this regard, we have requested all the staff members from Head Office, Regional Office, other offices and local branches of Mangaluru to assemble at Old Head Office Building, Kodialbail by 8.30 am, on the day to participate in the road show. T-shirts and caps will be provided to all the participants. Refreshments will be served at the Head Office soon after the road show.

We invite you to be the part of this event and solicit your support to make this event a grand success.

With warm regards,

Yours faithfully,
Sd/-
Mahabaleshwara M S
Managing Director & CEO

Excerpts of our reply letter No. KBOO/116/2017 dated 07-12-2017 addressed to the Managing Director, for the information and guidance of the members.

Dear Sir,

Sub: CASA & ADC Campaign Road - Show

Ref: Your letter No.HO:MDS:KBOO:OR:541:2017-18 dated 02-12-2017

We thankfully acknowledge the receipt of your letter under reference intimating a proposal to conduct "CASA & ADC Campaign - Road show" on 9th December 2017 and also soliciting our support to the event.

We fully support all programmes to boost the CASA portfolio of the Bank which we genuinely believe reflects the financial strength of the Bank.

However, it would be better if such programmes are conducted on a week-day rather than on a Holiday so that the campaign can be reached more effectively to the public at large apart from ensuring work-life balance to the workforce in the Bank.

We wish the event all success.

With warm regards,

Yours faithfully,
Sd/-
(K. Raghava)
General Secretary

With warm greetings,

Yours comradely,
Sd/-
(K. RAGHAVA)
GENERAL SECRETARY

ALL INDIA BANK OFFICERS' ASSOCIATION	ZINDABAD
KARNATAKA BANK OFFICERS' ORGANISATION	ZINDABAD
OFFICERS - WORKMEN UNITY	ZINDABAD