

STATE BANK OF INDIA OFFICERS' ASSOCIATION

(BENGAL CIRCLE)

(Registered under Trade Unions Act 1926-Regd. No. 6908)

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Circular No. 118/2021

Date : 04.08.2021

To All Members (Please Circulate)

We reproduce hereunder the Circular No. 66 dated 02.08.2021 issued by the General Secretary, All India State Bank Officers' Federation, the contents of which are self-explicit.

With revolutionary greetings,

Shubhajyoti Chattopadhyay
(General Secretary)

Comrades,

CHAIRMAN'S ADDRESS TO FEDERATIONS AND CIRCLE OFFICE BEARERS CLARION CALL TO RETAIN OUR PREMIER POSITION WITH SUSTAINABLE GROWTH

It was a pleasant gesture by our esteemed Chairman to address the office bearers of both the Federations and Circle Associations/Unions. Our respected Chairman Shri Dinesh Khara ji shared his concerns over a VC held on 31.07.2021 in presence of Deputy Managing Director (HR) & CDO, CGM (HR) and DGM(IR). We share the salient points of the address below:

- Our respected Chairman placed on record his deepest appreciation for the courage and resoluteness displayed by our personnel during the pandemic. He shared with deep regret that we have lost 787 colleagues in the pandemic and more than 60000 of our employees were infected. The loss of any precious human life is irreparable. However, the bank put in place modifications in the compassionate appointment scheme to provide succour to the family members of the deceased. He also touched upon the slew of welfare measures introduced in the wake of the pandemic and the importance for getting vaccinated.
- SBI is a commercial organization and hence the interest of all stake holders to be kept in mind.
- He also touched upon some of the stellar achievements of the Financial results of FY'21 viz. Highest ever Net Profit; Higher Operating Profit of Rs.70015 Crore; Growth of Deposits and Advances; Reduction in NPAs; Improvement in CASA, Robust Growth in retail in Home loan and car Loan segments. He stated that Corporate Advances were linked with investment cycle. He emphasised that the bank performed exceedingly well even under the Covid scenario.
- He said that for the first time Profit Linked Incentive has been introduced in the industry. He stressed that there was ample scope for the bank to ensure that all employees getting 15 days of PLI in the current fiscal. Every one of us needed to contribute to growth.
- He touched upon the concern regarding customer service. As uniqueness of products was absent, the differential comes in the form of customer service to attract customers and enhance the brand image of the institution. Every one of us should ensure 'Customer Delight' in letter and spirit. This was precisely where the importance of frontline staff comes into play. All should be conversant with various products and services.
- We have ability to deliver through 22000 branches spread across nooks and corners of the country and presently serving 45 crore customers. Even if we take the size of a family to be 3, we are in reality serving every household of our country.

Shubhajyoti Chattopadhyay

General Secretary
Mobile : 9434551152

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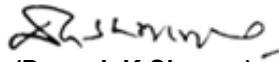
- g. He emphasised the importance of Customer acquisition – opening of accounts, especially Current Account, which would reduce the cost of funds substantially and enable us to lend at competitive rates.
- h. He harped on the need for achieving Priority Sector benchmark as any shortfall had to be mandatorily invested in RIDF and the cost of such investment was high.
- i. The focus now is on SME Lending. Collaborative efforts are required to ensure credit dispensation in a seamless manner. The risk need is to be scanned. The SME book of the bank has to be built and augmented leveraging the economic opportunities.
- j. On bank day, 1st July, the tagline “I” in SBI has been launched. Each one is ‘I’ in SBI. This only emphasises the fact every one of us has to contribute.

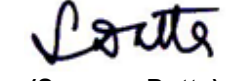
2. We thanked the Chairman and the top executives for the unique gesture of engaging with both the Federations and Circle Associations/Unions. While we assured that we share similar concerns and believe working in unison, we would foster growth and development of our esteemed institution. We also requested that the internal customers (employees) need to be taken care of for achieving excellence in all parameters. As a responsible trade union, we believe that the interest of the Bank and our members are intertwined and all of us are working in a focused manner.

We, therefore, reaffirm that the objective of making our bank scale further heights is eminently achievable.

Together, we can.

With greetings,


(Deepak K Sharma)
President


(Soumya Datta)
General Secretary

Shubhajyoti Chattopadhyay

General Secretary
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