

## OUR CAMPAIGN ON NEW CUSTOMER MOBILIZATION

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**CONGRATULATIONS TO ALL OUR UNITS AND MEMBERS.** As planned and decided by the Pune Working Committee, campaign on NEW CUSTOMERS MOBILISATION was launched in the following centers / state units with an unprecedented enthusiasm and fanfare.

Ahmedabad - Ashram Road, Relief Road, New Cloth Market, Rakhial, Surat GBW- Rajkot, Junagadh, Dhoraji, Gondal Jamnagar, & Supedi AP& TELENGANA - Hyderabad, Malakpet, Dilshuknagar, Gachibowli, Guntur, Jubilee Hills, Devrapalli, Banjara Hills, Vizag Main, MUMBAI- Kalyan, Karjat, Gorai, Mulund, Ullahasnagar, M.P- Gwalior, Bhopal PUNJAB- Jallandar West Bengal - Santoshpur, SALT Lake, Uttarparah, Serampore, Burrabazar, Baje Pratappur, Kulti Tamilnadu- Coimbatore, Chennai, Trichy & OOTY & 22 other branches Pune - Nahre, Raviwarpeth, Kondhawa, Sholapur, Kolhapur Vidyanagar Kerala- Ernakulam & Palghat Chattisgarh- Trijunction Bhilai & Charoda Nagpur, Several Branches in Karnataka Besides the above in several branches in many Zones, our comrades took initiative to mobilise new Customers to the best of their ability. Highlights of the Campaign: A large number of our comrades, particularly young comrades both men and women took active part with tremendous enthusiasm. In all places, the Local Management, particularly the Executives, Zonal Heads took interest and extended all support and encouragement, Officers in good number lent their support, Our comrades in many places went to the streets, reached out to traders, common people that provided big publicity to the Bank, Response from the public was quite good and encouraging, Reports from the units indicate that the Campaign has helped procuring good number of accounts - Savings, Current, FD, RD & Retail loans. Thus our initiative and efforts have generated good amount of enthusiasm among all section of work force and inspired branches to organize themselves to mobilise new Customers even in those centers which were not in the list of identified one. Management both at the Top and at the Zonal level have conveyed their deep appreciation to the initiative taken by our Federation and are overwhelmed by the display of dedication of our comrades. Thus our decision to launch such a campaign is proved to be the right one and once again established the capabilities of our Federation and our rank and file. We will shortly circulate the details of outcome of the campaign once we receive full report from our units. **As we decided that the Campaign is an ongoing basis", we should try to encash the potential in our comrades and tap the interest shown by them. We are known for making "impossible" a "possible" one. We tested ourselves through this campaign and we have understood our capabilities. In fact we have set a new trend. We have gained new confidence. We have proved ourselves. We can further make our flag high. Go ahead. No let up in our efforts. No let up in the enthusiasm generated already through the campaign. Move forward. Words are not adequate enough to convey our appreciation to our Units and our members. Salutes to them.** Now those units which were left out are to identify centers in their respective units and start preparation for launching the campaign so that the Sense of Pride be with everyone. Those units which are already in the campaign: spread it to those centers which are yet to be covered. Let all branches feel the vibration and let the campaign make a BIG DIFFERENCE in numbers in the Balance Sheet of our Bank. We shall shortly come out with more programmes after discussing with our Functionaries. **Once again SPIRITED CONGRATULATIONS**