

THE FEDERATION OF BANK OF INDIA OFFICERS' ASSOCIATIONS

(REGD.No.7364)

Regd.Office: Bank of India Bldgs., 70-80, M.G.Road, Mumbai – 400 023.



OFFICE OF THE GENERAL SECRETARY,
C/o Bank of India, Patna (Main) Branch
Uday Bhawan, First Floor
Fraser Road, Patna – 800 001.
Phone:0612-2221048/9798987771
E-mail: fboia.sectt@yahoo.com



Circular No. 2019/09

Date: 15.07.2019

To All General Secretaries, Federation Units.

Dear Comrades,

Re: “PROMISE TO OUR PATRONS” - Commemoration of Bank Nationalisation Day.

We annex hereunder, the contents of AINBOF Letter No. GS/JUL/2019/014 dated 11.07.2019 on the captioned subject for your information and you are also requested to please ensure its compliance.

With warm greetings,

Yours comradely,

**(SUNIL KUMAR)
GENERAL SECRETARY**

QUOTE:

Dear Friends,

Sub : “PROMISE TO OUR PATRONS” - Commemoration of Bank Nationalisation Day.

AINBOF, the federation for nationalised banks officers has decided to celebrate the Golden Jubilee of the Bank Nationalisation Day on 19th July 2019 in a befitting manner all over the country. Commemorating this grand event, it is proposed to celebrate the day as “**PROMISE TO OUR PATRONS**” a way of showing our commitment to the customers.

Banks were nationalized in 1969 and the prime objectives of nationalization were to

- i. remove control of the few;
- ii. provide adequate credit for agriculture, small industry and exports;
- iii. give a professional bent to bank management;
- iv. encourage a new class of entrepreneurs.

Nationalisation took banking service to rural and remote areas and resulted in

- creating awareness among the rural masses about the need and usefulness of banking service.
- provided thousands of job opportunities to the educated youth.
- made credit available to neglected people like agricultural labours, small traders at reduced interest rate.
- helped to free the rural poor from the clutches of money lenders.
- ensured adequate and timely credit for agricultural and farming operations.
- through priority sector advances ensured adequate supply of credit to weaker sections of the society like village artisans, labourers, scheduled cast and tribes.
- helped export sector to obtain cheap credit.
- ensured even supply of credit to various industrial activities.
- Helped in removing regional disparity in economic development.
- Helping in enormously speedy transfer of funds from one place to another.
- helped implementation of various welfare measures formulated by the government.

The Banking Sector is the back bone of Indian Economy and it contributes for the development of the Nation despite of its many limitations. The contribution of nationalised banks for the growth of the country cannot be forgotten so easily. The following details show the growth of the industry after nationalisation:

Scheduled Commercial Banks	(Rupees in Crores)	
	June 1969	March 2019
No. of Banks	89	147
No. of branches	8262	1,41,756
Total Business	8250	2,23,76,900
Deposits	4650	1,25,58,600
Advances	3600	98,18,300

It is only a myth that the private industry is offering personal service and better customer service as it is contradicted by the fact that the Public Sector Banks still maintain 70% of the market share and this also speaks about the confidence of the customers and their gratitude towards public sector banks. Public Sector Banks also play a vital role in implementation of various Government Schemes targeted towards upliftment of the beneficiaries and economy of the country.

At this juncture the career and future of 80% of youth who have joined as employees / officers is at stake with the policies on mergers or reducing Government's shareholding in

the Public Sector Undertakings. This youth force in the banks is professionally qualified and can offer the best of the service as required and demanded by the current day customers.

Majority of the the capital requirents of the public sector banks are met by Government of India from and out of the tax payers' money. Hence in order to retain the status of public sector we should and must retain the customers and also ensure best service to our customers so that they can become the brand ambassadors for us and join with us in our fight against mergers and privatisation.

Besides, the officers / employees working in Public Sector Banks and their families should take a decision to utilise the services / products of public sector undertakings only, as this will increase the income and profitability and Government will not have any need to privatise or merge those Undertakings.

We request all the State Units, District units and branches to observe this day as promise giving day to customers. The logo specifically designed for "**PROMISE TO OUR PATRONS**" and the pledge are enclosed as attachment. Arrangements may be made by the affiliates / state units for printing and distribution of the same to their branches.

All affiliates are requested be in touch with their office bearers and ensure that the programme is conducted in a befitting manner to celebrate the Golden Jubilee of Bank Nationalisation.

**AINBOF ZINDABAD
AIBOC ZINDABAD**



**G.V.MANIMARAN
GENERAL SECRETARY
AINBOF**



PROMISE TO OUR PATRONS

We, the officers of Public Sector Banks, pledge that,

1. We would extend friendly and courteous customer service keeping customers' interest paramount
2. We would strive to maximize customer delight
3. We would endeavor to solve the problems to the optimum satisfaction of our customers
4. We would be proud of our work and conduct ourselves professionally
5. We would deal with the customers in a transparent and unambiguous manner
6. We would continue to provide banking services to the masses
7. We would give priority to social objectives and strive to retain the Public Sector Status of our Institution.