



# THE SHIELD

A Monthly Magazine from

State Banks' Staff Union (Chennai Circle)



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## Revolutionary Greetings Comrades,

I am delighted to reconnect with you through our inhouse e-magazine. As we step into October we proudly celebrate 2<sup>nd</sup> October as "Gandhi Jayanti" to honour the birth of "The Father of our Nation". Mahatma Gandhi, the man behind India's Independence Movement was a pioneer of the philosophy and strategy of non-violence. While reminiscing his philosophy of Ahimsa, we draw inspiration from Gandhiji and continue to fight for our rights through peaceful methods like demonstrations and strikes.

As Bankers, it's essential to uphold another vital principle Gandhi emphasized—"Customer Service". In today's competitive landscape, delivering beyond customer expectations and ensuring a delightful experience is the key to remain as the No. 1 Bank.

This month, we also observe Vigilance Awareness Week, held annually during the week of Sardar Vallabhbhai Patel's birthday (October 31). This year, it will be observed from 28th October to 3rd November 2024, under the theme "Culture of Integrity for Nation's Prosperity." As we pledge to uphold integrity and fight against corruption, let's be vigilant in preventing fraudsters from using banking channels for money laundering. One major challenge we face is money mule accounts. Let's ensure we know our customers and provide banking services to genuine customers only.

We are all aware that various campaigns are being rolled out for deposit mobilisation. Deposits being the bread and butter of banking business, we urge each one of you to contribute your

best to mobilise maximum deposits and make our circle get glorious at the apex level. As the saying goes,

**"Little drops of water make a mighty ocean"**

Even a small contribution from each one of you will make a huge difference. So let's focus on mobilising deposits and make our Circle no. 1.

At this juncture I take pride in SBI being awarded the **Best Digital Bank** by Financial Express under India's Best Banks Award 2024.

Wishing all a joyous and prosperous Deepavali.

**V. SRIDHARAN**  
**GENERAL SECRETARY**



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## FROM THE CGM's DESK

Dear friends,

As we navigate through the ever-evolving landscape of the banking industry, it becomes crucial for us to remain steadfast in our pursuit of growth, and the fulfilment of our objectives. Bestowed with rich work culture, Chennai Circle does not rest on its past glory but marches on to add more feathers to its ornate crown.

The Circle is consistently in Gold Category in the new MD Ranking Parameters since July 2024. We are PAN India No.1 in Total Advances just short of Rs. 2 Trillion mark, not to mention a dozen more parameters in which the Circle has been adjudged PAN India No.1.

No doubt, the path is riddled with challenges, but we shall overcome them with elan. When the going gets tough, the tough ones get going, don't they? Let me list out some of the hurdles that we are witnessing at the end of Q2 FY25.

- On Deposits front, our Circle is making long strides having achieved a YTD budget of 123.33% in SB Per Deposits. Our performance in Term Deposits is also impressive with 97% of YTD budget achievement. But slow growth in Current Accounts deposit is a drag on our margins. As such, intense competition for garnering retail liabilities among the banking institutions is expected to continue in the near future. Each one of us must contribute to increase our CASA with special focus on CA deposits.
- In Advances, our march to excellence continues. The Circle is PAN India No. 1 in SME and PAN India No.2 in Agri Advances (15.3% & 21.3% YTD growth respectively). Here, REHBU with a sluggish rate of 9.7% is playing spoilsport.
- Considering the importance of low-cost deposits, we need to focus on garnering more number of current accounts and of higher variants (Rhodium/ Platinum / Diamond/ Gold).
- While improving sourcing, our focus should also shift to big ticket home loans. Not long before SBSU (CC) mooted the suggestion that each staff should be encouraged to source one HTL each per month and let us renew the pledge.

- We need to identify the opportunities for value creation and tap such opportunities effectively to shore up our fee income. Every rupee saved is a rupee earned, and by reducing income leakage, we can improve our bottom line.



There is always room for improvement. Towards creating an ecosystem of leveraging the extraordinary talent pool, I wish to reiterate the following:

- ♦ Contribution from each staff counts. Let each staff member contribute to growth of business by sourcing at least one deposit, one advance and one digital product every day.
- ♦ Given the importance of the biggest common denominator - customer delight - such contribution should be measured in terms of Net Promoter Score. We are in the era of hyper personalization for which the focus must lie on meaningfully connecting with customers. Although we are making progress on our Customer Service, we should remain fully committed to improving our customer centricity further.
- ♦ We are the trustees of public fund and our integrity should not be kept wanting. We must aspire to serve customers seamlessly across ecosystems, customer segments and micro markets while fostering a strong risk and compliance culture.
- ♦ In an era dominated by technology and connectivity, the influence of social media cannot be understated. With the proliferation of online platforms, we must exercise discernment, integrity, and empathy, ensuring that our actions and interactions contribute positively to society and do not violate the value system of organisation. To meaningfully fulfil our goal of becoming a data driven organization, analytics needs to be leveraged extensively for business growth, portfolio evaluation, stress testing, collections, and recovery.



- ♦ Digital is the future. YONO For Every Indian (YFEI) is the mantra. By bringing every Indian citizen into the framework of YONO regardless of his banking relationships, we have begun a new chapter in customer service. Let us give the hard run to Payment Banks and FinTechs.
- ♦ Digitalization without necessary security mechanism in place may lead to disasters of unimaginable proportions. From Information Security to Data Governance, it is the responsibility of each staff. Considering the plethora of cybercrimes being reported, let us be one step ahead of fraudsters, exercising due diligence in our transactions.

SBI stands tall today on the strong foundations of its human resources. Amidst our commitment to professional excellence, we recognize the significance of nurturing our most valuable asset - our employees. We take great pride in the welfare activities that we have undertaken to enhance the well-being and satisfaction of our staff members. Through various initiatives, programs, and support systems, we strive to create a harmonious work environment that promotes empowerment, holistic growth, work-life harmony, and a sense of belonging. Together, we celebrate the diverse talents, achievements and contributions of our dedicated workforce.

Talking of celebrations, the festive season is already on us. I am sure you are through a hectic business schedule, meeting the TAT and timelines. Your sustained hard work and continued efforts to excel will reap rich dividends to you personally and to the Bank.

I have full confidence in our teams' capabilities and the passion that drives us to excel. Thank you for your relentless dedication and hard work. Together, we can chart a path to even greater success in the future. In this context, I congratulate President, General Secretary SBSU (CC) and all office bearers of SBSU (CC) for collating and disseminating banking knowledge to all the members. My special wishes to the Editorial Team for making an exciting read, edition after edition.

Let the words and ideas presented here motivate you to action, deepen your understanding, and stimulate your curiosity. Wishing you an enriching and enlightening reading experience.

**Let the festival of lights bring in more success and prosperity into your lives. Wish you and your family A Happy Diwali...!**

With warm regards,

**(Parminder Singh)**

Chief General Manager  
LHO Chennai

## 39<sup>TH</sup> ANNUAL GENERAL BODY MEETING OF STATE BANK OF INDIA PENSIONERS' ASSOCIATION (CHENNAI CIRCLE) (SBIPA CC)

The 39<sup>th</sup> Annual General Body Meeting of SBIPA (CC) was held on 29<sup>th</sup> September 2024 at Dakshina Bharat Hindi Prachar Sabha, Chennai. Our Circle Chief General Manager Shri. Parminder Singh was the chief guest, who participated with GMs and other officials. Our General Secretary Com. V. Sridharan along with other office bearers participated in the meeting. While addressing the gathering, he assured that the grievances of pensioners will be taken up at the apex level by our Federation. Further he informed that updation of pension will happen very soon. Pensioners expressed their gratitude towards the Union.





## UNIT SECRETARIES MEET OF ZONE VI & VII



Unit secretaries meet of Zone 6 and Zone 7 was held at RV Towers, Industrial Estate Guindy on 28.09.2024. The meeting was presided by Chennai Sub Office II Vice-President Com. D. Sangeetha Priya. DGS Com. J. Srividya and Com. R. Vijayakumar addressed the gathering about the importance of trade union and deliberated on various issues prevailing in the present scenario. The vitality and crucial role of frontline staff in the overall growth of our bank was stressed by them.

The meeting started with a welcome address by AGS Zone 7 Com. P V Shanmuga Priya. In the interactive session, the queries and doubts raised by the unit secretaries were answered by the DGS. The unit secretaries thanked the President, General Secretary and module office bearers for conducting this kind of meeting and mentioned it was very informative. They also insisted to conduct such interactive session often. The Meeting concluded with a vote of thanks by AGS of Zone 6 Com. Mahenthiran S.K.

## MEETING AT KARAIKUDI

Deputy General Secretary Com. D. Krishnamurthy addressed the staff at Karaikudi branch on 25<sup>th</sup> September 2024. DGS (Br.) Com. M. Pandi and AGS Com. M. Rajkumar were present during the interaction session. Members discussed various issues and found the interaction very helpful.



## MEETING AT JAYANKONDACHOLAPURAM

An area meeting was conducted at Jayankondacholapuram branch where staff from nearby branches participated. Vice-President Com. M. Premkumar, DGS Com. S. Sathish Kumar, AGS Zone XXV Com.



Nithish and AGS Zone XXIV Com. D Lazar participated in the meeting. Members showed their love and affection towards the



Union and expressed their gratitude towards the leadership for conducting such meetings in their area.



## GLIMPSES OF SBSU CARES 2024

Our Union started a trust named "SBSU CARES" in March 2023 and had been performing service to the needy and destitute from the funds collected under the trust. This year, the second year after the founding of the trust welfare measures were distributed throughout the Circle in all the RBOs in alignment with the Foundation Celebrations of our Union on 4<sup>th</sup> August 2024. The event was a resounding success with distribution of essential items like sewing machines, iron box, cooking utensils, wheelchair etc. to direct beneficiaries.





## FEDERATION FOCUS – APEX LEVEL ADVOCACY

Some of the issues and concerns taken up by our Federation last month are as follows:

### **New Branch Channel (NBC) TECHNICAL ISSUES**

- In New Branch Channel (NBC), many branch operation menus remain on the old Bancs link platform. Teller and counter staff are frequently required to switch between these two platforms, which is time-consuming. It remains unclear when NBC will be fully operational.
- Access to the Bancs link channel has been erratic.
- The NBC system has been frequently logging out tellers throughout the day.
- Generation of Teller Cash reports lacking in both the platforms.
- The sub-screen menus are not smoothly coloured, and the highlighted options are difficult for tellers to identify.
- GCC terminals frequently unavailable.
- F7 and F10 keys are disabled for verifying account details and signature of customer in VVR Checking Screens.
- User-level restriction, Gold Loan Closure, PAPL Loan Closure, Customer Facility Management etc. are not properly implemented in NBC.
- In light of the above, it is crucial that all the aforementioned issues are addressed immediately to ensure the smooth functioning of the bank and to deliver effective customer service.

### **RECRUITMENT OF MESSENGERS**

We strongly believe that the recruitment of new Messengers is crucial to maintaining customer service standards, complying with RBI policies, facilitating cash replenishments, enhancing customer engagement, and supporting our efforts in NPA recovery. Additionally, Messengers play a vital role in marketing and tele-calling for the business development of bank products, further contributing to the bank's growth. So, we urge upon to initiate recruitment for the Messenger cadre at the earliest to ensure continued excellence in customer service and branch operations.

### **SENSITIVE POSITIONS - AWARD STAFF -MANDATORY LEAVE - TRANSFER**

To reconsider the matter comprehensively and exclude Award Staff (Cash-in-Charge) from being designated as sensitive positions. Further it was reiterated to halt the transfer of such staff under the guise of sensitive positions and provide for special leave when employees are placed on mandatory leave under the Vacation Policy.

## "ECHOES OF OUR LEGACY: THE JOURNEY OF OUR TRADE UNION"

Let's take a moment to look at the past and explore the history and evolution of our Trade Union. In each edition, we will look at a snapshot of pivotal events, significant achievements, and the visionary leadership that guided us through challenges and triumphs.

### EVOLUTION OF NATIONALISED BANKS IN INDIA

Before tracing the history of the Trade Union movement in the Banking Industry it will be necessary to know the evolution of Nationalised Banks particularly State Bank of India - for it was the employees of this Bank who bravely formed a Union much before the enactment of Trade Union Act of 1926.

The roots of State Bank of India go back to 1806 when its predecessor, the Bank of Calcutta (later renamed as Bank of Bengal) was set up in Calcutta under the authority of the East India Companies' Government of India. The Bank of Bengal was followed by the Bank of Bombay in 1840 and the Bank of Madras in 1843. All the 3 Banks were finally brought under the Presidency Bank Act of 1876 to eliminate obvious differences in their operations and to co-ordinate their activities. During that period, our Bank played the role of Central Bank (RBI) in issuing currency notes until the formation of Reserve Bank of India in 1935.

The next incarnation of the 3 Presidency Banks came when they were merged to form the Imperial Bank of India in 1921, a giant among the Indian Commercial banks with Branches all over the country. Finally, the Imperial Bank was transformed into State Bank of India in 1955.

In 1959, the government passed the State Bank of India (Subsidiary Banks) Act. This made eight banks that had belonged to Princely States into subsidiaries of SBI, namely State Bank of Bikaner and Jaipur (SBBJ), State Bank of Hyderabad (SBH), State Bank of Indore (SBN), State Bank of Mysore (SBM), State Bank of Patiala (SBP), State Bank of Saurashtra (SBS) and State Bank of Travancore (SBT). All these banks were given the same logo as the parent bank, SBI.

On 13th August 2008 State Bank of Saurashtra (SBS) was merged with SBI.

On 26th August 2010 State Bank of Indore (SBIN) was merged with SBI.

On 1st April 2017, SBI merged 5 of its associate banks and Bharathiya Mahila Bank. This made SBI one of the 50 largest banks in the world.

In 1969, 14 banks were nationalized by the Government of India to utilize their resources in the development of the country. These banks constituted more than Rs 50 crore, which was intended to be used to meet the development needs of the economy for agriculture, exports, small-scale industries, etc., Those 14 banks were, Allahabad Bank, Canara Bank, United Bank of India, UCO Bank, Syndicate Bank, Indian Overseas Bank, Bank of Baroda, Punjab National Bank, Bank of India, Bank of Maharashtra, Central Bank of India, Indian Bank, Dena Bank, Union Bank

Further, Six scheduled commercial banks were nationalised in 1980. The banks which were nationalised in 1980 were Vijaya Bank Limited, Punjab and Sind Bank Limited, Oriental Bank of Commerce Limited, New Bank of India Limited, Corporation Bank Limited, Andhra Bank Limited.

The mega consolidation, which took effect from April 1, 2020, saw 10 PSBs consolidate into four

1. Oriental Bank of Commerce and United Bank of India merged with Punjab National Bank;
2. Syndicate Bank merged with Canara Bank;
3. Andhra Bank and Corporation Bank merged with UBI; and
4. Allahabad Bank with Indian Bank.

As on date there are 12 Public sector banks including SBI.

To be continued .....



## LAURELS AND ACCOLADES



Master Gokulakrishnan, son of our Armed Guard Com. Baskaran of Mimisal branch along with 2 other boys have been selected to represent Tamil Nadu State in U-14 category in the Interstate Football tournament. We are happy to share that the students belong to the Government Boys Hr. Sec. School,

Orathanadu where welfare measures were distributed under SBSU Cares.



## WATCH YOUR HEALTH

### ALLERGY

Allergy is an Immune system reaction to a substance that is usually harmless to most people.

#### SYMPTOMS CAN INCLUDE:

- Itchy eyes and nose
- Runny nose
- Swollen and watery eyes
- Cough
- Hives
- Skin warmth and a change in skin color, also called flushing.
- Chest tightness, wheezing, or shortness of breath.

#### TYPES OF ALLERGIES:

- **Allergic rhinitis:** A type of allergy that can be seasonal or perennial. Symptoms include a runny nose, sneezing, and eye irritation.
- **Eczema:** A chronic skin condition.



- **Asthma:** A type of allergic reaction that can occur when an allergen is inhaled. Symptoms include wheezing, shortness of breath, and coughing.
- **Food allergies:** Allergies to common foods like wheat, soy, peanuts, eggs, and sesame.
- **Drug allergies:** Reactions to drugs can occur in any part of the body. Symptoms include skin rash, hives, itching, wheezing, and vomiting.
- **Insect venom allergies:** Allergies to the venom of insects like bees, wasps, ants, and hornets.
- **Pet allergies:** Allergies to the hair, dander, saliva, and urine of pets like dogs and cats.

#### TREATMENT:

Most symptoms of allergic rhinitis can be treated with medicines, and more severe cases may require allergy shots. Some people may outgrow an allergy, but once a substance causes allergies, it often continues to have a long-term effect.



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