



IBOA CONNECT



All India Indian Bank Officers' Association

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Burgeoning Workload - High Time To Address...

Dear Comrades,

The prevailing concern within the Banking Industry is the excessive workload placed upon officers. Whenever officers convene, they express their grievances about the overwhelming work pressure in the bank. While the management acknowledges this issue, there is a reluctance to conduct a thorough study, analysis, and implementation of measures to alleviate the burden on officers. A comprehensive examination of the escalating workload in both branches and administrative offices reveals a shift in the way banking operations are conducted compared to the past.

The bank's products necessitate recurring services, requiring customers to visit the branch frequently to operate them. Additionally, as part of the effort to formalize the economy, the government seeks to bring all monetary transactions under the purview of banking. To reduce customer visits to branches, banks have been fervently pursuing digitalization. Private banks have largely succeeded in digitally engaging their customers, thanks to the specific profiles of their clientele. Public Sector Banks (PSBs), with a different customer profiles, have also managed to engage a substantial number of elite/educated customers digitally. Owing to the financial nature of the products, a considerable number of customers prefer to conduct their transactions in person rather than digitally. To counter cybercrimes, officers must adhere to lengthy procedures for customer onboarding, including time-consuming processes such as mobile updating. Despite significant efforts and the withdrawal of manpower from the field for digitalization, PSBs have been unable to substantially reduce foot traffic in branches due to the unique characteristics of their customer base.

The diversion of manpower for digital initiatives further compounds the workload on officers. While PSBs have achieved partial success in digitally onboarding customers, it has come at the expense

of significantly increased workload for branch officers. In the digital environment, the constant need for software updates poses challenges for field-level functionaries, requiring them to spend enormous time resolving issues, yet, occasionally resulting in customer dissatisfaction.

Although the introduction of new verticals like DAMC helps mitigate risks for field-level functionaries, it simultaneously increases the workload at branches, involving tasks such as document uploads and addressing queries, all against the backdrop of a reduced number of officers.

The compliance-related responsibilities, such as ReKYC, CKYC, and Aadhar deduplication, have experienced a manifold increase in recent years, contributing significantly to the escalating workload. Additionally, an exclusive portfolio for Public Sector Banks (PSBs) involves the implementation of government schemes, exerting undue pressure on officers. Daily targets are assigned for various schemes, including PMJJBY, PMSBY, and APY, further intensifying the demands on officers.

With the heightened pressure on Net Interest Margin, banks are compelled to enhance fee-based income, leading to significant stress on third-party products. These products are aggressively promoted, sometimes disregarding customer preferences. The aforementioned tasks contribute substantially to the burgeoning workload at the branches.

In addition to the aforementioned responsibilities, branches must uphold their traditional banking role of mobilizing deposits for lending purposes. The increased number of market players and deregulation of interest rates have resulted in intense competition for both deposits and advances. Unlike in the past, branches now need to achieve targets across various segments in deposits and advances.

Banks often cite data on the rise in digital transactions and the decline in branch transactions as evidence of reduced foot traffic in branches.

While it is true that common individuals have increasingly adopting digital payment apps for day-to-day transactions, for most other banking activities, customers prefer visiting the branch. Prior to availing a loan product, customers typically seek a meeting with the Branch Manager to make informed decisions about selecting a bank.

Upon examining the magnitude and volume of loans and deposit portfolios at each branch, a manifold increase is evident. Consequently, there has been a surge in customer footfall. However, the workforce at the branches has experienced a reduction. In addition to the diminished manpower, a significant portion of man-hours is consumed by the zonal administration and corporate office departments in the form of review meetings. The frequency of such review meetings is unprecedented in the history of the banking industry. It is imperative for the zonal administrations to introspect and assess the hours of officers dedicated to these review meetings.

Branch Managers find themselves constrained, unable to execute administrative office instructions promptly, as they are compelled to allocate substantial time to Zonal Manager (ZM) and Deputy Zonal Manager (DZM) review meetings. Furthermore, in the recent times, the convening of meetings during late hours has become a new normal.

The substantial workload at the branches compels officers to work late hours to fulfill day-to-day tasks. Dissatisfaction with the prevailing working conditions prompts young officers to seek better opportunities that afford them some personal space. Attrition rates in the banking sector have reached unusually high levels, necessitating proactive measures from bank management to reverse this trend.

The success of each tier of bank leadership hinges on constructing a strong core team for the institution's future. In addition to fortifying business and financial metrics, nurturing the core human capital is essential for the long-term sustainability of the institution. It is incumbent upon management to solicit feedback from field-level functionaries regarding their working conditions and operational deficiencies. Addressing these concerns is pivotal for creating better work conditions, thereby safeguarding the century-old institutions in the banking industry.

With Greetings.

Yours Comradely



**R Sekaran
Secretary General**

RETIREMENTS

S.No.	NAME	DESIGNATION	BRANCH
1	COM. VENKATA RAMANA P O	ASST. GENERAL MANAGER	FGMO CHENNAI
2	COM. B V P RAJU	ASST. GENERAL MANAGER	CO:RECOVERY CELL
3	COM. RAMASAMY N	CHIEF MANAGER	ZO:CUDDALORE
4	COM. PROBAL ROY CHOWDHURY	CHIEF MANAGER	CO:BANKING OPERATIONS DEPT
5	COM. KUNWAR BAHADUR	SENIOR MANAGER	GORAKHPUR CIVIL LINES
6	COM. DAYA KRISHNA ARYA	ASST. BRANCH MANAGER	HALDWANI
7	COM. MOHAMMED BADRUD DUJA	MANAGER	CUDDAPAH
8	COM. KONKALA CHAKRADHER RAO	MANAGER	GOVT BUSINESS SERVICE, CHENNAI
9	COM. MAGATALA SYAMALA DEVI	MANAGER	SECUNDERABAD
10	COM. RANJIT KUMAR DASS	ASST. BRANCH MANAGER	SITAPUR LBC
11	COM. SANTOSH KUMAR THAKUR	ASST. BRANCH MANAGER	INDRA GANDHI INSTITUTE
12	COM. PRADEEP KUMAR VYAS	ASST. BRANCH MANAGER	PARWALIA SADAK
13	COM. SANJOY SAHA	ASST. MANAGER	NORTH BARRACKPORE
14	COM. GOPAL CHANDRA GHOSH	ASST. MANAGER	NAIHATI GARIFA
15	COM. MITA BHATTACHARYYA	ASST. MANAGER	BALLY

AIBOA Wishes the above Comrades a Very Happy, Healthy and Peaceful Retired Life.

IMPORTANT CIRCULARS DURING THE MONTH OF NOVEMBER 2023

Date of Issue	Circular No.	Subject
01/NOV/2023	ADMIN-70	Onset of Winters - Fire Safety Precautions
02/NOV/2023	ADV-174	Risk Based Pricing Using RAROC Framework- Interest Rate on Advances
02/NOV/2023	HRMD-76	Review of Policy on Mandatory Leave for Staff Members in Sensitive Positions or areas of operation
03/NOV/2023	CRA-55	Deduction of CERSAI Charges through screen 12050
03/NOV/2023	HRMD-77	Principal Nodal Officer for Customer Service / Grievance Redressal, Principal Nodal Officer under Banking Ombudsman Scheme, First Appellate Authority (FAA) under RTI Act, Public Information Officer (CPIO) under RTI Act and nomination of Additional First Appellate Authority (FAA) & Additional Public Information Officer under RTI Act.
03/NOV/2023	DEP-55	AUTOMATIC RENEWAL OF TERM DEPOSITS
03/NOV/2023	ADMIN-71	Periodic updation of KYC details of customers (Re-KYC) through e-mail
04/NOV/2023	ADV-177	CGTMSE - FRESH GUARANTEE COVERAGE THROUGH API - SOP
06/NOV/2023	ADV-178	MODIFICATION IN DIGITAL PRODUCT – “IND GST ADVANTAGE”
06/NOV/2023	ADV-180	System Check for Mandatory DeVA Approval Restriction on first disbursement/debit in case of fresh sanctions/enhancements without DeVA Approval
06/NOV/2023	ADV-181	System Control for Regular Review to SMA/NPA tracking of account
07/NOV/2023	ADMIN-73	CASH CABIN OPERATIONS- REITERATION OF STANDARD OPERATING PROCEDURE
07/NOV/2023	ADV-185	Master Circular on lending to Self Help Group (SHG)
08/NOV/2023	ADV-186	Discontinuation of IB –MICRO and IB- Pure Jal Dhara Schemes
09/NOV/2023	ADV-187	Modification in IB Trade Well Scheme
10/NOV/2023	HRMD-79	Reconstitution of Women Cell at Corporate Office
10/NOV/2023	GEN-12	Revision of Service charges on ATM/BNA transactions w.e.f. 01.12.2023
10/NOV/2023	ADMIN-74	Circular on reporting of suspected fraud by branches on Fraud Data Management Portal
17/NOV/2023	CRA-57	Use of Appropriate Forms / Stationery Items at Branches
17/NOV/2023	ADV-188	Regulatory Guidelines for MSME Loans Opening
20/NOV/2023	ADV-189	e- OTS PORTAL- REGISTRATION OF MOBILE NUMBER IN NPA ACCOUNTS
21/NOV/2023	ADV-191	Obtaining CA Certified Networth Certificate from Corporates
21/NOV/2023	FX-28	IDPMS/ EDPMS (Import & Export Data Processing and Monitoring Systems) – Compliance to Regulatory Guidelines
22/NOV/2023	ADMIN-76	Sharing of Information – Modus Operandi and Lesson Learnt from the frauds reported at our Bank’s Branches during September 2023 Quarter
27/NOV/2023	HRMD-86	Selection for switchover of Specialist Officers to Generalist Cadre
30/NOV/2023	DEP-60	SOP FOR RESOURCES ACQUISITION CENTERS (RAC)
30/NOV/2023	ADMIN-77	Provisions of TDS as per Income Tax Act 1961

Non-inclusion of a circular does not reflect on its importance

Photo Gallery



AIBOC 99th ECM held on 4th & 5th December at Mumbai.



Members Meet held on 20.11.2023 at Krishnagiri



Members meet held on 24.11.2023 at Kallakurichi



WEDDING BELLS

Selvan. Shriram
(S/o Com Ardhanari, Senior Manager(Rtd),
Former Secretary, IBOA (TN &P)
Married to
Selvi. Lakshmi
At Chennai on 18.11.2023

Selvi. S Saradha, B Tech.,
(Sister of Com S Surendran, Manager,
Corp Office)
Married to
Selvan. M Vignesh, MCA, MBA,
At Chennai on 18.11.2023

Com. Raj Rakesh,
Asst Manager, Tambaram East
(S/o.Com R Rajasekar, Asst Gen Manager,
Corp Office)
Married to
Selvi. M S Vaishnavi
At Chennai on 19.11.2023

Selvi. Va Asvita, B Tech
(D/o. Com. S P A Varadhan Asst Gen.Manager)
Married to
Selvan. N Naga Sanmuga Sundaram, CA
At Tirunelveli on 19.11.2023

Com Priya
(Asst Manager, MLA Hostel)
Married to
Selvan. Rudeep
At Indore on 22.11.2023

Selvan. Ranjit
(S/o Com Jacob C U, Clerk,
Jawahar Nagar Branch)
Married to
Selvi. Nikitha
At Chennai on 26.11.2023

Selvan. Arvind
(S/o Com. R Mohan, Spl Asst (Retd))
Married to
Selvi. Rakini
At Srirangam on 02.12.2023

AIIBOA Wishes a Very Happy Married Life to the Newly Wedded Couple.