

Vol 30  
Issue 2



Corporate Family Magazine Of The South Indian Bank Ltd.

Happy New  
Year!

2022

# VALUE DECK FOR 9 CORE VALUES



## SENSITIVITY

- ☑ Be open to others views and opinions
- ☑ Make yourself accessible
- ☑ Don't be judgemental
- ☑ Always keep your promises
- ☑ Be open to feedback and criticism



## RESILIENCE

- ☑ Bounce quickly after any feedback
- ☑ Passionately chase your goals without giving up
- ☑ Be clear with your goals, roles and processes
- ☑ Support each other in crisis
- ☑ Trust your team's abilities



## OWNERSHIP

- ☑ Don't restrict your sense of ownership to your job function alone
- ☑ Always be proactive in acting in the best interest of the Bank
- ☑ Be responsible for your team's action
- ☑ Understand you are the face of the Bank and always be professional in your approach



## INTEGRITY

- ☑ Act with integrity even under no supervision
- ☑ End and means, both are important
- ☑ Have integrity in all your actions and decisions
- ☑ Respect policies, its spirit and words



## PASSION

- ☑ Be alive while in your setup
- ☑ Act with high energy
- ☑ Be goal oriented and be a go getter
- ☑ Have an appetite to learn
- ☑ Show up your enthusiasm in whatever you do



## DIGITAL

- ☑ Welcome digital transformation
- ☑ Be proactive in customer centric digital initiatives
- ☑ Strive to be ahead of the curve and have vision for bank in digital future
- ☑ Encourage team members to be tech savvy and be one yourself
- ☑ Have an appetite to learn new digital technologies



## BOUNDARYLESS

- ☑ Say no to bureaucracy
- ☑ Work as one team with one dream
- ☑ Keep the best interest of the bank before self interest
- ☑ Don't be confined to your work area, function or region
- ☑ Proactively collaborate



## QUALITY

- ☑ Take pride in quality of your work
- ☑ Commit to quality and add value
- ☑ Excellence in work is a mindset
- ☑ Feel empowered to drive service quality
- ☑ Quality is an everyday job



## SPEED

- ☑ Speed is a competitive advantage
- ☑ Tap opportunities and be quick to build on them
- ☑ Set deadlines and stick to it
- ☑ Demand quality delivery in time



# MD & CEO Speaks



Dear SIBians,

Wishing you all a happy, healthy and a prosperous new year! As you all know, our bank is in the process of a transformation. During this time, it gives me pleasure to present the New Year edition of SIBLINK, the magazine which houses the talents of SIBians. It is worth noting that the evolution taking place in the banking industry demands flexibility and adaptability from all of us. Certainly, we cannot work in silos and expect new possibilities. In tune with that, we have also done away with the themes for our SIBLINK magazine, to aim for superior output. You can see, the magazine is full of new possibilities and opportunities. As we embark into New year 2022, let us invest in our learning and aim for growth by putting in requisite hard work, then success is predictable. I wish you all once again a fabulous 2022.

Best regards,  
**Murali Ramakrishnan**



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### *Editor*

Mr. Rajesh Rajah (DVP, HRD-L&D)

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## *Objective*

It is the objective of the magazine to instill in the bank staff, a sense of belonging and involvement in the bank's affairs; and to appreciate and applaud the individual achievements of our members of staff.

## *Editor's Note*

Let me start this latest edition of our SIBLINK by wishing you all a Happy New Year! The magazine had undergone a makeover of sorts last time with added features and a fresh look. It is no wonder why we received so much feedback. The e-mails that we have been receiving since then have been extremely encouraging and it has also been heartening to see so many people take time out to send in their observations and thoughts on the edition. Your continued support and encouragement keep us going.

What you have in your hands now is a special edition because here you are reading a Diwali, Christmas as well as New Year edition. This edition is going to be a BIG one because a lot of you, my colleagues, have heard our clarion call and responded with your heart and soul, giving us articles and photos to fill a hundred pages. It pleasantly surprises all of us at the Editorial Board each time to see just how talented our staff is, and we are indeed honored to publish all of them for you to read, enjoy and benefit from. While we have tried our best to include all your contributions, if there have been any inadvertent omissions, kindly reach out to us so we can publish it in the next edition.

It is equally heartening to see how all the contributions we have received are original - a testament to the many talents of SIBians, which is also reflected in this year's calendar (of which we will elaborate on later). Work of such magnitude can never be completed without the support from the members of the Editorial Board, who have gone out of their way in collecting contributions. The Editorial Board members, coordinated by Anaghaa Venugopal, have been the backbone of the magazine. Let me also make a special mention of Radhika RB of Trivandrum RO, and Rosilin Devassy from the STC, for supporting SIBLINK through to publication. It is our hope that all the staff will continue to send us your contributions for the future editions.

Once again let me wish everyone an incredibly happy and successful year ahead!  
We look forward to reading your thoughts and opinions on this edition on [learning@sib.co.in](mailto:learning@sib.co.in).

Thanks  
*Rajesh Rajah*  
Editor

# Letters to the Editor

*Dear Radhika Madam,*

You really stole my greetings through that story which is an absolute eye-opener. The Almighty will judge us for everything we do, whether good or bad, as cited in Jnanappana too. The volume itself was really an exciting edition. All the best wishes for the editorial team.

*-Chithra KJ, RSA, Trivandrum*

*Dear Team Siblink,*

As our beloved institution is on a phase of transformation, it is really important that all its components equally transform. It is great to see the make over happening with our corporate magazine too, which knowingly or unknowingly instills the habit of positive transformation imbibed with the readers. The hard work and efforts of the entire team is reflecting with the class of execution and participation from all levels. Thank you team Siblink for the opportunity once again.

*-Anoop Puthran, Manager, Omalloor*

*Dear Sir/Madam,*

Received the soft copy of latest edition of SIBLINK. Glad to see a plethora of changes in the new edition. The magazine is now having a professional look. Very good editing and layout and presentation of articles. Inclusion of short stories or poems can be a welcome addition. Cover page design also looks great. May also include a backdrop of our HO building to instill a sense of belonging. Kudos to the editorial board. Looking forward to future editions.

*Best Wishes and Regards,*

*-Premkumar S, Chief Manager, R.O. Trivandrum*

*Dear sirs,*

The new issue of SIBLIK is indeed a treasure house. The fresh and colourful look of the magazine has made it more readable. The new segments like Meet The Maestros, Travelogues, Masterchef etc have brought the magazine closer to our hearts. The lay-out of the magazine also looks very elegant and professional at par with any magazine available in the news stand. Eagerly looking forward to further issues of SIBLINK,

*-Ageesh A, Regional Sales Manager - TPP, Trivandrum RO*

*Sir,*

First of all, let me congratulate the earnest efforts taken by SIBLINK team in redesigning our magazine with a premium and classy look. The selection of articles, photographs, other art exhibits and its presentation is done superiorly, and giving a name to every literary/art corner is immensely praiseworthy. Also, the special achievements column decipher a new face to our bank in prepping up new talents both in the field of banking and other artistic spheres. Overall, wonderful job.

I would also like to take this opportunity in expressing the pleasure I relish reading Radhika madam's articles. Her language is simple and sweet and sometimes so mellow and deep that you can relate it to circumstances surrounding your life. In her article, What's there in a name?, she has avidly expressed the melancholy of a little girl who was once bullied as a child for not knowing how to reply in English to one her cousin's harsh gimmicks and the helpless situation that she had to confront just because she was studying in the Malayalam medium. Nicely written, Radhika madam. Please keep up the good work.

*-Jeethu M Gopalan, Manager, Kalamassery*



# Happy New Year!

# 2022



It is the new year.

The very first thought that comes to most of us when we think of New Year is the Calendar.

A calendar is much more than a tool for showing months, dates, and holidays. For generations now, people have been looking forward to calendars to see the images that would adorn the pages. These calendars would then occupy their pride of place in their houses, offices and as well at their table tops. Even in this digital era, calendars have their own charm and are easily able to hold their place.

That is because a Calendar is an art form! It is also a statement made by the organisation creating it. Calendars stand for the value an organisation wants to propagate. Many organisations spend time and money designing and printing them. Distributing calendars is also a critical activity. To be in the recipients list of superior quality calendars is a matter of pride.

Our bank has produced an incredibly unique type of calendar design this year. Instead of using photos, pictures and images created by others; we have sourced all the images from our own staff – *banking on their creativity!* Our 2022 calendar features the creative output of our employees across our offices nationwide. HRD, with the help of the Facilities department, called for creative contributions from across the bank, and soon entries started pouring in from everywhere. Selectors had a tough time shortlisting the best ones from the pool. Finally, **21 photos, 17 paintings and 5 artworks** made it to the shortlist, out of which a committee deliberated and voted for the final 12 to be featured in the calendar.

It is a wonderful feeling to realize that we can produce a best-in-class creative output ourselves.

# New Year Calendar

Art work, Paintings, Photography contributors initially shortlisted for the 2022 Calendar



**Madhurima Bhowmick**  
PPC 10509



**Hitha T J**  
PPC 10134



**Krishnamoorthy V R**  
PPC 10315



**Jude Praveen**  
PPC 11666



**Rinu Mary Mathew**  
PPC 10355



**Pratheesh A V**  
PPC 8707



**Abhijith Warriar**  
PPC 8946



**Sherin Sebastian**  
PPC 8724



**Shweta Singh**  
PPC 8385



**Ansari S K**  
PPC 9170



**Vikramjit Kour**  
PPC 7240



**Anish Chandran**  
PPC 6761



**Reshma Ramesan**  
PPC 14933



**Suja Haridas**  
PPC 4290



**Harsha C**  
PPC 16334



**Gayathri K R**  
PPC 6730



**Latha Mary N P**  
PPC 4965



**Justin Thomas**  
PPC 12812



**Carolin Vincent**  
PPC 16066



**Jemson George**  
PPC 12543



# New Year Calendar



**Dinesh Kumar**  
PPC 12185



**Prisy Jose**  
PPC 12020



**Nair Reshma Sankaran**  
PPC 12010



**Shunmuga  
Sundaram N**  
PPC 11747



**Jaikrishnan K**  
PPC 11910



**Lithiya Paul**  
PPC 14512



**Pangayar Selvan**  
PPC 14225



**Umakanth Naidu K**  
PPC 12959



**Parichay Saxena**  
PPC 12926



**Neena Eliza Jose**  
PPC 12942

## Artwork featured in New year Calendar



**Vandana M**  
PPC 8660



**Sujitha N**  
PPC 8297



# New Year Calendar

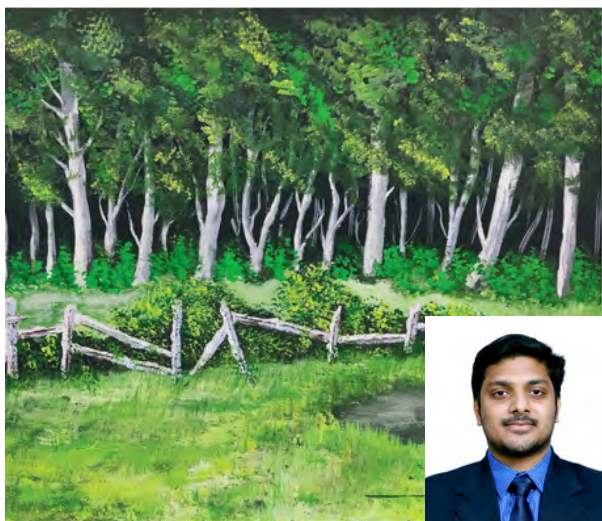
## Paintings featured in New year Calendar



**Ashika V R**  
PPC 15343



**Ajeesh P S**  
PPC 12166



**Joseph Thomas**  
PPC 11541



**Rani Zacharias**  
PPC 5059



# New Year Calendar

## Photography featured in New year Calendar



**Ajith Cherian Abraham**  
PPC 8828



**Ammu S Kumar**  
PPC 11421



**Vinod K K**  
PPC 5207



**Jenish George**  
PPC 10567



**Anandu S**  
PPC 12577



**Savio Antony K**  
PPC 12244



# Launch of a new era of Learning and Growth



Launch of the Learning Management System by MD Shri Murali Ramakrishnan in the presence of EVP Shri Thomas Joseph, SGM HR and Admin Shri Anto George, and other seniors.



**SIB**

**i LEARN**

Learning at your fingertips





# My Jalandhar episode: a northern selfie



**Varghese P G**

*DGM & Business Head, Agriculture Department*

I still remember the days of mid April 2004, when I was on “Cloud Nine”, as I got promoted to Scale II and was supposed to join Mumbai Bandra branch as Additional Manager, from where I started my career in 1983 as a trainee Clerk. One fine morning, I was called to Head Office by Mr. V P Joseph, then GM Admin. To my utter surprise, he revealed the fact that I have to go to Jalandhar to open a new branch.

After thinking for a couple of minutes, I accepted the challenge without knowing where the destination was. I was taken to the office of Dr. V A Joseph, then ED and finally to Sethumadhavan A, then Chairman. I could see the surprise and happiness in the eyes of all the three.



*Inauguration of Jalandhar branch*

Jalandhar is 380 kms away from Delhi towards North West and just 70 kms away from Wagah border. It is often called as Doaba Region, for its situated between Sutlej and Beas rivers. The town is well connected by roads and rail and is famous for sports goods, printing and newspapers.

It is the cultural centre of Punjab and is an NRI hub. Great personalities like I K Gujral (Former PM), Harbhajan Singh, Ramanand Sagar (Director of Serial Ramayana), Amrish Puri and Kapil Sibal hail from Jalandhar.

I had to work from Delhi RO for a period of seven months from April to October while the branch was on the making. On 18th October 2004, 418th branch of our Bank was opened in Jalandhar by our Chairman Mr. Sethumadhavan A and Mr. Avinash Chopra, Joint Editor, Hind Samachar Ltd.

The name of our bank was not at all familiar in the area. It was a herculean task to open an account with State Bank and to get clearing house membership in PNB, that too after submitting the documents like MoA and RBI License. The footfall was very less in the initial days and we got frantic as the business was not picking up initially.

SPEED was the winning factor at this juncture. Our building was seven-storied, where the major occupants being foreign recruitment offices and foreign education agents. The applicants were supposed to submit DD drawn on New Delhi, for exams like IELTS and TOEFL. They had to depend on nationalized banks where it took a day long procedures to get a DD. But everything changed when a fellow, by mistake, came to our bank for DD and we gave it in 10 minutes.

The recruitment office staff were amazed to see the applicant back in the office in 10 minutes with the DD. Then clients in that building and nearby buildings started to recommend our bank for DD purchase and this started the growth of client base.

Jalandhar diocese had their account with Canara Bank, where they had huge deposits and CASA. Once I went to Canara Bank BMC Chowk main branch for cash withdrawal, where I happened to see the Finance Officer of Diocese, Fr. Mathew Kokkandam, who was known to me but was reluctant to have any banking discussion. Before leaving the branch, I had a small conversation with the Father. When I went there in the evening for some other purpose, I could spot him in front of the BM's cabin again. He was cursing the bank officials for spoiling his whole day, as they made him wait for a DD on Mumbai to transfer the Tsunami fund collected by the Diocese and it was the last day. I consoled him upon hearing this and told him about the ease of getting our service at his doorstep in just a ring away. I was surprised to receive a call from Bishop Symphorian Keeprath next day morning to start an account with us, which changed the face of the branch.

Jalandhar is famous for NRIs based in UK and Canada. When a UK-based Sardar came to branch to exchange Pound Sterling, we couldn't do that because we do it for account holders only. As he was about to leave the cabin, I told him that lockers are available with us in different sizes and at convenient positions. He stopped suddenly as if he found something he had been long searching for. Immediately I took him to the strong room and showed all locker cages. The account and locker opening took less than one hour. Believe it or not, that single satisfied customer was a source of more than 20 NRI accounts, that too from Birmingham, UK. Yet another example for speed and service.

Mr. Avinash Chopra, Joint Editor Hind Samachar, who was our Chief Guest for inaugural ceremony, was the owner of three dailies in three languages viz, Punjab Kesari (Hindi), Jagbani (Punjabi) and Hind Samachar (Urdu), which were popular in North India. Admired by the qualities of our chairman Mr. Sethumadhavan A,

Mr. Chopra published a write up by our Chairman in all his dailies. In addition, all latest updates of SIB, including Balance Sheet were published, which worked as a catalyst to the brand popularity.

We reached 100 lakhs business in the first 100 days of existence. The appreciation letter from the Regional Head, Mr. Balbir Singh is still motivating and inspiring. Almost all senior executives including Dr. V A Joseph (ED), Mr. M Valsan (CGM), Mr. V P Joseph (GM Admin), Mr. Alex Mathew (DGM) and Mr. P E Mathai (DGM) visited Jalandhar during my tenure which was a great acknowledgement for us. Our ED Dr. V A Joseph was very much caring and he used to call frequently, as we were the farthest SIB family at that time. But we never felt the distance which was more than 3500 kms.



I experienced three winters and three summers in Jalandhar, which were extreme, leaving my family here in Kerala. I brought all my family members and relatives to Jalandhar and visited Wagah border, Amritsar, Golden temple, Jallianwalla Bagh etc. Moreover, I visited Kashmir in all seasons driving 650 kms along NH 1A, the toughest highway of the country connecting Jalandhar and Srinagar. Though I thoroughly enjoyed the posting very well, I missed three Christmases in a row, due to fog in Delhi airport. But still the memories of Punjab, land of five rivers, make me young. The bank has honored me suitably and I feel acknowledged. 🌿

*“Progress is impossible without change and those who cannot change their minds cannot change anything.”*



# Rise of the Phoenix - Learnings from the Pandemic



**Vivek Krishnan**  
DGM, Agri RBD-RBCPC

As each one of us contend and rise like a phoenix from the aftermath of the pandemic, it has indeed taught us a lot of lessons. It has changed the way we think. As a supervisor I had the dual role of managing myself and the team too. The entire initial phase of the pandemic and how most of us dealt with it, signified to me a new phase of work culture. Amongst various challenges we had to face, there were 3 dimensions that resonated the loudest.

## DIMENSION 1 - THE VICTIM MIND



A very important lesson that was re-learnt in the days of total lockdown, was to regulate what got fed into the mind.

### Phone Etiquette – Work Calls from Home

- Talk only about positive things
- Talk Constructively
- No Gossip
- Talk about collective / team work
- Share Domain information

### News

- Plug into News in any form twice a week
- Do not let PANIC take over as we read NEWS
- Traditional Combinations of Paper + Coffee was better replaced with other reading material.

## Prayers

- Irrespective of which faith one belongs to, the magic of prayer in tough times has proved itself
- Prayers bonds people in a faith rekindling positive hope and inner peace.
- Prayer calms the inner mind with positive aura and when days on end we are locked like a prisoner inside the walls of our own home, gratitude paves the way.

It gave me great solace at the end of each day that I could still reach out to a colleague over phone and just be an active listener. Many of my colleagues, at a later stage, have expressed gratitude for those calls where they shared the problems that they were facing and felt cared for.

It also taught me to assess the need rather than prescribe unsolicited advice. In a remote call, with one at Chennai and the other in Mumbai, it would be easy to arrive a conclusions of our own. Yet, to be able to look at things from their eyes, and keep giving people hope even as they see death and suffering in their localities was the real need.

I remember reading in one of the books of Devdutt Pattanaik, he quotes Ramayana where Lord Anjaneya / Hanuman has to be reminded of his powers by Jambavan. Thereafter, he metaphorises this story to say, each of us can be Jambavans where we can see the powers in skills / capabilities of others.

Feeling good about oneself touches the internal hormones of dopamine and serotonin, and spurs happiness and positivity. Many of us focus on



what people don't do, or can't do. Instead, if we focus, on what talent is available, it might get better results.

To keep other team members across the country active, I had to do my homework and indeed burn the midnight oil. Yet in the times of the pandemic, it gave me a goal that I had to work for!

## DIMENSION 2 - A GOAL

During the toughest times of lockdown, when virtual was the only mode of contact, the “Milestones” approach has helped tremendously. Milestone Approach:

1. Set target and completion date.
2. Break-it down sub-targets (with date)
3. Ensure each sub-target is a stretch goal
4. Achieving each sub-target within prescribed time will qualify to be “Milestone”
5. Keep mapping on how many milestones to finish line.

This method would help the entire team visualize progress virtually. The pandemic has begun the marking of the virtual era. We were forced into it as survival mode irrespective of our age and knowledge of technology. We had no choice but to embrace.

One of the biggest achievements during the pandemic era, was the drive on e-learning or learn at our pace. Gone are the days when a classroom will be organized and a teacher is identified to train us. It is the age of customization.

From personal example, I used the pandemic period of nearly 4 + months to move an activity that I was doing manually using registers to automating the activity. The entire exercise was quite tough, given that the process did not make

a difference between office going / pandemic times, and kept my whole team busy and end of the day equally satisfied on our achievement. The sense of contribution and achievement were very critical in keeping our minds working to find solutions to problems on hand.

One other practice which helped me grasp better during e-learning sessions, especially, when there is a some body talking or when the subject is tough, was to break the understanding down into sketches, flow charts and color infographics / symbols. Even to this day, one look at those notes and I will be able to recollect what was said. So the important learning is to try and use the right side of the brain effectively through creatives & colors to make learning a pleasure ! It is very important to reassure our mind constantly that the topic we're learning is indeed very simple. The objective is to constantly make tougher parts look simple to the mind. That way, the assimilation is higher.

We periodically would ask one of us from within the team to train the others on a topic which the team would have shortlisted as relevant. Many of us would have been amazed at the results when we exchanged notes later. I, in fact, recall that a retired banker who had joined us after retirement mentioned that all his life in a bank, he had never made a presentation, and that these learning modules were the first, for which he began his learning from preparing a PPT.

Another important input was running WALKTHROUGHS. Periodically re-visiting our existing processes to find out if it could be still done better through technology based solutions, was also a great learning.

Through all of this, the end objective invariably linking to benefit of organization adding to either topline or bottom line is quintessential. Without

this base, it would be constructing a building on a weak foundation.

### DIMENSION 3 - DEALING WITH TRAUMA



The gruesome truth that this pandemic brought home was that each of us would go through pangs as the virus spread about ruthlessly conquering every portion of human habitation. The trauma that very many had to go through was indeed a very very disturbing sight.

Many lost their near and dear ones, whilst still others lost their parents / children. It was also a period when people we knew and had actively engaged with would have soon succumbed to the virus.

It got many of us expressing our support to families in bereavement. It also brought forth the importance of expressing gratitude for what one has done, whilst he is still alive.

It may at first seem very crude to read, yet, as we parse this reality, we would find so many people whom we have lost to this virus over the last 18 months, to whom we wished we had expressed our gratitude. The pandemic's biggest lesson has been in teaching us to live by the day. If we can't make a dent today, we may never.

What is the assured is the moment of "NOW".  
What would we prioritize?!

Excessively focusing on death or the unforeseen is not going to help either. Constructively thinking about what can be done from here on is something within our control.

Quoting from personal example again, over the years, I felt quite re-assured with my investments, till the Chennai 2015 floods happened. I am still yet to come out of its impact financially. The floods gave me another opportunity to live and tell this tale. Yet, I had a complete fresh look at my finances. It has made me more grateful and think about my family which depends on me.

The time together, the meal together, achievements are celebrated and my personal preference is to make each moment count. One could choose to quote the pandemic and cocoon OR fight challenges prudently and make a difference to people's lives and to ourselves. It is easier to the former, whilst it is extreme gratifying to achieve the latter.

The unsaid rule in a corporate world is to allow good, able hands to compensate for those undergoing traumatic phases. The belief is that every individual wants to contribute and is affected by circumstances. Give him / her the support to bounce back, whilst parallel maintaining the flow / pace of events. If each is given time to heal and bounce back, everyone is bound to contribute to the team.

This paradigm is about gratitude, Understanding, Complementing energies to help one another. Humans have the intelligence to channelize energies positively towards a common goal.

The Pandemic has also been a saga of human resilience, as we live another day, to share and equip and brace ourselves better for the next wave. 🌿



**Rajesh Rajah**  
DVP, HRD-L&D

## My Friend, Dorai

I joined the bank in March, and I was extremely happy to know that some of my old friends and acquaintances had joined SIB as well. More than anything else I was looking forward to meeting up with Doraivel, who had also had joined the bank as Chief Credit Officer. I have known 'Dorai', as we used to call him fondly, since 2000 when both of us were young officers working together. He and I were counterparts with Dorai handling the Commercial Vehicles portfolio and yours truly handling Automobile Loans.

What with the task of settling in into SIB, and laying the foundation of a new unit, it took me a while to get to Thrissur HO and meet everyone, including my present boss and all department heads. It was over a month before I could find time to meet Dorai in person. When I reached the CCO's office on the 1st floor, I was a little hesitant thinking how he would take to this unannounced arrival of mine, after all, I had not been in touch with Dorai for over 15 years!

I needn't have worried at all because the moment his assistant announced over the intercom that I was waiting outside; he immediately opened his room door rushed out and gave me a warm handshake. We laughed like schoolchildren, throwing caution to winds! His warmth and sincerity reassured me completely and I was completely at ease. Between his lunch and meetings, we spoke of old days and exchanged news about our family and kids. Before long he started talking about work and explained how he saw training as a key driver for his plans, how I and my unit could collaborate in every area of Credit, his vision for setting up the CMOG and so on.... soon I realised, that Dorai had not changed a bit.

Few months later my team and I were at the HO conducting a video shoot for some e-learning content creation and I saw the teacher in Dorai. He was happy to mentor junior colleagues and never missed a chance to do that. When our team met him for a video shoot for the induction program, he was more than happy to give us his time and spoke at length about a career for youngsters, life in banks, risk management and his favorite topic- credit underwriting.

Now as I am writing this after Dorai is gone, I feel this huge vacuum. A rush of memories is cascading out and, it seems to me that he is still very much there and will always be. Reproduced below are excerpts from that interview. This is my homage to him.

***Credit is entirely revolved around how we view in terms of good quality for the bank. When we talk about credit, we talk about quality – quality in our sourcing, underwriting and portfolio management. Whatever you do, it will touch any of these three quality factors. Look at quality when you create value for your customers, for the organization and yourself when you do this journey. Once you imbibe the idea of quality, it becomes a part of everything you do.***

***As far as credit is concerned, I want to emphasize on the kind of customer that we are bringing in. When you interact with the customer, you must understand his business, how he runs the business, what are the cash flows. Today, with technology gathering such information is far easier than before. There are many aspects that impact the bank. First, the customer, in terms of quality underwriting, and aspects of how we service the customer. It is the most critical link as you engage with the customer in while you deliver on your goals.***

***As far as MSME business is concerned, this is our***

*sweet spot. Reasons include our 92-year-old tradition, our 900+ branches, and millions of customers who bank with us who we can still approach, because it is considered to an over Rs.10 Lakh crores market. Every bank in India is targeting the MSME segment, and this is the segment that will help us go to the next level. Once we identify a good customer, stick to the customer and we will be with him through his entire journey.*

*We have created separate credit verticals for each of the segments that we have identified. There is a constant interaction between business and credit that will empower the business teams to openly engage with the credit team. The credit team has been told to be always available to the business teams so that they will be able to understand the segment, the nuances of the business and deliver credit for the good of the bank. Always bear in mind that any engagement with the customer or business should be win-win for both the bank and the customer. Relationships cannot proceed if they are win-lose. Bank losing money and customer winning is not good; neither is the opposite.*



*Always remember an important thing when it comes to credit – Return of Capital before Return On Capital. The money I lend to the customer – the capital – should come back first. Then, Return On Capital. These are important philosophies to consider and apply as you start your credit journey and in your day-to-day interactions.*

*Another important aspect is how we manage the NPA challenge. It's time we focused on maintaining the asset quality of our new loans,*

*before we manage the existing book. The existing book is what we inherit. To manage NPAs, we have a two-pronged strategy. The first is to have a separate collection department which takes care of retail as well as SME corporate until the loan becomes an NPA. Then there is a recovery department that deals with hard buckets after the account becomes an NPA. Each of the departments have a separate focus to understand the nuances of the segment are understood and to engage with the customer more effectively and collect in a reasonable way. We do not want to lose the customer in the process of collection, but we want to understand his problems, and able to nurture him for his recovery.*

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*I also want to touch a little more about what I personally feel that as a professional we all should imbibe.*

*Corporate journey is a journey of 30-35 years. The most important thing is what you set yourself as a goal as an individual and as a professional. I am now not talking to you as a CCO, but as a mentor. As an elderly person who has spent more than 30 years in the profession and working in various corporates. Always remember the phrase – 'a seeker will find it'.*

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*We must be constantly seeking what we want to do. Be it excellence in our profession, our work, or in our relationships with people. We spend 80% of our waking hours at our jobs with our colleagues. Relationships that we maintain with our colleagues is the most important thing that will determine your professional success. Once you are successful in your professional life, your personal life success happens automatically. Because everything revolves around how well you perform in your profession, whatever it may be.*

*Wherever he is, Dorai I'm sure would be looking down fondly at us and this bank. As a proud SIBian, I am quite sure Dorai would encourage each of us to be proud of the heritage that this bank represents. The lessons taught by him will stay with us forever. Dorai my dear friend, we will never forget you and the 6 Cs.* 🌿



# The 6 Principles of Influence



**Vijay Korath**  
AVP, HRD-L&D

Back in 1984, Robert Cialdini, Professor Emeritus of Psychology and Marketing at Arizona State University, wrote a book called *Influence: The Psychology of Persuasion*. Since then, it has been widely hailed as a seminal book on marketing. The core theme of the book revolves around the “6 Principles of Influence”. These are:

## 1. Reciprocity

Simply put, people are obliged to give back to others the form of a behaviour, gift, or service that they have received first. If a friend invites you for a family get together at their place, there is an obligation for you to invite them to a similar event at your place in the future. If a colleague, does you a favour, then you owe that colleague a favour. And in the context of a social obligation people are more likely to say yes to those who they owe.

## 2. Scarcity

Simply put, people want more of those things they can have less of.

When British Airways announced in 2003 that they would no longer be operating the twice daily London-New York Concorde flight because it had become uneconomical to run, ticket sales went up the very next day.

Nothing had changed about the Concorde itself. It certainly didn't fly any faster, the service didn't suddenly get better, and the airfare didn't drop. It had simply become a scarce resource. And as a result, people wanted it more. Scarcity is a ploy used to great effect by ecommerce websites every day.

## 3. Authority

This is the idea that people follow the lead of credible, knowledgeable experts. People are bound to listen to tax advice from a qualified Chartered Accountant, than from any other professional, more so if the certificate is displayed on their office wall. People are more likely to obey a police officer if the person is in uniform rather than casual clothes.

What the science tells us is that it's important to signal to others what makes you a credible, knowledgeable authority before you make your influence attempt.

## 4. Consistency

Behavioural consistency refers to people's tendency to behave in a manner that matches their past decisions or behaviours. We tend to view consistency as an attractive social trait and as indicative of someone being rational, trustworthy, and stable, and so we all want to be seen to be consistent. For example, if an individual is thought of as someone who knows about politics, he or she is more likely to participate in subsequent political conversations, even if they have no real interests but simply want to remain consistent with this public perception of their character.

## 5. Liking

People prefer to say yes to those that they like. Persuasion science tells us that there are three important factors that make one person like another. We like people who are similar to us, we like people who pay us compliments, and we like people who cooperate with us towards mutual goals.

## 6.Social Proof

When they are uncertain, people will look to the actions and behaviours of others to determine their own. They copy the actions of others to undertake behaviour in a given situation. An example of social proof is an Instagram post or

tweet about a product by a celebrity or influencer. Read the masterful “Influence: The Psychology of Persuasion”, to get a more in depth understanding of effective methods of persuasion. 🌿

Our EVP and Group Business Head, Shri Thomas Joseph, handing over vehicle under CSR initiative of our Bank to Bishop Yoohanon Mar Theodosius (Samrithi Social Service Organisation for pain and palliative care under Catholic Diocese of Muvattupuzha) at Muvattupuzha.



SIB signs pact with Kerala forest and wildlife department for digital collection of payments



As part of our CSR activities EVP and Group Business Head Shri Thomas Joseph, and Corporate GM Smt. Biji S S handing over the Ambulance key to Christ University VC Rev Fr. Abraham VM.

# Profit Planning



Gourishankar T M  
CM –MBG HO

Profitability is the real fulcrum in Banking

*“There is this dilemma of budgeting versus aspiration. Obviously, aspiration cannot be budgeted.”*

## Bottom Up Approach

Planning exercise in our Bank should be Bottom Up approach and start from the performance budgeting exercise at each Branch, well before the financial year commences.

The main aim of performance budgeting is to plan the business in keeping with the corporate objectives under sustained topline and bottom-line growth within a prudent resource management framework. Efficiency, Innovation and Growth are the core objectives in planning the Business strategies.

### a. Profit Planning at Branches: Profit planning at branch level involves the following steps.

- Review of historical data relating to all major business and profitability indicators
- Computation of various ratios related to profitability and analysis of their movement over time periods.
- Preparation of the profit plan for the ensuing year based on past trends, corporate objectives and potential in the command area.

Seriousness and Precision in the branch level planning process holds the key to a successful profit planning exercise of the Bank. Profit budgeting at branch level essentially requires a strategic plan to generate higher level of revenues while keeping the costs under check. Following are some issues that the branches need to keep in mind while framing their profit plan.

- Element of challenge in setting business goals: Set ambitious business growth rates, even higher than the potential so that targets are not merely indicative of the minimum performance levels.
- Set monthly plans in alignment with the year-end goals. For consistent growth, plan for evenly spread out increments each month/quarter. By doing so, the year-end inflation in business can be avoided.
- Plan for improvement in deposit mix and credit mix. Deposit mix should be in favour of a higher low cost deposit ratio to achieve reduction in cost of deposits. Credit mix need to be oriented towards higher yield on advances; focus on priority, MSME, retail and other profitable mid-cap avenues of lending.
- Aim for a progressive increase in the effective CD ratio (Average credit to Average deposit) of the branch
- Plan for a drastic reduction in the non-performing assets(NPA) through effective credit appraisal and monitoring besides recovery of core NPAs.
- Deposit mix, Credit mix, CD ratio and NPA ratio must be aimed to accomplish higher NET INTEREST INCOME(NII) (Interest Income minus Interest Expenditure). While improved CD ratio is important, quality of assets is paramount for boosting earning streams.
- Aim at reducing the ‘Burden’ (Non interest Expenditure minus Non interest Income) by augmenting non-interest income containing the non-salary and non-interest expenses.
- Project and achieve higher levels of business volumes so that Average Business per rupee of expenses is improved.



### **b. Profit Planning at Regional offices**

This should involve a more scientific and forward looking approach, in tune with the “Corporate Business Guidance Policy” for the ensuing year. While basis for the planning process is the aggregate of branch budgets under various financial parameters, due weightage has to be accorded on market share, market penetration and corporate vision. Upon freezing the Branch level targets, a one to one interaction between regional level executive with branch head/team with the requisite direction by the HO on communicating the set targets with a view to integrate the corporate perception and the ground level opportunities should be ensured.

### **c. Profit Planning at Head Office**

The corporate level planning process involves more intricate exercise of integrating the performance budget of regional offices and other wings of Head office. It should be effectively interwoven into the long term plan of the bank. A “Corporate Business Plan” with strategic plans drawn up to achieve the goals should be prepared.

### **TOP Down Approach**

Based on the Bank’s Business and Profit Plan deliberated upon and finalized in the Corporate Business Plan, Yearly/Quarterly/Monthly business and profit targets for the regions and in turn to the branches to achieve the set targets are firmed up in. In simple words under Top Down approach disintegration of the corporate plan, under each functional parameter, into branch wise targets takes place so that the corporate plan essentially remains a sum total of the individual branch plans. Achievement of branch plans, thus, assumes further significance since under-performance at any branch/unit level affects the overall performance of the bank.

### **NET PROFIT BUDGETING**

Profit Planning and Profit Budgeting at branches should not be confined to operating profit. The

branches which are deposit intensive, end up in a net operating loss in their balance sheets while the few credit intensive branches post net operating profits. With profit and profitability related issues taking center stage of strategy formulation, several profit centric initiatives at corporate level has to be undertaken leading to significant policy shifts, including the following;


- Shift from Gross profit linked transfer price mechanism to Net profit linked transfer price mechanism for assessing the branch profitability.
- Allocation of Net profit targets to Branches/Regions instead of Operating profit.

### **Need for Net Profit Planning:**

The Bank is in a dire need to go for a net profit planning approach. Basically, the shift from operating to net profit implies a close look at the following;

- Provisions, for NPAs & Standard Assets
- Provision towards Depreciation on investments
- Tax Provision and other contingencies

While depreciation, taxation and other contingencies are corporate components, provisions, which constitute major portion of the entire gap between gross and net profit, essentially pertains to books of branches and a function of the asset management at each branch.

Lastly would like to share few lines of Narasimham Committee-II that was once told to me by my Boss "There is no finite end to improving the levels of efficiency and Profitability. In fact, the situation is one where the system has to cope constantly with changes in the broader environment in which it functions and ace new challenges that these developments impose on it." 

**“SPREAD BEING A LIFELINE, WE NEED TO PUT SPREAD RETENTION ON TOP OF OUR AGENDA”**



# STRENGTH OF A SMILE...



**Ullas**

*Prob. Senior Manager, HO Recovery Department*

The most beautiful, powerful and attractive ability given by God to humans is the ability to smile, a skill not found in any other living organism. What is a smile capable of? – The answer is, there is not a single rock that a smile can't move.

Despite the progresses in science and technology, no algorithm has been developed to read the human mind. Even though forensic scientists use certain techniques to unleash thoughts lying in the conscious and subconscious layers of the human mind, it is still a faraway dream to decipher thoughts completely. But we can't welcome any gadget that can read human mind completely without a bit of apprehension.

Nevertheless, we can attract anybody to us with a gentle stretch of our lips called a "smile". No other means than a smile can convey in a nanosecond, friendship or affection without the use of a single word or any other gesture. Imagine a situation in which we are entering a shop floor or an office, if we get a smile from any corner, our feet will automatically towards that direction! In such an environment, we will get repulsed by anyone who stares at us or who is immersed in his own world. Of course demeanor can't be blamed, for people are of different types, but a gentle and warm nature definitely calms down a newcomer.

It does not mean that one should always wear a smile hiding one's emotions. But an ever-smiling, warm and affectionate person naturally gets reciprocated the same way.

In an office this type of behavior is the most appropriate one to fill the premises with positivity. Creating a strong bonding is the success mantra in any organization. We will definitely not prefer an eatery where the employees serve food with gloomy faces as if we are intruders to their privacy, however tasty the spread may be.

Let me narrate the story of a doctor who was imprisoned by the Nazis. Though the doctor was sure about his doom, he looked at the Nazi guard who was torturing the inmates and tried to imagine his thought process. In the end he reached at a conclusion that the Nazi guard was performing all the activities not on his own, but on compulsion and in desperate fear for his own life. Suddenly he felt sympathetic towards the guard and smiled at him. The guard was surprised to see the warmth of the smile and slowly and befriended him. Doctor narrated to the guard how he was detained and enquired about the family of the guard. When the guard asked the details, the doctor took a photograph from his wallet of his family which had his wife and small kids. The guard was moved and later on he helped the doctor to escape. The doctor's smile towards the guard turned out to be his saviour.

Let's also wear the most powerful weapon of smile to conquer hearts. Let a photographer's words always echo in our minds.

**SMILE PLEASE !** 🌿

# Sports – A Great Teacher



**S Sankar**

*H/o Radhika R.B, Senior Manager, RO, Thiruvananthapuram*

Millions are the sports fans whose parents would have chided them into spending less time playing/discussing/watching sports and utilize it better on studying. I was also one of such millions. However, I can reflect and say that sport is also a wonderful teacher. Let me try to present some valuable things it has taught me:

**Know your strengths:** In the second test of the 1976-77 against Australia, on the fast and bouncy WACA, Perth wicket, Windies opener Roy Fredericks, smashed a brilliant 169 off just 145 balls, against Lille and Thomson at their fastest. Later, while talking of this innings, Fredericks said: “I like short-pitched bowling and they kept bowling it short!” Fredericks gave us not only an unforgettable innings but also a valuable lesson viz. Know your strengths and play to them.

**Having a long term vision:** India made a record score of 406-4 against West Indies at Port of Spain, Trinidad to win the test. Frustrated at the inability of his spinners, Clive Lloyd, the West Indies Captain, decided then that pace was the way forward for the Windies. This led to a four-pronged pace attack, which lifted the West Indies team to an invincibility that lasted well into the 1990s. Unless you have along vision, there will be no planning and this will reflect in your success.

**Be prepared:** Being prepared is the battle half won. Take the case of Michael Slater, the former opening batsman of Australia. On his debut in 1993, he said, in an interview, that he was mentally prepared for Australia for the past two years and was therefore not surprised, but ready.

Being prepared to take on opportunities is a sure path to success.

**Concentrate on achieving your goals:** Bjorn Borg, the five time Wimbledon Champion, never questioned the umpires or judges over their calls, preferring to concentrate on his goal – that of winning the title. Remember that those were the days when players did not have option for reviews and there was no Cyclops or ball tracking technology. On the other hand, there are instances where the talented and temperamental John McEnroe has lost his cool and the match, by arguing with officials. Concentrate and save your energies for achieving your goals.

**Know whom to go to for guidance:** Plagued by self-doubts, the promising Irfan Pathan, went to various people for coaching/tips/correction advice. This probably led Pathan to lose his mojo- the art of swinging the ball. On the other hand, Imran Khan who had deadly combination of pace and wing, has said that whenever he wanted advice, he only went to John Snow, the former England quickie (both represented Sussex). Going to the right person for guidance not only makes you last the course but also turns you into a winner.

**Be optimistic even in the face of adversity:** Australia set South Africa a target of 435 in the 5th ODI at Johannesburg in 2006. During the break, Jacques Kallis, the experienced South African, is stated to have told that Australia were 15 runs short, as it was a 450-run wicket. This, no doubt, inspired South Africa to chase down that total and record a historic win.



**Pace yourself:** Rudd Gullit, one part of the celebrated Dutch triumvirate, who had a spell at Chelsea FC in England, observed that if football had five gears, in Premier League, they tried to constantly to play in the fifth gear, which was not good for skill development or the game. Similarly, nobody can work or study at the same frantic pace throughout the day. Pace yourself accordingly or risk a burn-out/fade-out at work/exams.

**Without commitment, talent is nothing:** Was Kapil Dev's the most talented team of the 1983 World Cup? Certainly not! But, as Kapil himself has said, all the players were fully committed and that helped in winning the World Cup. Likewise, however talented one may be, without commitment, desired results cannot be achieved. Let these instances serve as lessons for us to imbibe and strive for greater heights. 🌿



*SGM HR and Admin, Shri Anto George receives the South India Best Employer Brand Award for excellence in HR through technology*



# ABUNDANCE



**Pradeep B.S**  
*Senior Manager, RO, Thiruvananthapuram*

How much of anything do you need to have so that you can share it with others? The question that bothered me ended up meaningless after I met this person.

A few people in Thiruvananthapuram have formed a group called SOUL - Society for Universal Love- a group which stands together just to help the needy, spread the message of kindness. The members of SOUL ensure that the less privileged, who are destined to spend their lives in orphanages, home for the destitute etc. are made to feel that they also are a part of the mainstream society, by celebrating almost all the festivals and special family occasions with them.



Nalanchira is a suburb in Kerala's capital Thiruvananthapuram. Like any other small suburb, it also boasts of a small roadside morning market occupied by vendors. There I saw Mr. Devarajan selling his small collection of local produce like tapioca, spinach, banana, mangoes etc. which he collects from the local farmers near his home. There are umpteen number of such vendors there, but Devarajan stands tall among them by virtue of his larger-than-life soul, by being an active member of the SOUL! The market is functional only in the morning. Once

the market is over, Devarajan wastes no time, he drives an auto rickshaw, does so many random jobs whatever fetches him remuneration. This also does not make him different from any other person leading a marginalized life in any of our small cities. What makes him different is the way he spends his hard-earned money.

He expends a large portion of his earnings and time in a way which many of us cannot even think of.

He plays flute and keyboard and conducts concerts with hired instruments and with the help of like-hearted SOULs, in institutions where orphans, mentally challenged persons, deserted elders etc. are taken care of. The joy with which the inmates of such institutions welcome Devarajan is the only testimony needed.

Clad in a modest lungi, this man spreads his wings of kindness to distances farther than one can imagine. There is not even a single care home in the vicinity of Nalanchira which has not received Devarajan's share of care. He has tied up with a local band and makes it a point to utilize their services whenever he gets a chance to entertain the residents of such care homes. He also makes sure that inmates also get a chance to perform in all the programs he organizes. This makes them all feel that they are also recognized and kindles a small spark of being wanted in their minds. That is why each of his visits is very eagerly looked forward to by those who spend their lives in all such places.

Not just that, he has brought up his only daughter with a great vision. With the meagre earnings he has, he has made sure that his daughter has been put to study the noblest of all professions – none other than nursing!

And he succeeded very well in his objective. The young lady is now a Nursing Professional in a leading hospital. Being brought up by such a father, with empathy and kindness deep-rooted in her mind, she will definitely be an asset to the Healthcare profession.

I have never heard him talking about his personal problems or poverty. He always thinks of the ways in which he can help others, throw some moments of colour and light to the barren lives of those who are crushed by the harsh realities of life. He makes it a point that a major portion of his hard-earned

money fulfils the needs of the hapless lot of the society.

Looking at the nobility of his thoughts and deeds, I have always felt that he is not just Devarajan (King among the Gods), but Deva Devan (God among the Gods)! It's just your deeds that metamorphose you into a God or a Demon. And here is a man who has made his life a living testimony for that theory. Yes, I realized that to share anything with others, the abundance should be there with our SOULs, not in our physical wealth - The abundance of Kindness, which is the only thing we need with which we can share anything we have with anyone. 🌿

## The value of work ethic

After composing eighteen tales of the bygone ages of Hindu mythology (Puranas), Maharishi Vyasa, thought of writing yet another huge book, The Mahabharata. He wanted somebody to help him to write it. On Lord Brahma's advice, he went to Lord Ganesha and said, "Hey Lord of the universe! I have decided to write a huge book. But it is very difficult to think and write at the same time. So I need a scribe as smart as you". Ganesh said, " Maharishi! I am ready to help you but I will stop writing the moment I feel that there is a pause of narration ".

Maharshi said, " OK .But you must understand and write each word carefully without asking me to explain or hesitating to think".

Ganesha agreed and started writing. Somewhere in between, the feather with which he was writing broke. Instantly Ganesha broke his tusk and continued writing. 🌿

Ms.Krishnaja  
W/o Mr. Sarath Ravi, RSM Gold



*RM OUTREACH: A Training program for Relationship Managers to understand the RM role, product information and to develop selling skills*







## Meet the Maestros

### Passion for what you do!

In December, State capital Thiruvananthapuram starts vibrating to the New Year rhythms- the difference is that the rhythm is solely played by the Largest Arts Festival of Asia – The Soorya Festival. Spanning to a period of 111 days, Soorya hosts the arts from various parts of our country in different segments called Parampara, Literary Festival, Talk Festival, Dance and Music Festival, Jalsa Ghar... to name a few. One will realize the magnitude of this festival only when one knows about the relay of artistes who have performed at Soorya- Bharat Ratna M.S. Subbalakshmi, Padma Vibhooshan Dr.K.J.Yesudas, Padmabhushan Dr.Padma Subramanyam....this forms only a small segment. In the contemporary field of art Violin Maestros Mysore Nagaraj and Mysore Manjunath (popularly known as Mysore Brothers), Ranjani-Gayathri (popularly known as RaGa sisters, Actors Ms. Shobhana, Ms.Manju Warrier are a few of them who are to perform at Soorya this year.

This is the 44th edition of the festival and the brain behind this magnificent event is Mr. Natarajan Krishnamoorthy, popularly known as Soorya Krishnamoorthy. He started his career as a Scientist Engineer with Indian Space Research Organization (ISRO) where he worked under former President Bharat Ratna Dr.A.P.J. Abdul Kalam, Padmashri V.R.Gowarkar and the like for a period of 27 years. Afterwards he devoted his entire life for Soorya with the aim of disseminating Indian Culture and achieving “Integration Through Culture.” SIBLINK was fortunate enough to get an interview with him despite his busy days ahead of the Soorya Festival.



He was awarded the “Kalaimaamany” award, the highest award by the Government of Tamilnadu in the field of Art for his contributions towards art, the first person of non-Tamilnadu origin to receive the award.

**Radhika:** Sir, I have heard that while studying for Pre-Degree in Government Arts College, (11th Grade those days were conducted in colleges) you were elected as the Secretary of the College Students Union with a Record Majority of votes in the History of Kerala University, which remains unbroken till date – A pre-degree student, competing with way-above seniors- that too in an institution like Government Arts College which boasts of a strong political lineage – I feel that you were a peoples’ person the day you were born. Can you elaborate how you could manage that victory?



**SK:** Yes, I stood as an independent candidate. I do not belong to any specific political party, but I belong to all of them. I maintain a finite closeness and a finite distance to and from all political parties because all of them do have goodness in their principles. There is politburo, a high command or a chinthan baithak who will think for the normal followers, followers need not think anything by themselves. This I cannot accept. I will never get attached to any group which fences my thought process. I do not accept any favours from any of these parties, so I need not express any affection to any of them. As Justice V.R.Krishna Iyer had told, eventually there will be a war between politics and democracy where the victory will be for democracy. The moment I start supporting any political party, I will have to forego my rights to express my frank opinion about any issue that happens around me.

**Radhika:** I would rather say that Soorya is a cultural revolutionary movement, largest in the world of its kind, spread over more than thirty-eight countries- your brought to limelight so many unseen and unsung artists. What was the seed that branched into such huge a tree? How do you go about identifying new talents?

**SK:** Very true, a lot of people were nurtured by Soorya in their own field of interest. The first thing that Resul Pookkutti told, after receiving the Oscar, was that “but for Soorya, I would have never entered the field of Cinema.” Mammootty

also was an avid viewer of Soorya Film Festival. Mr. Zia Ul Haq, a ghazal singer who entered through Soorya, has sung for more than 120 films after his debut. Lakshmy Gopalaswamy was brought up by Soorya.M.Jayachandran, Balabhaskar etc. were a few talents who used Soorya as their launch pad. They all consider Soorya their maternal home and still perform here for the meagre payment we give them. In a society which still considers widowed women as a bad omen, I make it very particular that Ms. Nithyasree Mahadevan and Ms. Priyadarshini Govind, both of whom were widowed at a very young age, perform at Soorya every year. I do not want any such taboo to be thrust on any person in such an irrational manner. Both were shattered after their respective spouse’s death. I forcefully made them perform for Soorya. This slowly helped them as a therapy.

**Radhika:** Now coming to your “Theatre of Freedom” – the realistic drama series in Indian Theatre- how do you plan the themes and execution of these stage shows?

**SK:** I cross the boundaries of written rules of theatre. Even nature becomes a character in my shows. For example, if there is scene of a temple, we spread the smell of camphor and coconut oil to be felt by the audience. In Kerala folklores, a female ghost is always accompanied by the smell of flowers of Devil’s tree or Blackboard Tree (Palappoo in Malayalam). So, when there is a scene where a female ghost is appearing, we make the fragrance of that flower reach the audience thus taking them to a different world of entertainment. This we have tried in the drama version of Vaikom Muhammed Basheer’s “Neela Velicham” in which the central character is a female ghost.

**Radhika:** Coming to the Writer in you – you have been writing your experiences in various magazines and books. The two articles made every reader cry – one about Annapoorna Devi, the

estranged wife of Sitar Maestro Ravishankar - how she shut herself away after her break up with her world-renowned husband and the other was about Mrinalini Sarabhai - who was as close to you as a sister but forgot completely on the onset of Alzheimer's disease.

**SK:** Anna Poorna Devi never allowed me to meet her. I went to her house. There was a signboard in front of the door "Ring the bell, if I don't open the door in three minutes please go back!". I made a drama on her life called the "Deerkha Chathuram (Rectangle)." I wanted to bring to light the sufferings she has undergone for the success of Ravishankar.

**Radhika:** Coming to the philanthropist in you – you have given your house to artists. Any artist can come here, conduct a performance, showcase their talents in your gallery, that too without spending even a single paisa. What prompted you towards this magnanimity?

**SK:** It is the highest dream of any budding dancer or singer to perform on stage. But this has become a very costly affair nowadays. Auditoriums charge huge sums. So the artists bury their desire. Any aspiring artist can use this facility. My family is also supportive.

**Radhika:** Your deed of spending the money you have accumulated for your daughter's wedding for the education of twenty-five children every year – this is unheard of in this era of extravagance.

**SK:** Yes, I was doing what every father would do – accumulating money for my daughter's wedding. When my daughter Seetha, an IPS officer with Tamilnadu, decided to get married, I expressed my wish that I would like to conduct her marriage in the simplest way and spend the money I saved for the ceremony to educate twenty-five children every year. The world-renowned film director Adoor Gopalakrishnan handed over the garland to the

bridegroom, and Sugatha Kumary, the famous poet handed the garland to the bride. The wedding was conducted in the Puja room of my house. Only ten of us were present there.


**Radhika:** I cannot conclude without mentioning the five highly philanthropic activities you have undertaken-

- Gurupooja – giving a huge lumpsum amount of Rs.3.00 lakhs to a senior artist who is in a financially bad state, and who can no longer do stage performance.
- Adoption of artists – making them permanent artists at Soorya
- A dialysis a day
- Art for Heart – treatment for deserving artists
- Samriddhini.

**SK:** Let me talk about the current one – Samriddhini. During the COVID times, a lot of artists were left without any income. This is a self-employment project for artists. Every artist should have another source of income than art. They make sweet boxes, garments etc. and Soorya will set a platform for the sale of these items and help them earn money. These are meant for the accompanying artists like make-up artists, light and sound people. This will produce a steady income for the artists' family.

Art for Heart is an arrangement with Harvey Hospital in Chennai where artists referred by Soorya will get even an open-heart surgery done at a cost of 50,000 INR.

**Radhika:** What is your dream for your life?

**SK:** Suppose God appears before me and gives me a boon, I would beg him to allow me to continue to do what I am doing now in a very non-commercial way. Another thing – a word or a deed of mine should not hurt any other person. I make a concerted effort for that. Nobody wins a war or an argument. Both the sides who indulge in war or argument will lose sleep. 





# When We Hit the Break of Free Wheelers!



**Jilu Hannah Eapen**  
*Senior Manager (Legal), DRT Cell*

This happened in one of our old and prominent branches – Changanassery Main. There was this account with almost 1 CR advance facility called Puthenparampil Cycles. They had mortgaged two immovable properties which included a godown at a very remote area and the primary stock of cycles and their accessories. The primary stock was kept at a shop in the prime area of Changanassery market.

We were forced to take possession of the immovable properties which included the godown on a particular day after the loan became irregular. We locked the godown safely and went to the cycle shop to take stock of our primary security. The shop was joyfully filled with cycles of all varieties, with and without gears, produced by leading brands all over the world, fitting everybody's wallet. We realized that we would require a full day to take possession of that stock.

So we went back to shop the next day morning well prepared for taking possession. We were stalked by all the other merchants of the market. Somehow we explained our position to all of them and made them understand the real state of affairs. We needed four mini-tipper vehicles to transfer all the stock to the godown. We sealed the godown very safely with our own lock and key and even keeping a strong iron rod across ensuring double safety.

The anticlimax followed after almost two weeks was that we received a news that many of the children of a slum near that godown were riding brand new bicycles!

"Bicycle Rain..... bicycle Rain..... near Thrikodithanam".

"One Bicycle for Rs.500/- come get it" was the slogan which was running near area in those days.

We rushed to the godown and found out to our shock that a small ventilator, which was only 5 inches in width was tampered! Someone had entered through that and got the godown gate and locks all broken; as a result, not even a single cycle was left in it!

Immediately we filed a complaint with Thrikkodithanam Police station. Mr. Thomas George, the then Chief Manager guided us through all the proceedings. We marched in and out of the police station continuously for two weeks and the cycles started flow back again. Some of them were repainted so that they wouldn't get identified, some of them were kept underneath a pond to get a rusty old look and what not! The parents of the "thieves" - majority of whom were minors – were crying in the station pleading ignorance. The scene of surrendering their beloved cycles at the police station was so painful to the kids and most of them looked at us with the question - "Why did these bank officials give the complaint to snatch away our priced possession from us, we could have enjoyed this otherwise."

The main culprit, a youth of hardly 19 years, who stole all the cycles and sold these to his acquaintances (definitely for peanuts), was sitting behind the bars in the lockup.

He bore an expression that he was not bothered at all about the consequences of his action, his eyes said - "After all what I did was right, I gave the cycles to those kids who needed it."

He had a strong lineage in crime. His entire family, including his parents and brother were sentenced to imprisonment under various sections! We felt very sorry for the boy who was brought up in such a family. He looked very fragile.

We got back all our sixty-five cycles. For stocking them back, we had to hire a new warehouse near our Changanassery Branch. Before selling them, we had to seek the court order which again took another three months. And finally we were able to sell them on 3rd September 2020. It became possible only because of the support of our HO Credit Recovery Dept. and especially, the Head, Mr. Reddy Sir and RO staff. This incident shook me professionally and personally.

The cumbersome process through which the entire SARFAESI proceedings went through was indeed tiresome. Apart from that, witnessing a young generation being pushed to criminal activities was soul-wrenching. All those kids were born into less-privileged families. Getting a bicycle of their own was a luxury they could only dream of. Hence they could not resist the temptation the circumstances presented them with. They were all criminals by chance. I felt sorry for them and wished there was some system that could mend their way of life and bring them all back to the mainstream of life, which I know, will remain only a dream at least in the present times. 🌸



*FORT Cluster, Mumbai Gold Rush Launch Celebration*





Vishnu Salimkumar  
Manager, HR Initiatives

A truck driver was trying to pass under a low bridge. However, he failed and the truck got stuck under the bridge. It could neither move ahead nor go reverse. This created big traffic congestion and all the emergency stakeholders were called in – The police, firefighters, engineers and even some experienced drivers. What followed was a huge debate on whether the truck needed to be dismantled or should a part of the bridge be chipped away. Everyone gave suggestions that fitted to their expertise. As the debate seemed to continue, a small boy passing by casually commented “how about puncturing the tyres and pushing the truck out?” Eventually, the idea worked and the truck was moved out.

So, why were all the expert stakeholders not able to think about this idea? We as humans find it difficult to challenge our assumptions and everyday knowledge. Our brain is wired in such a way that we rely on building patterns from our experiences so as not to learn everything from scratch again. On the other side, the boy’s ability to solve the problem may be seen as sheer common sense, or even the ability to thinking outside the box. He saw the problem without any assumptions or prejudice. In an academic or business context, this approach to problem solving is called – ‘Design Thinking’. It can be defined as an iterative process where one seeks to understand the problem of a user, challenging the existing assumptions, and then redefine the problem so as to find alternative solutions that may initially be apparent.

The Design Thinking approach to problem solving involves five steps:

- **Empathize** – Observe, engage and immerse oneself in the problem to get a deeper

understanding and collect as much information about it as possible.


- **Define** - From the all information gathered in the previous phase, define the core issues and then create a problem statement out of it.
- **Ideate** – A brainstorming phase where various alternative solutions to the problem are discussed.
- **Prototype** – Create inexpensive samples of the best solution.
- **Test** – Test the sample and see if it solves the problem

The peculiarity of this approach is that it is non-linear i.e. One may go back and forth at various points. For instance, if a prototype succeeds, but does not satisfy the end user, then one may go back and start working from empathize phase.

Normally, while trying to solve problems we tend to jump directly to the solution, only to realize later that we did not contemplate the underlying issues.

Whereas, in the case of design thinking approach to problem solving, such a scenario is rare to occur. It may be noted that this calls for great level of patience from the designer or the problem solver.

In companies like Google, Amazon, GE, Deloitte etc. the philosophy of design thinking is widely used in areas such as project management, Service Design, User Experience (UX) and product development. It is also taught as a full coursework to graduates across disciplines in Ivy schools like Stanford, MIT and Harvard.

We are moving to an era of AI, Machine learning, Metaverse etc. which demands great human centric designs and experiences in the digital world. Design thinking will be the heart of such innovative programs. However, the good thing about design thinking is that it is interdisciplinary and can be used anywhere by anyone. 



# How to INVEST in Life



**Jinu Johny**  
RSM TPP, RO Irinjalakuda

When you start your career as a banker, the first question you face would be from an LIC agent who asks “How do you like to plan your future??? I would suggest Jeevan Shanti as the best option”. A couple of years later, you realize that investing in real estate or providing rental services would be the best investment option which can also serve as another source of income for life. Today in this post-Covid era the mostly marketed form of investment is Mutual Fund. . Be it a movie or a vlog on YouTube, you see the tagline of different ads that say “**Mutual Fund Sahi Hai!!!**” So here comes the critical question- *'Where to Invest???*

Let's find the answer...

The answer lies in the Middle letters of the word 'INVEST' - “**VE**” which can be pronounced as “WE”.

Investing in ourselves is the best investment option you have, which can give a better return than any other option put forth by Warren Buffet or Rakesh Jhunjhunwala.

Let's dig deeper into the first letter – “V”  
V signifies **VISION** which means “**V**iewing **I**nterested **S**tuff **I**nside **O**ne **N**otion”

**"The life vision is to realise your true worth, a final destination to keep in mind, the sum of all different experiences in life."** Your vision should be your biggest inspiration that helps you to prepare for new adventures every morning.

In this VUCA world, it is important for everyone to plan for your future by visualizing where you want to see yourself in the next 5 years down the line.

To achieve the Vision, let's be like Arjuna, who taught us the power of determination and persistence without procrastination, by focusing on the eye of the bird.

Last but not the least, let me emphasize the bottom line of the movie 'Soorarai Potru' where Suriya beautifully portrayed the real life character of Captain Gopinath. His vision was to make the common man fly at affordable rates and he made it happen through his consistent hard work and perseverance during hardest of hard times, which resulted in the birth of Air Deccan.

To recapitulate, “It takes vision and courage to prove”. So go beyond limits to plan your future. Mind you, vision should be an inevitable part of this plan.

**Be a visionary!**

Now let's see what the second letter “E” shows us E signifies “Energy”. Google describes energy as the “Capacity to do work”. It is as simple as that. A work done without the required energy not only wastes your valuable time but also of the other fellow beings involved. It becomes important today to utilize your energy for smart work.

While working hard puts essential emphasis on putting in hours, smart work aims to find better and efficient ways to tackle different tasks. Most of the people spend their day at home relaxing on entertainment platforms. This clearly reduces your output making the day unproductive but giving pleasure through instant gratification.

Today's competitive landscape demand for talented people with the right drive, lining up a talent pipeline in all industries. Therefore, boost

yourself with enlightened energy. People tell motivation talks can be the driving force to move forward. But it's actually the driving force within you that inspires. You are the one who has the capacity to build the urge in you to complete the race of life. It is critical to understand the brutal truth that there can be saturation points in life

where you find only your shoulders being the right consoling pillar for the life cycle. Again to recapitulate, building your energy for good can be the fuel for all the enlightenments. Energize yourself to be your POWERBANK.

So Let me Remind you once again, "IN VE ST".



*Credit Outreach by MSME team Thiruvanthapuram conducted at Kollam*



*Mr. Ageesh A received the Top Performer Award for Bajaj H1- 2021*

# Best regards... yours truly...



**Shalini Nair**

*Manager HO Credit Recovery MSME Corporate*

Letter-writing is an integral part of formal communication all over the world. Nowadays when the system of writing letters with a pen and paper is almost extinct, email communication has become the formal letter. However, it is essential that the email, which was erstwhile considered as an informal means of communication and now a formal means, should be proper. As the English language is a wide ocean of many words and grammar connotations, a modest effort is made in throwing light on some of the most common usages in email communication.

## 1. Salutations

A salutation is an email greeting and mostly depends on the writer's relationship with the recipient. An office mail must have a professional greeting to start with.

So, how do you address a person in an email? Some of the common usages are 'Respected Sir/madam', 'Dear respected Sir/madam', 'Dear Sir/Madam', 'Sir/Madam' etc. Though 'Respected Sir/Madam', 'Dear respected Sir/madam' is widely used, it is a rather old-fashioned way of addressing the recipient of your communication and native speakers of the language do not use it. It has become a norm to place high respect to the recipient of the email, but it is best to avoid 'respected' in salutations unless the recipient is a high-profile dignitary.

So, then, how do you open a letter?

**a.** The correct and formal form of addressing a person, if you specifically know whom you are writing the letter/email is to address as Dear Mr./Ms.< Second name>. for example: if you are writing to a person named Sriram Patel, the correct

form of addressing him is Dear Mr. Patel. If the person is a qualified professional like a doctor, the right form would be Dear Dr. <second name> or Dear Professor (second name).

**b.** When addressing dignitaries, for example a governor of the state, the district judge etc; the use of the word 'Honorable' is most appropriate. For example, 'Honorable Governor of State'. While addressing a religious dignitary, the word 'Excellency' is used. For example, 'His Excellency, the Bishop of \_\_\_\_\_'.

**c.** Don't use the word 'Sir' or 'Madam' after the name. for example, 'Dear Shekar Sir'. In such situations, if you are reluctant to use the name or title of the person to whom you are writing to, just plain Dear Sir or Dear Madam maybe used.

**d.** Do not use the designation of the recipient in the salutation. Example 'Dear Assistant General Manager'.

**e.** The usage of 'Dear Sir/Madam' should be done only if you are absolutely in the dark about the recipient's gender and name.

**f.** In many countries, addressing the recipient as Hi <first name> or Hello <first name> is also considered formal.

However, it must be ensured that no informal greetings like 'Hey', 'Hi' etc. are done in a professional email.

## 2. Signing off a letter

It is equally important to sign off an email professionally. Various forms of signing off are used. For example, yours faithfully, yours truly, yours sincerely etc. So then what are the salutations and signing off that go hand in hand?



a. If you know the recipient person very well and if they can relate to the contents of the mail, then the letter/email can be ended with the words ‘Best regards’, ‘Warm regards’, ‘Kind regards’ etc.

b. If you don’t know the person, and the salutation is Dear Sir or Dear Madam; it is most appropriate to end the letter with “Yours faithfully”, or “Yours truly”.

c. If you know the person and addressing the recipient with Dear Mr./Ms. (name), then signing off the letter/email with a “yours sincerely” or “sincerely yours” is appropriate.

Always remember to add a comma after the sign off.

Example:

Dear Mr. Nair,  XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX  Yours sincerely, Shalini Nair	Dear Sir,  XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX  Yours faithfully, Shalini Nair	Hi Vineeth  XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX  Best regards Shalini Nair
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you are mailing about a vast topic, bullet points are better.

b. Don’t use all capitals in an email. It is equal to shouting. Avoid unnecessary exclamation marks in sentences which is considered as excitement. Too many exclamation marks in the email convey that you are over-excited about the subject matter.

c. If using acronyms, it would be better if they are in common usage. Some common acronyms used in email are

1. ASAP- As soon as possible.
2. NRN- no reply necessary.
3. IMO- In my opinion
4. FYI- For your information
5. PFA- Please find attached.
6. EOD- End of Day
7. CC- Carbon copy
8. BCC-Blind carbon copy
9. P.S- Postscript.
10. MTD- Month to date
11. YTD- Year to date

However, avoid using acronyms when communicating with your superiors as the essence of formal communication gets lost in over usage of acronyms.

As far as possible, reply to the emails received within 24 hours of receipt. The reply to an email is very important to maintain a smooth relationship either with your colleagues or superiors.

Always sign off your emails in the following format

Full name  
Designation  
Contact number  
Address of the office

Happy emailing! 🌸



### 3. Other email etiquettes

a. An email must be as concise as possible. It should not have more than three paragraphs. If

# Analysis of judgments ongoing against personal guarantors under IBC



**Asoontha Francis**  
*Legal officer, Legal Department*

## 1. Introduction

The Insolvency and Bankruptcy Code, 2016 ("Code") is a prolific legislation in the last few years, stimulating numerous litigations, multiple legal interpretations and regular amendments. India has a large number of companies that are owner-run ("Promoters"). Historically banks insisted for personal guarantees from Promoters for extending loan. The lack of an effective forum to enforce the personal guarantees that go hand-in-hand with the insolvency of the company for which the guarantee has been given, has paved the way for enactment of provisions relating to personal guarantees.

Ministry of Corporate Affairs ("MCA") issued a notification dated November 15, 2019 ("Notification") that renders insolvency and bankruptcy proceedings against personal guarantors to be governed by the Insolvency and Bankruptcy Code, 2016 ("Code").

## 2. Initiation of insolvency proceedings against personal guarantors under the code

As per Indian Contract Act, 1872 a Contract of Guarantee is a contract to perform the promise, or discharge the liability, of a third person in case of his default. The guarantor's liability to make good the payments on behalf of the principal debtor arises as soon as the principal debtor fails to fulfil its obligations under the contract. Based on the aforementioned principles of the ICA, a personal guarantor under the Code is defined under Section 5(22) as an individual who is the surety in a contract of guarantee to the corporate debtor. Prior to Notification with respect to Section 60 of the Code,

jurisdiction for insolvency and bankruptcy proceedings against personal guarantors vested with the Debt Recovery Tribunal ("DRT"). More often than not, proceedings against corporate debtors for the same default were either pending or eventually came to be pending before an NCLT, even prior to the proceeding against a personal guarantor could be concluded. This had a counterproductive effect and resulted in delayed proceedings and inconsistencies in determining the amount to be recovered from the guarantors. To overcome this shortcoming, Section 60(2) and 60(3) were introduced in the Code, which provide for insolvency proceedings against the personal guarantors and corporate debtors to be handled by the same forum.

In *State Bank of India v. V. Ramakrishnan & Anr.* 2 Supreme Court observed that as per the scheme of Sections 60(2) and (3), the moment there is a proceeding against the corporate debtor pending under the 2016 Code, any bankruptcy proceeding against the individual personal guarantor will, if already initiated before the proceeding against the corporate debtor, be transferred to the National Company Law Tribunal or, if initiated after such proceedings had been commenced against the corporate debtor, be filed only in the National Company Law Tribunal.

Therefore, in the present scenario, National Company Law Tribunals ("NCLT") remains the forum having competent jurisdiction over proceedings against personal guarantors falling within the ambit of Section 60(2) and 60(3) of the Code, which includes cases in which proceedings against a corporate debtor are either already pending or have come to be filed during pending pendency of proceeding against personal guarantor.

In all other cases of individuals and firms including personal guarantors, the forum having jurisdiction shall be the DRT. In other words, both NCLT and DRT have jurisdiction over proceedings against personal guarantors but in different scenarios under the Code.

Prior to initiating proceedings against a personal guarantor, the creditor is required to issue a demand notice in accordance with Section 95(4) (b) of the Code calling upon the guarantor to pay up the defaulted unpaid debt within a period of 14 (fourteen) days. Needless to say, if the debt is not paid during the said time, or is not disputed, an IRP can be triggered by the creditor on the basis of such demand notice. An application for initiation of IRP against a personal guarantor has to be preferred under Section 95 of the Code in Form C of the Rules. Since proceedings against the personal guarantor and corporate debtor are related to each other (the debt pursuant to the guarantee being common for both of them), the Rules also provide for service of the application to the personal guarantor as well as the corporate debtor.

### 3. Glimpse of various judgments

A Division bench of the Hon'ble Supreme Court in the case of *Lalit Kumar Jain v. Union Of India* held that, insolvency proceedings under IBC can be initiated by lenders against promoters who have given a personal guarantee and thus upheld Ministry of Corporate Affairs Notification dated 15th November, 2019. Court opined that the relationship between the Promoter is 'intimate' and 'intrinsic' with that of the Company and thus, same adjudicatory process that is applicable on the Corporate Debtor should also be made applicable upon the Promoter. Supreme Court of India in the matter of *Bank of Bihar Limited v. Damodar Prasad & Anr* observed that the very object of the guarantee is defeated if the creditor is asked to postpone his

remedies against the surety. Pursuant to the recommendation of Insolvency Law Committee, Ministry of Corporate Affairs, clause (b) was inserted to sub-section (3) of Section 14 of the Code, 2016 which read as "provisions of sub-section (1) shall not apply to –(b) a surety in a contract of guarantee to a corporate debtor."

In *Dr. Vishnu Kumar Agarwal Vs. M/s. Piramal Enterprises Ltd.* It was held that it is not necessary for the Financial Creditor to first approach the Principal Borrower before approaching the guarantors for recovery of the debt amount. Joint application of CIRP can be filed against two or more companies only if the companies are in joint venture. In the present case, the guarantors are separate entities and hence simultaneous proceeding of the same claim arising out of the same default was not allowed.

*NCLAT in State Bank of India Vs. Athena Energy Ventures Private Limited (2020)*, held that in the matter of guarantee, CIRP can proceed against Principal Borrower as well as Guarantor and hence appointed the same Resolution Professional who was appointed for the Principal Borrower. In this case NCLAT, emphasized the need for group insolvency. In *Essar Steel India Limited v. Satish Kumar Gupta & Ors.* Supreme Court held that the guarantor's liability remains intact even after the approval of the resolution plan. Further, the Court approved the resolution plan that rest the guarantors devoid of their right of subrogation and did not hold anything substantial, backed by reasoning in this regard.

In the matter of *Axis Bank Limited v Edu Smart Services Private Limited*, NCLAT concluded that maturity of a claim or default in pursuance of a claim or invocation of guarantee for claiming the guaranteed amount has no nexus with filing of a claim pursuant to a public announcement by the



RP. The only consideration would be to ascertain quantum of claim as on the insolvency commencement date.

## 5. Conclusion and analysis

These rulings have a very profound impact on the entire business community. Based on the principle of co-extensive liability of borrower and guarantor, creditors can initiate simultaneous insolvency proceedings against both before NCLT. However Piramal case has been appealed before the Supreme Court and awaits its decision. It would be interesting to see if the apex court devises an equitable rule in consonance with principles of guarantee and objectives of IBC. 🌿

Prepared by – CORPORATE TEAM (HO LEGAL)

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3. Rule 7(2) and (3), *Insolvency and Bankruptcy (Application to Adjudicating Authority for Insolvency Resolution Process for Personal Guarantors to Corporate Debtors) Rules, 2019*
4. <https://taxguru.in/corporate-law/provisions-ibc-2016-relating-personal-guarantors-corporate-debtors-notified.html>
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8. *Company Appeal (AT) (Insolvency) No. 466 of 2019*.

# SMILE

South Indian Bank MSME Integrated Lending Engine. Target Customer segment is from Rs.25 lakhs to Rs.200 lakhs. The focus areas under SMILE are Enhanced Credit underwriting, Streamlined Credit process and Improved technology and More effective sales Engine. The key benefits are Improved credit decisioning, Predictable TAT and Higher risk-calibrated growth. Tools like Bank Statement Analyser too will be implemented. Dashboards and processes are designed for ongoing monitoring of performance of the underwriting model. Going live on pilot basis in 3 regions (Ernakulam, Coimbatore & Mumbai) in the month of January-2022. A capability building program for the field teams is done across 3 pilot locations- Ernakulam, Mumbai, Coimbatore.



Coimbatore

Ernakulam



# "FINANCIAL PLANNING" - Overcoming a Financial Pandemic



**Kripesh C K**  
RSM GBD TASC, RO Irinjalakuda

**Financial planning is the process of setting, planning, achieving and reviewing your life goals through the proper management of your finances.**

A holistic financial plan not only involves investing money and building your wealth; but also your credit and tax obligations, everyday spending, planning for a family, setting up your home, saving for your children's education fund, and saving for retirement – as well as protecting yourself and your family with suitable insurance policies etc. All these facets of your financial plan are interconnected.

Financial planning is an important life skill to help you plan for your future and take better control of your financial goals by helping you to set realistic plans, evaluate alternatives and take effective measures.

**Common misconceptions about financial planning**  
*One only needs to start financial planning when approaching retirement.*

Financial planning is a lifelong process. The earlier you start, the sooner you can enjoy the benefits – and the more time you have to grow your savings.

**Financial planning is investing.**

It is more than just investment. Rather, it is about the big picture: bringing together all aspects of personal finance to achieve your financial goals.

**Once you finish your financial plan, you do not have to think about it again.**

Financial planning is no one-time deal! You should revisit and review your financial plan regularly to make sure you are on the right track towards achieving your goals.

**You need a lot of money to do financial planning**  
Everyone can benefit from financial planning, not just multi-millionaires!

No matter how much income or savings you have, you can always benefit from having a clear plan for your finances.

## **Why do you need a financial plan?**

Financial planning is important because it gives you a plan to achieve your financial goals in different life stages. A prudent plan can help you:

- Satisfy today's financial needs by monitoring your savings and expenses.
- Save for emergencies by providing a financial cushion to deal with unexpected crises.
- Plan for your retirement .
- Meet future financial goals such as buying a house and getting married.
- Provide protection for you & family
- Save wealth to meet your future expenses
- Have insurance if something goes wrong.

## **The Financial Planning Process**

### **1. Assess your financial situation**

A good first step when developing your financial plan is to assess your financial situation. With a clear understanding of your current financial situation, you can decide where you should start from, and what you need to achieve your financial goals. Knowing your net worth is important to assessing your financial situation. Start by making a list of all your assets as well as your liabilities.

### **2. Create a budget**

Track your money to understand your money habits and take control of your spending and savings. Prioritise your needs and wants and look for any unnecessary expenses you can cut to save money. Also refrain from overspending especially impulse buying by credit card. Before you decide to borrow money, make sure you can afford new debt repayments on top of your current expenses or commitments.

*Starting work* - Starting your first job can be one of life's most exciting times. While you are enjoying the freedom of financial independence, it is crucial to develop good money management skills to keep you on solid financial footing.

*Financial priorities* - If you have unpaid student loans or other debts, make it a first priority to clear the debts the soonest possible. Next on the list should be building up your savings into an emergency fund which serves as a safety net against life's many uncertainties. Watch your spending and use your income to start building your savings. Be sure to maintain a good credit rating, review your insurance needs and get started with long-term financial planning.

#### Keys to managing personal finances

- Create a budget to track your finances.
- Make it a habit to save part of your income every month. The earlier you start saving, the better chance you have to realize your financial goals.
- Set aside money for paying tax.
- Maintain a good credit rating by making your loan and debt payments on time.
- Review insurance coverage to ensure it meets your needs – medical and life insurance are good choices to start with.
- Set some long-term goals for different stages in life. And it is never too early to start planning for your retirement!

### 3. Set your financial goals

Based on a sound understanding of your financial situation, you may be able to identify your short-, medium- and long-term financial goals. This will help you to review your budget, determine your investment time frame and work out a strategy for deciding on the appropriate investments. With measurable and clearly defined goals, it will be easier to monitor the progress.

*When setting your financial goals, you have to consider:*

It is important to know what you are planning for. Make a list of all your needs and goals. Remember, managing your day-to-day expenses should come first. The key thing is to set realistic goals and priorities. For example, if you have borrowed money at a high interest rate (eg credit card advances or other personal loans), make paying off that debt your first priority before taking on other goals. You also need to map out the cost of each goal and how much time you have to save or invest before you need to pay for it when setting your financial goals, it is important to be realistic. As you regularly review and refine your financial plan and assess your risk tolerance level, you may find it worthwhile to adjust your goals accordingly.

*What are your financial goals?*

*In the next few years, I want to...*

- Set aside emergency funds, Buy a car, My education, Buy a home, Get married

*In the long run, I want to...*

- Set up an education fund for my children, start my own business, pay off mortgage, build for retirement, provide enough funds for my family after my death
- Plan finances together with partner
- Talk about your experiences with money, savings and credit; and ask your partner about the expectations and financial planning.
- Draw up a budget jointly to understand money management habits and discuss how to improve your family finances.
- Review and update your financial documents including insurance coverage so that your loved ones will have better protection if something unexpected happens.



#### 4. Know your risk tolerance

Important part of your financial planning is to evaluate your tolerance for risks. Risk is the potential threat that may impact the expected outcome of your investments. Investments that deliver potentially higher returns are usually accompanied by higher risks. Are you willing to accept potential losses in exchange for greater potential gains?

*Risk tolerance can be classified into five categories. Which one best describes you?*

**Conservative** Unwilling to take up risk and see loss in investment and may rather forgo potential gains.

**Moderately cautious** Willing to accept limited amount of risks to improve their long-term investment returns, but still try to avoid large short-term fluctuations.

**Balanced** Weighting the risks and returns, balanced investors recognise that taking on a measured amount of risks will improve the probability of achieving their long term financial goals.

**Moderately aggressive** by taking on greater investment risks, moderately aggressive investors expect to see their investment portfolio outperform the market; and do not mind accepting a bit more risk or loss than the market bears.

**Aggressive** Ready to take on higher levels of risks in order to substantially outperform the markets.

#### *Understand investment risks*

**Market risk** usually refers to that type of risk associated to a specific market. It stems from the economic, geographical, political, social or other factors of that market.

**Interest rate risk** shifts in interest rates affect a wide range of investments – including bank deposits, stocks, bonds and property.

**Business risk** A company in which you invest may suffer a severe decline in profits or even go bankrupt.

**Inflation risk** Increases in the price level can eat away the value of your capital and reduce your purchasing power.

**Liquidity risk** Tying up investments in products which are hard to liquidate, or carry heavy costs for liquidation, can prove a burden.

**Policy risk** Changes in government policies and regulations could have profound impact on your investments.

**Scams risk** The best way to keep away from investment scams is by using common sense and taking precautions. Avoid get-rich-quick schemes.

#### **Managing risks**

You cannot totally avoid risks. But you can control your exposure to risks to an acceptable level. Make sure you understand exactly what you are investing in and recognise the potential risks. Take the trouble to learn about the products you wish to invest in. Read prospectuses, offer documents, annual reports and announcements carefully. Pay attention to the “risk factor” sections or “risk warning” messages. If in doubt, seek professional advice.

#### 5. Work out and implement a basic financial plan

##### *Future consumption*

Future consumption includes life events such as furthering education, getting married, purchasing property, having children, supporting parents, changing careers, starting business or retirement. These expenses may deplete your assets and can be long-term financial commitments.

##### *Insurance*

Unexpected incidents or emergencies in life such as accidents, illness and death can deplete your savings and erode your assets. Having adequate insurance coverage for these eventualities should be a key component of your financial planning. As a minimum, consider critical illness and accident/disability insurance. You should also consider setting up an emergency fund to cover about three to six months of living expenses.

##### *Responsible borrowing*

Responsible borrowing is an integral part of financial planning. Paying by credit card is convenient. Personal loans and mortgage for example, can help you achieve your financial goals; but over-indebtedness can jeopardise your life plan.

The key thing is to make sure you are in control of credit, not the other way around. Your past credit record may also affect your cost of borrowing in the future.

### Retirement planning

Retirement planning is the process of determining how you will set aside enough money so you can enjoy life after you stop working. Creating a retirement plan will help you determine how much money you will need after you retire, and help manage your finances to cover expenses in later years.

### Estate planning

Preparing for the worst may be unpleasant, but it is an essential part of your long-term financial planning. In the event of serious illness, disability or death, it is important that your finances are in order so your family can be better prepared to meet life's challenges and emergencies.

#### Keys to planning finances for the family

- Create a budget to calculate your new expenses and allocate your income to handle them.
- Develop a financial plan to ensure your family's long-term financial well-being. If you already have a financial plan, review it carefully to see if you need to make changes. Make sure to consider the following items:
- Do you need a bigger home? If you rent, are you financially prepared to make the move into home ownership?
- Do you have enough insurance coverage to protect your family against the uncertainties?
- Do you need to hire a domestic helper?
- Are you or your spouse thinking about leaving the workforce to take care of the children?
- Do you have enough fund to support your children's education needs? Education costs can be expensive, and it is common to have a savings and investment plan in place that will help lighten the financial load when the bills start to come in.

### Build and manage your investment portfolio

Investing plays an important role in financial planning as it may help you achieve your financial goals. You can allocate the remaining amount for investing after you deduct necessary spending and savings from your income. A well-planned portfolio can help you ride out the ups and downs of the investment market and adjust your risk exposure. Investing is a process to hold a portfolio that suits your risk appetite with a mix of investment products to keep your portfolio afloat in any economic climate.

A. Know your investments- When it comes to making financial decisions, it is important to adopt and apply responsible attitudes towards investing and money management. Each type of investment has its own features and downside risks. You should understand the nature and risk of any investment offered to you, and read the offering documents for details related to the investment products.

B. Get the facts before you invest- Find out whether fees and charges are payable by you directly, or are set against the investments. Costs are important because they lower your returns. Also, remember that past performance provides no guarantee of future price. Check whether an investment vehicle is traded on an exchange or in the over-the-counter market. Liquidity varies between these markets, and this determines how easily you can sell your investment.

Think before you invest -Consider both risk and return- As a general rule, the higher the return, the higher the risk. "Maximising returns by minimising risk" is an unrealistic objective. And "get-rich quick" targets can expose you to inappropriate risks. Understand your risk tolerance Your risk tolerance is your ability and willingness to tolerate a decline in your ability and willingness to tolerate a decline in your investment values. Young people can usually afford to take higher risks, while older people tend to be more conservative.

**Keep an eye on your liquidity** - The higher your needs for ready cash, the more you should keep as liquid assets. You should also think about setting aside cash of at least three to six months of your regular expenses to meet any contingencies.

#### **How strong are your financial resources?**

If you only have a small amount to invest, then you might not be able to take too much risk. Avoid investing beyond your financial means.

#### **Diversify portfolio risk**

The easiest way for you to manage risks is to diversify your investments. Not all markets or asset classes move in tandem, and at times individual financial products within the same asset class will also perform differently. Diversification means investing in different asset classes, industries, regions and markets etc. A balanced portfolio tends to be less volatile than a single type of investment and therefore helps you reduce the risk.

To diversify your portfolio risk, first set the weight of each asset class in your portfolio, such as stocks, funds, bonds and etc. Then decide what investments to make within that asset class. Risk levels can vary within a single type of investment product – When investing, you have to limit your risks to a level acceptable to you. There is no such thing as a risk-free investment. Make sure you understand the possible downsides before committing to any investment.

#### **6. Regularly review and adjust your financial plan**

After formulating a financial plan, you should exercise strict discipline to follow the plan. Review your existing budget and investment portfolio from time to time to make sure they still fit your needs. In meeting your financial goals, it is considered best practice to review the performance of your portfolio regularly and rebalance your investments when necessary. This can help you avoid keeping a portfolio that may over-concentrate on certain asset classes.

Financial planning is a dynamic and continuous process. You should adjust your plan when there are significant changes in market conditions or when you enter a different life stage. You should make adjustments based on your resources, needs and situations to make sure your plan is in line with your financial goals. Maintain a financial health is also very important to avoid financial pandemic in future. 🌿



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# God's Own Country



**Sawan Kishore**

*RSM- CASA, Sr. Manager, Ernakulam*

Every human being should be concerned about the environment of which he or she is a part of. When we consume the fruits of nature, we definitely owe a responsibility to nurture it and make it sustainable not only for ourselves but also for all the beings that live on it.

Our own state, Kerala, known as the God's Own Country is home to a rich and wide natural heritage, a treasure that many places in India and the rest of the World may only be able to dream about. Let me take you through one of my own experiences of how we treat this natural bounty of ours. These incidents occurred in my native town Kollam while visiting the Kollam Beach during a peaceful morning.

Kollam Beach, one of the beautiful beach destinations in Kerala, is home to a long stretch of coastline guarded by the lighthouse and a natural breakwater. It was one of the favorite trading places right from the pre independence era, of the Portuguese, the Dutch and the British and thereafter known as the Cashew hub of Kerala, with the trade occurring on the Kollam Port. Being a major attraction for the people of Kollam and for those visiting Kollam, it is a crowd thronged area in the evenings. But alas, the brunt of the huge crowd falls on the poor Mother Nature, which here is the ocean and its inhabitant organisms.

I may not be a great thalassophile, but I am definitely a beachcomber, always looking for seashells and other curious things that the sea brings us. Something that pained me as a nature lover, during these visits was the callous nature of residents of the area, the visitors, the food

vendors, the way in which they treat their mother, the ocean. It was a devastating scene to see the beach fully littered with foam food plates, plastic spoons, ice-cream covers- the street vendors selling the food, package the food materials in plastic containers and wrappers and the visitors after consuming the food, litter the beach with the least care. The civic body in the place ends up using up their exchequer to clean up whatever possible of the litter that remains. The complaints raised in these matters and the efforts to bring down the litter remain fruitless, still.



The nearby community to the beach lives in small settlements and do not have the luxury of proper waste disposal methods. I had a shell shocking visual of a person dumping one sack full of garbage from his household, and that too as if it was one of his daily routines, in the sea. Even after considering ourselves as one of the cleanest states and after various government initiatives like Swacch Bharath, open-defecation continues to affect our beaches, with many people of varied demography brazenly taking to the beachfront to relieve their nature's call. One moment of admiration of the beautiful sea while walking on the beach and you may end up

with your feet in human waste, ending your lovely nature trip on a depressing note.

The above quoted incident is one among the many scenarios that we come across in our daily lives, and we mostly ignore them as we go by. A responsible citizen and a responsible civic body have to work in tandem to ensure that our nature and environment are conserved and continues to thrive all the species that it holds; its stake holders. Hence the importance of 3 R's of Waste Management, Reduce/ Reuse/ Recycle Waste.



The Reduce and recycle concepts have a huge role to play here. When we decide not to serve food in plastic, not to litter waste materials around us by using the waste bins, we take the right step towards saving our nature. When the civic body cleans out the garbage cans in time and educate/ penalize the street vendors and consumers for causing the environment damage through their wrong methods of serving food and discarding the waste, provides avenues for waste collection and disposal through recycling, reuse and establishment of world class waste treatment plants, we provide sustainable actions for keeping our environment stable.

### Role of Banks in Conserving Environment

The Environment, Social and Governance, acronym ESG has been gaining momentum as India takes its place as a Business Giant in the world. The concept of ESG helps to judge a body corporate's social character and its moral

responsibility towards Environment, Social and Governance matters. Though these may be relatively new concepts, which are now used mostly in the context of Companies, Banks can definitely use these to assess a Credit prospect coming to their end. An instance may be that of assessing the proposal of a Builder based on whether he uses environment friendly building materials. Another example may be a decision not to fund a factory that produces environmentally hazardous materials like low grade plastics and even a decision to encourage a manufacturer of Electric Bicycles with a rate cut on the Finance provided. Definitely, all these become feasible only when Banks together decide to implement a common code of rating for ESG in their Credit appraisals, creating a gate criterion for acceptance of credit applications and for rating of Borrowers.

At the micro level, as part of the society in which we function, we bankers can even make small groups to clean up our natural heritage, which will uphold our social responsibility and make us more visible in our direct efforts. To illustrate, one scenario may be to have an activity at a local school near our branch, rewarding the class/division which collects the maximum plastic waste from an area/ rewarding the best creative on reuse of waste materials, thus creating further awareness to these matters among the next generation too. We have definitely exhibited our commitment in the past through initiatives like Plastic bottle crushers at various places, cleaning up of local water bodies and many other such environment friendly activities.

Going forward, we as bankers originating from Kerala can definitely play our part in keeping our nature safe and can support to keep our motherland as the "GOD's OWN COUNTRY".

JAI HIND! 🌿

# The day I became another person



**Jeethu M.G**  
*Manager, Legal Dept. Thrissur*

“Pastry getting cold”, texted my mother, my dearest mother.

She was just being worried, perturbed by the thought that her daughter wouldn’t be happy with her typical banana chips and pastry if there wasn’t cream over it.

I was travelling alone for the second time and the ‘alone’ word never quite pleased my mother who constantly sent elaborate texts on the tasty food awaiting me back home. I wouldn’t deny that either – it is the food that gives everyone a feeling of warm welcome. This has another side too.

Since I relentlessly nodded at home on her fears of the dangers of travelling alone, she consorted to the food theory to ensure my safety.

It was 5.30 p.m... Sun’s rays gleamed through the window but sweat beads still glimmered on my forearm. The visual extravaganza offered by the window seat was dramatic – paddy stretches, island-like swamps, merry toddlers from the tile-roofed houses waving to every stranger – Great entertainments at a cost of just Rs.40! It was past 6 when the train moved over a bridge. I could hear the gushing cool water beneath and feel the swish of wind through my hair, which was another charm of the window seat. Otherwise, the toiling toilets with the stench of urine and vulgar graffiti made me think twice before calling it a “Shubh-Yatra”

There was nothing new at office that day except for the extra hour I sat. The same bank but new customers who first produced all the certificates for a loan and when due, risked it. There was a baby visitor too today, a naughty boy with musical

shoes! He was sprinting as if participating in a race till a vase fell, and he was pinched by his mother. Just like him there was another companion in my compartment, he kept kicking his mother who raved about a serial story-plot to her blue-eyed friend.

Time was 6.25 pm and I would reach my station in another 20 minutes. My father would have now hired an auto rickshaw from our neighbourhood; it would be either Salim bhai or Ajmal bhai. With Salim bhai things are much easier for my father. It was peculiar breed of communication between them, first my father would smile and Salim bhai would ask – “is the train on time?” They communicate without many words. I giggled at the thought and found 2 messages on my phone- my mother had learnt that ‘range’ was a problem with mobile phones in moving trains and it was better to send message than to call! A lesson she perceived on her own a couple of months ago. I replied that I would be reaching soon and that I preferred cold banana pastries!

With just 5 more minutes to see my father and another 20 to see the pastry-maker, my phone was vibrating again – it was Salim bhai’s number and the caller was my father. He was panting when he told me that he would be by the stairs on platform number 2 and as usual ended the call with “mole” (dear child), a loving father who ends each of his sentence with “mole”. He sounded tired and I was sure that he was coming straight from our farm and it would be my mother’s turn to tie and feed the cows today, which she found awfully annoying, especially when the animals veered and lost the tether.

With a titter in my mind, I got up to take my baggage off the rack. The train was packed as usual



and the big mob of standing passengers were battling as if a war for an inch of space. Being callow in such battles, I got defeated and was pushed towards a smirky man in his mid-thirties. Though dressed crisply like a gentleman, I could read an obnoxious expression on his face; he seemed caddish to me. First he smiled and then began to look at me harder with a snappy expression in his reddish eyes, which I ignored. But soon I realized that he was hitting me with his briefcase and trying to station his hands on me. I was caught in a grip of fear and hatred. I panicked, my eyes started welling in and I started praying to all the Gods I knew.

But the fact that the station was many seconds away haunted me. I tried changing my position but the man too kept changing with me. None of the co-passengers were aware of the situation, for they all hurrying to get off the train as soon as it halted. As soon as I heard the wheel's screech, out of bafflement, I pushed everyone out of my way, not bothering whom I hit in the process. Before the train actually halted I jumped out and almost fell on the platform but my inertia kept me running. The moment I located my father standing amidst the crowd was a moment of serenity. My sigh of relief was so loud that my father seemed startled. I smiled and leaned over his chest – the safest place for me on this earth. He smiled back, held my luggage and said "you look paler than last time, dear"

It was almost dark when we got home. My mother was standing at our door with arms akimbo, expressing her impatience and eagerness, just another way of being my father's wife! While I ate her luscious chunks of pastry, she couldn't wait to comment on my pale and vapid looks. Occasionally she caressed my hair and her trichologist mind fretted with each knot...

We spent most of the evening talking and eating. Except for a devotional serial, my mother is not a TV lover, but my father religiously watches all the

news channels. While the headlines were detailed, he would unfold the day's newspaper and start to connect like an appointed panel member! My chitchat with my mother was interrupted suddenly as I listened to a breaking news – a girl on a train was allegedly raped and brutally murdered on her way back from work! A streak of terror flashed my mind – Red eyes, caddish smiles and snappy faces filled the voids in my head. My garrulous mom suddenly turned silent and with a cry to God she held me closer to her. She whispered – "Always take care, dear". My father raucously blamed the railways for not ensuring a safe journey for women.

I went to bed with my mother who is an instant sleeper and a rare dreamer, but I wasn't at ease at all, my dress was soaked in sweat and the images in my head were getting bigger, redder, snappier. I couldn't sleep at all and spent most of the night gazing at the dark roof.

It was Monday morning, time for me to leave for Ernakulam, my work place, though the train incident didn't get away fully, I felt a lot calmer. Father accompanied me to the station and the place seemed very quiet. Apart from a few labourers who collected garbage and some funkily-dressed college students, the station was empty. We decided to sit in the waiting room. My father kept my luggage carefully on a chair, so that not to damage any of his wife's special items – hair oil with a blend of herbs, the 'rasnanaadhi' powder to rub on the head after each bath, some jars of pickles were just a few among them.

In the room a man was sleeping on a bench just opposite to us. As soon as my father went out to check the train timings, the man got up, stretching his hands to give away his sleep and yawning to fill the room with a smell of paan. With reddish hair and muddy clothes, he looked like a lout. He asked me in some slang of Hindi if the train was late. I turned sideways to avoid his questions. But he wasn't giving up. When I nodded angrily he asked

me if I was going to Ernakulam. I couldn't sit there any more. So hurriedly got up and took my bag and just as I was about to leave the room, that man caught hold of my hands – same red eyes, caddish smile, snappy expression!!!

I quickly shuddered to make him leave his hold on my hand, then banged his head violently thrice on the nearby wall. I slapped him hard. When he finally fell down, I spit right on his face. The scene had gathered a small crowd in front of

the waiting room, the crowd then took hold and handed him to the railway authorities. My father was coming running, the noise had vexed him and he looked frightened. When he asked me about what had happened, I smiled calmly, held his hand and said reassuringly “Onnulla Acha” – Nothing happened father.

Though my father seemed extremely panicked, I made sure that my mother's goodies weren't damaged, I was still smiling. 🌸



*Triumph of Victory "Aasura" (team Sudhakar Plaza) receiving champions Trophy for SIBOA Sports meet*

*Facitation to Mr. TP Ouseph, Dronacharya Award Winner 2021 by Ms. Beena Davis (AGM and Regional Head Irinjalakuda) along with Mr. Jose CC (CM RO Irinjalakuda), Mr. Sajan George (Irinjalakuda Cluster Head), Mr. Philson Varghese, (BM, Br. Christ Nagar) and Mr. Kripesh CK (RM GDB and TASC) in the presence of Fr. Joly Andrews (Principal) and Fr. Joy Peenikaparambil of Christ College*



# Climate Change is Real



**Justin Thomas**  
Clerk, Br. Aloor

*"The most important thing is that the damage won't be affecting everyone equally. The impacts will be more heavy on those with less resources and those who have done less damage than those who are in developed nations that have done more damages to ecological balance."*

## **COP26Glasgow We have to Act....**

The speed of human innovation is high. It has a rapid impact on climate, nature and all living beings. The entire human race has never witnessed a decade like this as we face new consequences. The science is irrefutable.

According to Alok Sharma (president designate of Cop26) "something very powerful is happening across the world. The issue of Climate change has moved from margins to the mainstream. The entire human race is facing its worst effects". As World leaders and diplomats hold discussion in Glasgow, as how to keep rising temperatures in check, we need to be more informed, because the future is unsafe.

Even as climate breakdown looms around the corner, the pressure to return to the old carbon-based economy is real – and all the more dangerous, given the fundamental instability of an economy rooted in injustice. Sources of large-scale human suffering, such as crop failures, water shortages, rising tides, wildfires, severe weather, forced migration and pandemics, go hand-in-hand with a warming world.

For example, exposure to airborne pollution heightens the risk of complications from diseases like Covid-19, and deforestation and rising temperatures make the emergence of future infectious diseases.

When these consequences manifest, it is no accident that they are disproportionately felt by communities of marginalised, low-income communities in the most vulnerable nations group.

The recent heat wave in Canada has given a warning sign in Northern Hemisphere. According to Cherly Holder, climate change has more impact on health and wellbeing of people and Agriculture production than any other factor. The impact of global climate change is melting the once mighty Himalayas at a rate faster than ever recorded in human history, jeopardizing a vital source of freshwater for billions of people in Asia.

The consequences will be beyond our control.

## **Can we fix it? Yes we can.**



The human mind has an extraordinary capacity to set goals and a will to achieve them. As we turn the pages of life stories of inspirational minds this fact becomes clear. I was inspired by the "moon shot mission" of John F Kennedy, who dreamed of putting human foot on moon. Till that time no one dared to dream so.....To accomplish the mission he bagged the best and innovative minds across the world and made them united under one roof. In due process it leads to the invention of Surveillance camera, breathing equipment, solar panels etc.



Later that mission was a turning point in the history of mankind. Likewise, we now need a mission, an "earth shot" with the same spirit and vibe we have to connect the people across the globe, whether it be a Scholar from India, or a scientist in US, or an ecologist of Brazil, or even an athlete of China or a farmer from Oceania, to find a solution to the impact of climate change with a laser sharp focus.

We have seen the global response to the COVID-19 pandemic and funds flowing into the economies for the recovery and the unity witnessed in exchange of vaccines. It demonstrates how much can be achieved when the people in power get united. The young and innovative minds believe that the climate change is a threat to human race and it deserves our full attention.

According to Prince William, we must move from a fossil fueled economy to a less carbon emitting economy. Our policies should have a long term vision. To avoid the worst effects of climate change, we need to reduce global carbon emissions drastically. But we must also prepare for the significant and unavoidable consequences of carbon emissions such as increasing temperatures, shifting precipitation patterns, ocean acidification, sea level rise and the increasing intensity and frequency of extreme weather events. Some people are inspired by the impact of the crisis but for

many people they're an incentive to act. If the entire human race came forward and acted, the outcome will be simply wonderful.

We have many success stories where the local people played vital role in conservation of ecosystem when they changed the mindset, when they welcomed innovations that led to more output and less waste.

We must urge that decision-makers incorporate the most recent findings of the IPCC and take into account the natural and social impacts of fossil fuel exploitation in order to create public policies that promote the energy transition to clean and renewable energy sources and reduce energy consumption. We also call for more international cooperation to meet these objectives worldwide, especially calling for support from developed to developing countries. We have the power, energy and potential to ensure life on earth and provide good standard of living to all people across the world. We have no choices left, we have to be optimistic, we have to unleash our potential and accomplish the mission. 🌿

*Inspired from various discussions at Ted countdown conclave, Reports of IPCC, recent climate change crisis across the world, YOUNGO meetings, COP26 virtual meeting, LCoY, Pre-Cop meet and News reports by Reuters.*



*SIB Irinjalakuda Regional Head Ms. Beena Davis handing over a ventilator to MAGJ Hospital Director and Asst General Bro. Thomas Karondukadavil as part of the bank's CSR initiative. Hospital administrator Devassy P T, ICU in-charge Sr. Pauly, SIB Angamaly Cluster Head Mr. Arun George and SIB Mookkannoor Branch Head Ms. Anju Ashok are also seen*



# Pollution of Water

**Adityasree Anoop Sankar**

*D/o Ms. Priya A, Cluster Head, Kollam*

Water contains dissolved air and a few minerals salts which are useful. However, sometimes substances harmful to living beings are present in water, that is when the water is said to be polluted.

## What is water Pollution?

It is the release of substances into water that makes water unsafe for human use and disrupts aquatic eco system. Water pollution can be caused by a plethora of different contaminations including toxic wastes, petroleum and disease causing micro organisms.

## What indicates water Pollution?

A given sample of water is polluted if:

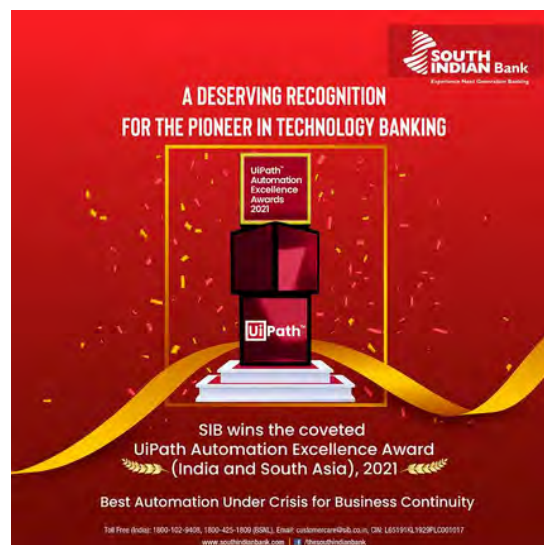
1. It tastes bad ,
2. It smells bad,
3. If oil or grease is floating over it,
4. There has been a decrease in the population of fish in the water body from which it has been taken or

5. There has been unchecked growth of weeds in the water body from which it has been taken. Such water is unfit for human consumption.

## Is clear and transparent water always pure?

No . Clear and transparent water need not necessarily be pure. It may contain harmful, colourless chemicals and microorganisms. The main problem caused by water pollution is the effect it has on aquatic life. Dead fish, birds, dolphins and many other animals often wind up on beaches, killed by pollutants in their habitat. Untreated sewage also destroys aquatic eco system.

If untreated sewage is discharged into rivers or seas, then the water in the river or seas, would also get contaminated. If this contaminated water is used for drinking, then it causes, diseases which may lead to death. 🌿



# My journey in South Indian Bank



**Pallavi Gandre**  
*Clerk, Malad, Mumbai*

I have conveyed to many friends about my gratitude towards South Indian Bank for making me a professional, and I would definitely persuade others also to join this organisation. SIB acknowledges good work. I love the progressive nature of the business. It's something that I'm proud of and I talk to friends about.

My journey with SIB started in the year 1998. I came to know about the recruitment in bank through a SIBIAN. Immediately I bought the Times of India where the advertisement was published and rushed to a nearby bank for purchase of a DD drawn on Thrissur. I got through the exam, then interview and finally on 25th May, 1998, had a 4 day training session at the then Industrial Finance Branch at P. M. Road, Fort, Mumbai. On 29th May 1998, I was posted to Mumbai Fort branch.

First branch for any staff is always close to the heart and it is the same for me too. The staff strength was almost 15 to 18 from the age of 35 to 58. It was a partially-computerised system. I got the experience of doing manual calculations like interest on loans, deposits and much more interesting work.

I got an opportunity of working in Mumbai Fort for almost 9 years. SIB was changing. The grey haired were being replaced by black ones. I feel privileged of getting an opportunity to work with the age group of 18 to 60. Yes, you read it right. There were young lads aged 18 who had joined on compassionate grounds. Each one was different in their own way and the bonding with each of my colleagues was excellent. I feel so proud to see

these young lads becoming branch heads, region heads and department heads today. In my banking journey, I have witnessed big queues during public issues (shares), depositors for higher interest rates and demonetisation.

My Fort branch has also given shelter on 26/07/2005, the Mumbai floods. Mumbai had come to a standstill. The lifeline of Mumbai, our local trains, had stopped. We had only one option - staying in the branch itself. That night along with our Nariman point branch (present day Mumbai Corporate), we had stayed overnight in the branch premises itself.

SIB has always taken care of its staff in the best possible way. My young colleagues will be surprised to read that initial years we got salary twice a month. We got half salary on the 15th of every month and balance was paid later. Also, I feel our bank must be the only organisation which pays early salaries during festivals.

Making two ends meet, travelling three hours each day, had become difficult for me. I was on the verge of resigning after second maternity. Then, a favourable transfer to Malad came my way. Malad branch gave me a totally new experience. Unlike Fort branch, here we had retail customers. It was a different learning altogether. I learnt TDS calculations, general insurance renewals (different procedure than today), interaction with NRIs through mails, gold loan etc. There was good family bonding with the customers.

After 5 and half years, I was transferred to Goregaon branch. This branch was a group of youngsters. I enjoyed working here too.



The customers and work were similar as Malad branch. Demonetisation happened during this time. It was the first time when so many customers were waiting for bank to open. There was a huge queue outside our branch. It was an 8.45 a.m. branch. I very well remember, our daftary making a panic call at 8 a.m. and saying, "jaldi aao, customers ka bahot bada line laga hai". We left almost after 11 pm on the first four days of demonetisation. Those two months were a once in a lifetime experience.

After 4 years working in Goregaon, I was transferred back to Malad. This was an unexpected favourable transfer. Due to personal reasons, I was not in a position to go for

promotion. But that hasn't stopped my zest for learning. Each day comes as a learning for me. Throughout, I have come across all the wonderful people as my colleagues.

I have completed 23 years of my journey with SIB. My organisation is my family. It has always taken care of me when needed. I will always be obliged towards my bank. My SIB is my pride. I have seen my organisation growing.

I only wish that my journey and association with my organisation continues to grow higher benefiting it in becoming the best bank not only in India but across the globe. I am a Proud SIBIAN. 🌿



**Sejal Ramesh Sakharkar**  
*Clerk, Branch Bandra*

## At the movies...



Shershaah is a Bollywood biographical war film released in 2021.

Shershaah is a must-watch desi movie that visualizes the life of Param Vir Chakra-awardee Captain Vikram Batra, from his first posting in the army to his death for the country in the Kargil War. From this movie, we learn the power of persistence in one's dreams. From childhood, Vikram Batra has this dream of becoming an Army officer. This movie shows his invaluable love and loyalty to his country, friendship and love. We see the greatness of friendship in Vikram's friend, who always stands with him in all his difficulties. We see the spirit of a true leader in Vikram, when he treats his team members like his own family. The movie highlights his team's co-ordination and faith in each other when carrying out any task. This movie beautifully portrays instances of true love between Vikram Batra and Dimple Cheema, a simple girl who always supported him and his dreams. She even shows him the right way when he gets distracted from his dream. Her unbounded love for him makes it an endearing watch. The movie's final scenes are very touching and renders the viewer teary-eyed. Capt Batra will always be remembered and will be an inspiration to many who want to pursue a career in the Army.



# Back to Ahmedabad



**Premkumar S**  
Chief Manager, RO, Thiruvananthapuram

## *Morning 6 am*

Chetta, Chetta (Malayali wife greeting husband)  
Get up, Get up.... something is lying in our sit out.  
My wife Usha was calling me frantically.

Got up from bed reluctantly, it being second Saturday and went out to see what it was.  
Oh. It was the small bell which I had recently bought from Lakshmi Vilas Palace, Baroda during our recent trip. Suddenly I felt that it must be a reminder set by the nature to write a travelogue for the in-house magazine.

## *Morning 10.30 am*

Went to my son's room with laptop to pen few lines about the travel to Baroda and Ahmedabad. The trip to Ahmedabad always lingered in the back of my mind during all these years with SIB.

The first visit to Gujarat and Ahmedabad was in 1983 when I joined the bank. It was similar to campus recruitment. I was studying for BSc. Agri in college of Agriculture, Vellayani, Trivandrum, when I got the appointment order to join as a Trainee officer at SIB. It was a bolt from the blue. I was trying desperately for getting admission to Medical College, Trivandrum. I had appeared for the officer's test in SIB long back and interview was over. While going through the appointment letter I noted the place of posting, was far away from my home- Ahmedabad. Last date for joining was 21-11-1983.

I was also appearing for IAS final exam and the last paper was on 19th Nov 1983. Even though I

had not prepared for the exam I was advised to try my luck and to complete the exam and leave for joining SIB. There was very little time left for the preparation of the journey. My father arranged flight tickets from Mangalore to Bombay (present Mumbai) and from there to Ahmedabad. I had hardly hit my twenties - new place, first flight journey – all these left me quite apprehensive. At the same time I was excited to earn a salary and work on the other side of the counter in a bank. Reached Ahmedabad by 8 15 am, after taking connecting flight from Mumbai. I neither had a hotel booking nor any contacts in Ahmedabad. On landing at Ahmedabad Airport, saw the advertisement board of a Hotel. "Hotel Riviera".



I was afraid of taking an auto, but as there was no other way out, boldly hired an auto and told the auto driver the name of hotel. Journey lasted for more than 20 minutes and after travelling through many side roads with little lighting. The sight of hotel though was a relief but the rates brought down my spirits. It was a star hotel. I had to spend more than half the amount I had with me for staying there... I shall write about those memories later.

It was after 37 years in August 2021, I finally had the opportunity to visit the place again. Usha wanted to visit our son Sreehari and his wife Pooja during the first Onam after their marriage and I also longed to visit Ahmedabad - to revisit the place of my first posting and to meet Sr. Regina, a nun in a convent and a customer while I was working in Margao, Goa, who later became a family friend. She was now in a convent in Ahmedabad after retirement.

We started our journey on 13th August 2021. It was Covid time. We had taken both shots of vaccination. We had to do a RTPCR test as it was compulsory in Mumbai. Started the journey by 11 am from Trivandrum Airport. Took the connection flight to Vadodara by 3 pm and reached airport by 4.30 pm. Sreehari and Pooja were eagerly waiting to take us to their new flat at Dharsanam Apartments, Sayajiganj.

We started the first tour to the city;  
**Vadodara (Baroda earlier) the land of banyan (Vad) tree.**

Vadodara was famous being the Headquarters of Bank of Baroda. It is the third largest city in Gujarat, situated on the banks of Viswamitri river; a river with several crocodiles. Vadodara, like my native place Trivandrum, was a princely state. It was less crowded. Unlike Kerala, life was normal in Baroda. Many were travelling without mask as incidence of COVID was less in Gujarat. Autorickshaws sported green body colour unlike the yellow in Kerala as they are fuelled by CNG.

The city has prominent landmarks like the Laxmi Vilas Palace, Tapovan temple, Swami Narayan Mandir, Maharaja Sayajirao University of Baroda etc. Places like Pavaghat Temple, Statue of Unity and Sabaramati Ashram, Ahmedabad etc. are also not far away. We had hardly one week to visit these places.

In the evening we went around the city and had the first dinner in a local restaurant after quite a long time. In Kerala dining in restaurant was not allowed at that time due to COVID restrictions in place. We ordered a mix of Indian and western food like Dosas and pasta. We tasted the local Gujarati Thali lunch later in an authentic restaurant later and also the Wagh bakri tea to remind the nostalgic memories I had while I was in Gujarat.

Next day morning we went first to the Ayyappa temple in Vadodara in the middle of city. Contrary to our expectation it was not a small temple. Constructed with the support of the local malayalees, it was situated in the middle of the city with plenty of parking space. The temple housed almost all the important deities including Siva, Krishna and Devi. Later Pooja took us to the local market area like Mangal Bazar and Teen Darwaza Bazaar for purchasing local produce.



*Laxmi Vilas Palace, Baroda*

On 15th morning we went to see the Laxmi Vilas Palace. It was completed by Maharaja Sayajirao Gaekwad III in 1890 at a construction cost of around Rs,27,00,000. Unlike Kowdiar palace the residence of Travancore Kings, the Laxmi Vilas Palace is well maintained and tourists are also allowed entry. We could also see the paintings and other important locations of the palace.

It was styled in Indo Saracenic Revival architecture fusing elements from Mughal, Hindu and Gothic designs with minarets, domes and arches alike. Palace is huge and is believed to be four times the



size of Buckingham Palace. Its Darbar hall was used for concerts and cultural gatherings.

Palace is spread over 500 acres and houses a number of buildings like Moti Bagh Palace and the Maharaja Fateh Singh Museum. Several Hindi movies were shot here. Tourists are given a digital audio guide for going to the places marked for public in the palace. A golf course was built in 1930s by Maharajah Pratap Singh for European guests. The exteriors sport an awe inspiring design and its interiors boast of venetian mosaic floors, chandeliers, irreplaceable puranic stained glass and precious artworks amalgamating many cultures.

We were extremely surprised and delighted to note that the palace had a strong connection with Kerala and Raja Ravi varma. He came first to Baroda to paint the portrait of Late Maharaja Sayajirao. Later a studio was constructed for him in the palace premises and he completed the portraits of the Gaekwad Royal family. Later he made few of his most celebrated mythological artwork here. The original six-foot-tall painting of Laxmi Devi the prints of which adorn many houses in Kerala was made here and it can still be seen.

Tourists are not allowed into the well maintained lawn which houses many animals and birds like peacock.

### Pavagadh Temple



Pavagadh Kalika Mata Temple is a hindu temple located in Pavagadh Hill situated in adjacent district of Panchmahal. It dates back to 10th or 11th

century and is visited by thousands of devotees every year. It is situated amidst dense forest cover on a cliff. The temple can be reached easily by either a ropeway or a 5 km pathway through forest. Idols are believed to be installed by Rishi Viswamitra.

We were delighted to find the name of Jatayupara, Kerala, as the rope way was maintained by same people in both the places. Located at a height of 2500 ft above MSL the temple is a UNESCO world heritage site. The small and plain temple is set with an open yard in the front. The chief shrine on the ground floor contains three divine images. Kalika mata in the center Maha kali is situated on her right and Bahuchara Mata on her left. Temple is believed to be the Kali Mata's residence and is one of the Shakti Peethas. There are two altars in front of the temple for offering sacrifices to the goddess.

This is one of the biggest tourist and pilgrimage centers in Gujarat attracting large numbers of people every year. Even though it was early morning there were plenty of pilgrims including local people and we had to wait for long for visiting the temple using ropeway.

### Statue of Unity

The Statue of Unity is the tallest statue in the world with a height of 182 metres (597 feet). It is a colossal statue of Late. Mr. Vallabhai Patel (1875 -1950) the first deputy prime minister and home minister of India. It is located on the banks of Narmada River facing the Sardar Sarovar Dam. Located approx. 100 Km from Vadodara. Statue is made with steel framing, reinforced by concrete and brass coating which was built by L&T. The construction started in 2013 and took 5 years for completion. Construction cost of statue is around Rs. 2,700 crores and it was inaugurated by Prime Minister Narendra Modi on 31st October 2018, the 143rd anniversary of Patel's birth.

As the temperatures were still high in Gujarat, we started after lunch and reached the statue around 4 pm. There were plenty of tourists from all over India including Kerala. Private cars had to be parked 5 kms away from the statue and the rest of the journey was by the bus provided by the local administration.

### Thiruvonam celebration.

The celebration of Thiruvonam in Gujarat was strictly a private affair. We went to the local market and purchased flowers and were delighted to see the availability of plantain leaf. 'Onapookalam' was made with flowers as celebrated in Kerala. For lunch a sumptuous 'ona sadya' was prepared including 'ada payasam'. However, at the time of serving the food on the plantain leaf we were alarmed to see that the leaf we had purchased from the market was quite narrow and was not intended for serving lunch in Kerala style. However, we managed to have lunch in the same leaf after making some minor adjustments. We celebrated the first Onam of Pooja and Sreehari in Gujarat as planned in our traditional style.

### Visit to Ahmedabad and Sabarmati Ashram.

We planned the visit to Ahmedabad on Sunday. We were excited to meet our family friend Sr.Regina Rose in Ahmedabad. Even though we used to keep daily contacts through WhatsApp messages and occasional phone calls, we were never able to meet her in person after we left Goa. We were meeting her after 13 years. Visit to the convent was restricted due to Covid protocol. She had seen Sreehari while he was a small child in Goa and was eagerly waiting to meet him and Pooja.

The journey to Ahmedabad from Vadodara was by car through express highway. Distance of 112 km could easily be covered in 2 hours. With the help of Google maps we reached the convent in Ahmedabad by 9 am.

We were warmly welcomed by Sr. Regina Rose along with other sisters including Mother Superior. We were served with freshly prepared Gujarati sweet 'Khaman', biscuits and coffee. We gave her Kerala banana chips and other sweets taken from Kerala. We left the convent with a promise to meet her next year when we visit Gujarat.



*Sabarmati Ashram*

Sabarmati Ashram is located on the banks of River Sabarmati. I could not visit it when I was working there earlier. This was one of the residences of Mahatma Gandhi when he was not travelling across India or not imprisoned. It was from here that Gandhi led the Dandi march also known as Salt Satyagraha. This Ashram is now maintained as a National monument and tourists can also see 'Hridaya Kunj', Gandhi's own cottage in the ashram showing the simplicity of his way of life.

Ashram also had several other buildings like 'Nandini'; a guest house where visitors from India and abroad were accommodated during those days. It also has buildings like Vinoba Kutir where Acharya Vinoba Bhave had stayed, Upsana Mandir, Magan Niwas, painting gallery, library and archives. Many tourists were seen visiting the Ashram and taking photographs.

We later went around Ahmedabad City to find out how the city changed after 37 years. I had planned to have lunch from Hotel Patang. I was not able to visit that hotel earlier when I was a trainee officer in 1984. We were however forced to travel in circles due to these roads connecting bridges. When we reached the hotel to our disappointment it was found that the hotel was looking pretty old and

was shut down for maintenance. We had lunch from another hotel situated near our Regional Office, Ahmedabad.

Finally, the time had come for the return journey to Kerala. With a heavy heart and lot of sweet memories we left Vadodara. We took the Indigo flight to Hyderabad by 11 am and reached by 1pm. We had lunch from Hyderabad Airport and had to catch the flight to Trivandrum by 4 pm. We were happy to be back home- there is never a sweeter place than our home. 🌿



**Harish Shetty**  
*Manager, Burra Bazar, Kolkata*

### **From My Travel Dairy**

My career has made me to travel across many states of India, which in turn gave opportunities to witness many festivals and celebrations. Starting from Thrissur Pooram in Kerala, Ganpati Pandal in Maharashtra to Pongal in Tamil Nadu- Out of all, the biggest festival I have witnessed is Durga Puja in West Bengal. It is celebrated with unparalleled enthusiasm in Kolkata. The festival symbolizes the homecoming of Goddess Durga for five days from her matrimonial home at Mount Kailash. It is a celebration of victory of good over evil as the goddess vanquishes the demon Mahishasura. It is believed that goddess Durga lies in every woman. Women hereby, are defined as fighters, true warriors, superior and omnipotent.

**Durga Pooja is celebration of 'life' and the joy of 'living' more than anything else. It's like all the joys of this 'city of joy' is out on its every street. The occasion becomes an expression of the city. It is almost that the city bursts into laughter during these festive days.**

The focus of the festival are the pandals, found in every corner of the city. They are created by local communities or organizations that pour a lot of effort (and money) into them.



Prizes are awarded — so creating a prize-winning pandal gives an immense sense of pride. Each pandal is created around the central theme of Durga and the figures related to her — her “children” Ganesh, Lakshmi, Saraswati, Kartik, and the demon king Mahishasur.

Each year, there's an overall theme for the pandals during Durga Puja. In the past, these themes were things like “castles” and “temples” but more recently many of the pandals address social issues like pollution, domestic violence, and diversity.

It won't be entirely an exaggeration to say that Bengalis world over spend a significant amount of their time planning and deciding what to do during the Durga Puja.



Most of them wear multiple sets of clothes –there’s a morning outfit and an evening outfit. And of course, there are important decisions to make – like what to eat on which day. From the warm khichudi, papad bhaja as bhog in pandals to the street stalls set up to serve delectable dishes like egg rolls, kobiraji and mughlai parota, biryani.

Prior to the pujas, the air is absolutely expectant with a feeling one gets just before the starting, the unravelling of something extremely huge.. You will get to see sweaty Bongs, who under the twelve o’clock sun, sit in an auto patiently stuck in a huge traffic jam in the heart of a buzz-filled street near Dakshinapan or Hatibagan market, clutching onto innumerable bulging shopping bags of different shapes and sizes. This is called Puja shopping.

By walking down by-lanes of the city of Kolkata, and its every nook and corner, particularly during the Pujas, you slowly start feeling the pulse of the city. There is a reverberating rhythm which amplifies and reflects in the sounds of the dhak. It’s a feeling. You can not only hear it, but feel it too — you get goose bumps when the dhakis first begin to play their beat. The city resonates with the each blowing of conch shells, which is a divine feeling.

### Durga Puja and Marketing

Durga Puja, like all other religious festivals in India, carries immense mass appeal, bringing people from different walks of life and parts of the country together in the celebration. Durga Puja has transformed a lot in the last decade. From just a traditional Puja, it has now become a professionally managed event with a mix of tradition, food, and entertainment. Industry observers reckon that more than 10,000 marquees come up in West Bengal every year and nearly 40 per cent of which are in Kolkata, while the number of pandals in Mumbai and the NCR are around 150 and 400, respectively. Over the last few years, multinational giants like Coke, Pepsi, Vivo, etc.,

have been shelling out big bucks to gain consumers’ mindshare. Of late, Puja pandals have become more focused on lighting and decoration and the committee organisers spend lakhs of rupees with the aim of making their pandals the winner.

With the advent of corporate sponsorships, puja organizers are no longer just dependent on contributions from public but are now spending big bucks on getting the biggest and most glamorous pandals and idols possible. Depending on the location and size, the expenses and overheads for pandals range from a few hundred thousand to tens of millions of rupees, with corporate funding and outdoor advertising accounting for about 90% of the cost. Taking the meaning of Durga Puja to a whole new level this year is Santosh Mitra Square Puja Committee from North Calcutta, which has decided to get a 12-feet-tall Durga idol covered entirely in gold plates. In the same pandal last year, Durga’s idol was wrapped in a Rs 6.5-crore saree made from 22 kg of 22-carat gold.

### Durga Pooja and Economy

What made me more attracted towards this is the quantum of mind and art work behind these pandals. The planning and execution starts at least six months before the festival. Kolkata’s Durga Puja, one of the biggest street festivals in the world, is also one of the largest employment generators in the state, providing jobs to over 1 lakh people for nearly six months.



With more than 10,000 Pujas in the state and 1,000 more in other parts of India and overseas, the festival has in recent years emerged as a hub of activity with each Puja pandal sustaining a micro-economy, particularly in Kolkata. From those erecting the pandals to the decorators, idol-makers to craftsmen, electricians to security persons, priests to dhakis, the Pujas help thousands boost their earnings.

Of the 4,500-odd community Pujas, 200-odd provide employment to more than 50 people each. The remaining 4,300-odd Pujas employ at least 20 people each. For those who feel so much money is being wasted on art, decor and celebrations, it is pertinent to point out that the money does not go down the drain. It goes into the households of labourers and craftsmen, maintaining the lives of nearly 4 lakh people for over six months.

The Durga Puja festival is a gaudy affair and requires heavy sponsorship, which is exactly where the corporate sector comes in. Private sector organizations are known to actively pursue their Corporate Social Responsibility (CSR) initiatives during Durga Puja festivities; private players have been successful in generating mass awareness via ad and award campaigns following sustainability-related themes.

A recent report by the British Council pegged the usual creative economy around Durga Puja at Rs 32,377 crore, which is about 2.78 per cent of the GDP. Retail sales, the highest contributor to the Durga Puja economy, according to the report, was Rs 27,364 crore in 2019

In 2020, it dropped due to the pandemic. This year, however, the mandals in the state have witnessed a surge, leading to sales figures amounting to more than the pre-pandemic numbers.



### Durga Pooja and Tourism

The West Bengal government has in recent years started a carnival of sorts for the immersion process, modelling it after the Rio Carnival in Brazil. This has led to an increase in international tourism, thereby boosting the economy. Agra, Delhi, Rajasthan, Goa and Kerala are hotspots of international tourism in India. Durga Puja could help add Kolkata add to the circuit. This could give travellers one more good reason to visit Kolkata, helping to boost West Bengal tourism economy.

Durga Puja makes you feel the city – City of Joy 🌿



# The Mysterious Myristica Swamp- A Natural Wonder of India



**Rajashri Kedar Gore**  
*Assistant Manager, Bandra*

## **The Mysterious Myristica Swamp- A Natural Wonder of India**

Finally, during the last weekend, I could visit the extraordinarily beautiful, 2.6 ha, Myristica Swamp Forest nestled in Western Ghats in the Bambarde (Hevale) village, Dodamarg taluka, Sindhudurg district of Maharashtra. This is the only site known in Maharashtra that has unique freshwater swamps with the primitive trees of Myristicaceae family (nutmeg, Myristica fragrans, belongs to this family). The specialty of these trees is that, it has these intricate stilt, loop-like roots emerging out of the soil for gaseous exchange. To walk through this slushy, muddy forest, ducking the roots, woody lianas and spiny canes was an out-of-the-world experience. I have never been to Amazon but being here did give that feel of being in the Amazon Rainforest!



Myristica Swamps are found only in few areas of the Western Ghats, in the Travancore region of Kerala, Uttar Kanada region of Karanataka, Satari area of Goa and in Dodamarg taluka of Maharashtra. Several species of fauna and flora are endemic to these swamps making it extremely important to protect these areas from further destruction! Western The Ghats is one of the four biodiversity hotspots in India and 36 biodiversity hotspots of the world. India is truly blessed to have this extraordinarily beautiful region, teeming with scores of known species and many more yet to be described, still unknown to science!

For years, the Myristica Swamp had been protected as a sacred grove by the villagers. After it was highlighted by the wildlife researcher, Malhar Indulkar, the Government of Maharashtra declared this as a 'Biodiversity Heritage Site' under the Biological Diversity Act, 2002. Sadly, it was such an eyesore to see a large rubber plantation just adjacent to this swamp. Vast tracts of private forest areas have been created in the Dodamarg taluka for plantations of rubber, banana and pineapple, and other forms of agriculture. Hopefully, now that it is a Biodiversity Heritage Site, further destruction of this pristine biodiversity treasure house will be prevented.

My visit to this place was a very rich experience, a treat to all my senses and of course, to my memory reel.





# Musings of SIBians

## DREAMS

As you do flame in my soul, like  
a candle melting away,  
Anguish does overwhelm me-  
our love too is like the candle-  
being blown out-  
The loss is mine and is yours,  
As you share your soul with me,  
I too am miserable-  
Doesn't my sorrow make your  
soul wing away to joy?  
Will you ever unbind me from  
my silent agony?

Could you wake me up to  
pure bliss, my Dove?  
Will you change my silence  
into dreams, lovely as the  
rainbow?  
My dreams take on wings like  
the dragon fly and let me free.  
I feel the throb of sorrows,  
Let your dreams turn into a  
riot of colours....

Merrin Jojo  
*Manager, Government Business Cell*



# Special Achievements of SIBians



## Meet the champ...

**Arun Mathew,**  
Assistant Manager  
ASBA CELL ,LAS/Demat Business  
group  
Kalamassery  
Qualified in 5 exams, conducted  
by IIBF:



NISM-series IX-merchant banking  
certificate examination-NISM

1. Diploma in retail banking- IIBF
2. Diploma in information system audit ( DISA ) - IIBF
3. NISM-series-VI: Depository operations certification examination-NISM
4. NISM-series-III-A: securities intermediaries compliance(non-fund) certification exam -NISM

## Meet the champ...

**Ansu Tomy,**  
Qualified Certified credit  
professional Examination  
conducted by IIBF:



## Meet the champ...

**Shetty Harish Nagaraj**  
Manager, Kolkata  
Burrabazar  
Qualified in 5 exams,  
conducted by IIBF:



1. IT Security
2. Course in Digital Banking
3. Information System Banker
4. Certified Credit Professional
5. Prevention of cyber crime and fraud management

## Meet the champ...

**R. Arunkumar**  
Manager RO, Madurai  
Qualified in 5 exams,  
conducted by IIBF:



1. Course in IT security
2. Rural Banking Operations
3. Course in Foreign exchange
4. Foreign exchange faculties for individuals
5. Customer service & Banking codes and standards

Course Particulars	Conducted by	Certificate Insurance Date
<b>Blended Course</b>		
1. Certificate in Risk in financial service level 1(RPE)	IIBF	5.06.2021
2. Certificate credit Professional	IIBF	12.03.2021
<b>Certificate Examination</b>		
3. Certificate in International Trade Finance (RPE)	IIBF	24.07.2021
4. Certificate course on MSME ( RPE)	IIBF	14.03.2021
5. Certificate course on Digital Banking (RPE)	IIBF	3.01.2021
6. NISM - Series-		
VI-Depostory Operation Certificate Examination	NISM	25.02.2021
7. NISM - Series -		
V-A: Mutual Fund Distributors Certification Examination	NISM	1.02.2021

**Sachin Joseph,** Senior Manager, Bangalore Indiranagar- Qualified in 5 exams, conducted by IIBF

# JAIIB Qualifiers



**Abhishek Kumar Singh**  
PPC 15041



**Sreya Sunil**  
PPC 14285



**Angelin Elizabeth**  
PPC 14900



**Henna Thabassum**  
PPC 15599



**Binoop Joseph**  
PPC 13962



**Manisha Jayakumar**  
PPC 14966



**Abinesh S**  
PPC 14282



**Chithra K**  
PPC 14785



**Ranya Raveendran PK**  
PPC 10636



**Vasumathi B P**  
PPC 15398



**Sudhan P**  
PPC 14008



**Konar Muthukumari**  
**Neelakandan**  
PPC 14710



# JAIIB Qualifiers



**Karnan U M**  
PPC 12998



**Babitha K**  
PPC 14284



**Diana Mohan**  
PPC 14843



**Chinnu Francis**  
PPC 9947



**Pranav Nair**  
PPC 13489



**Jassila E**  
PPC 14018



**Balmiki kumar**  
PPC 14381



**Merin K Joseph**  
PPC 14909



**Amarnath R**  
PPC 14277



**Anakha Jayaprasad**  
PPC 14885



**Gershon L M**  
PPC 14263



**Amrutha V**  
PPC 13611

# JAIIB Qualifiers



**Adith Cyril Mathews**  
PPC 14834



**Raveena A**  
PPC 14332



**Freddy Kuriakose**  
PPC 14951



**Shatakshi Sahay**  
PPC 15217



**Ankita Rai**  
PPC 14603



**Malavika T**  
PPC 12689



**Remya R**  
PPC 10357



**Dayana Mathew**  
PPC 13509



**Sona sunny**  
PPC 14864



**Police Patel Varsha**  
PPC 14378



**Shivam Srivastava**  
PPC 14757



**Sreeja J Nair**  
PPC 15490



# JAIIB Qualifiers



**Prince Pieus**  
PPC 13108



**Aleena Andrews**  
PPC 8584



**Aravind Venugopal**  
PPC 13493



**Ann Jeena Jose**  
PPC 15243



**Ayush Abhishek**  
PPC 14759



**Gibin Antony**  
PPC 6193



**Anjali Rai**  
PPC 14608



**Srishti Agrawal**  
PPC 15235



**Sreejith S**  
PPC 15456



**Reshma J R**  
PPC 14299



**Vishnu Raguthaman R**  
PPC 13314



**Abdul Nizam K A**  
PPC 6473



# JAIIB Qualifiers



**Sreeraj M R**  
PPC 15583



**Karthik A**  
PPC 13443



**Asha James**  
PPC 14694



**Bandarupalli Dhanalakshmi**  
PPC 14148



**Swetha S**  
PPC 14796



**Shiji P**  
PPC 11852



**Merine Babu**  
PPC 10918



**Devika S**  
PPC 15708



**Pasan Sanat Choksi**  
PPC 15574



**Roopa Lekshmi S**  
PPC 9106



**Ronald Antony**  
PPC 12519



**Anoop Hari**  
PPC 13412

# JAIIB Qualifiers



**Preethikha S**  
PPC 15279



**Grace Mathew**  
PPC 14390



**Yadhukrishna P S**  
PPC 14833



**Sreerag R**  
PPC 14869



**Nishanth M**  
PPC 12999



**Eftond D Cruz**  
PPC 14612



**Malavika A J**  
PPC 13360



**Prashant A Singh**  
PPC 14677



**Nobin B Behanan**  
PPC 13983



# CAIIB Qualifiers



**Surya S**  
PPC 14107



**Aiety Anusha**  
PPC 14169



**Asha P R**  
PPC 8532



**Ansu Tomy**  
PPC 10840



**Oruganti Venkata  
Thulasi Ram**  
PPC 15062



**Mandar Pradeep Korpe**  
PPC 15561



**Rahul**  
PPC 15040



**Rishabh Tewari**  
PPC 15045



**Jobin Jose**  
PPC 14954



**Mayank**  
PPC 14730



**Sajin K**  
PPC 13663



**Maanickam V**  
PPC 13817



# Hall of Fame

Sl.No	Name of Branch	Name of Branch Head
1	Pallimukku	Ms.Prathibha R
2	Kilimanoor	Ms.Sreeparvathy S
3	Kumarapuram	Mr.Sanjeev Soman

Branches which have achieved 6/7 parameters in Q3

SIB Irinjalakuda Regional Head Ms. Beena Davis inaugurating the digitalization of Aloor Grama Panchayath along with Mr. Sajan George (Irinjalakuda Cluster Head) and Ms. Manju (BM Br. Aloor) in the presence of Mr. K R Jojo (President of Aloor Panchayath), Ms. Rethy Suresh (Vice President) and Mr. Sreekanth P S (Secretary)



Digital Counters in Sabarimala



Runner up of Learn and Earn campaign conducted by HR Dept.

# Inauguration of CMOGs



Ernakulam



Thrissur



Bangalore



Ahmedabad



# Inauguration of CMOGs



Guwahati



Kolkatta



Irinjalakuda



Madurai



Delhi



Kollam



# Inauguration of CMOGs



Hyderabad



Chennai



Mumbai



Trivandrum



Kozhikode



Coimbatore



Bhubaneswar



# Da Vinci Corner



Joe Thomas, Manager, Kilimanoor



Sister of Adithya H,  
Bodinayakanur, Theni



Kadambari Tushar Gambhir



Krishnaja, w/o Sarath Ravi, RSM Gold



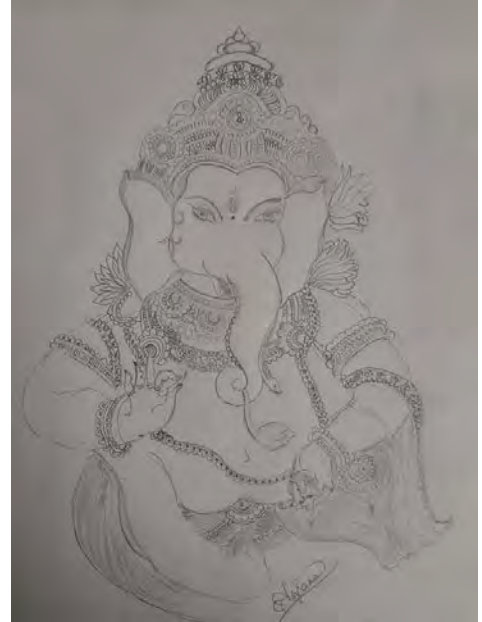
Mrs. Blessy Lukose W/o Mr. Prince Abraham, RO  
Madurai



# Da Vinci Corner



Dhanesh C S, Pattancherry



Anjana Padmakumar, Assistant Manager,  
Technopark



Silpa Vijayan, Thrissur Main



Joseph Biju Chirammal, Manager, Edappally



# Through the prism..



Aditya Vinod, Manager-FMG, RO Delhi



Nikhil Mohan, HBG-Kannur Main



Aswin Ashok, SeniorManager, Kollam



Maryann John, Assistant Manager



Aswin Ashok, SeniorManager, Kollam



Nikhil Mohan, HBG-Kannur



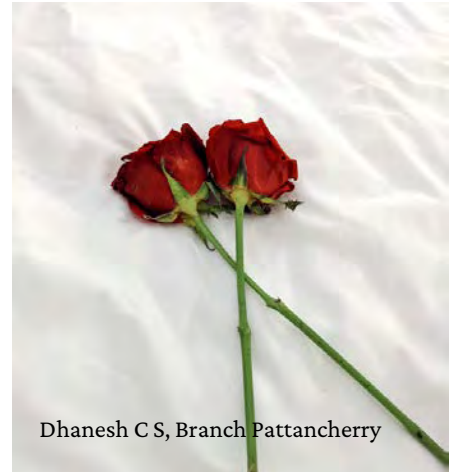
# Through the prism..



04



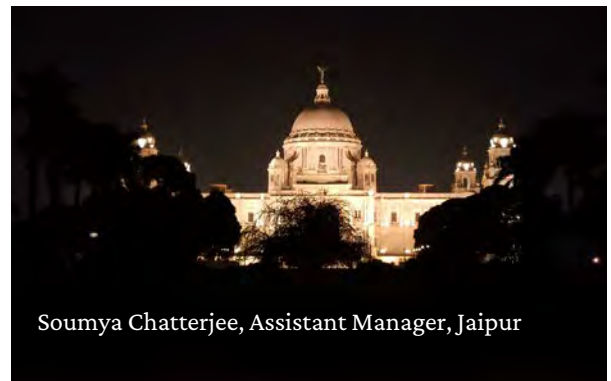
Rejitha Mohan M (Clerk), IRMD, Kalamassery



Dhanesh C S, Branch Pattancherry



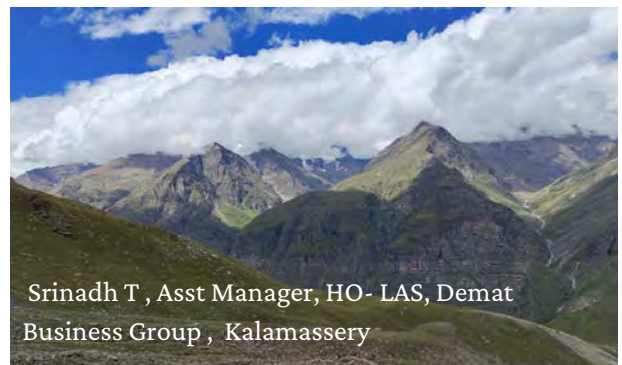
Lakshmi A, Clerk, Gandhidham, Gujarat



Soumya Chatterjee, Assistant Manager, Jaipur



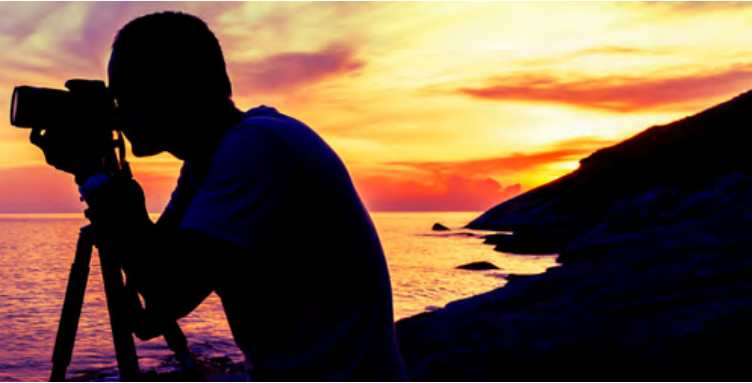
Gopeekrishna Kairaly, Manager, Nedumangad



Srinadh T , Asst Manager, HO- LAS, Demat  
Business Group , Kalamassery



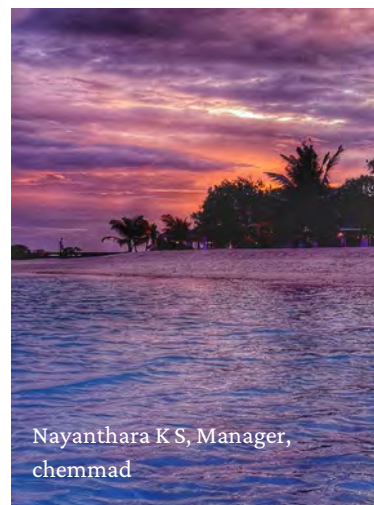
# Through the prism..



Maryann John, Assistant Manager,  
West Fort, Thrissur



Neha Shyamsunder Rajwani,  
Gandhidham



Nayanthara K S, Manager,  
chemmad



Sarang S Metangale Assistant Manager, Anand Gujarath



Nikhil Mohan, HBG-Kannur Main



Dhipish, H/o Meera Gopinath, RBD



Rejitha Mohan M (Clerk), IRMD, Kalamassery





Ms. Krishnaja, W/o Sarath Ravi, RSM Gold, Thiruvananthapuram



Greeshma Anuj, W/o Mr. Anuj SM,  
FMG Department



Aaradhya S. Chandran, daughter of  
Ms. Chithra K.J. Asst. Manager,  
branch Trivandrum Chalai



# Masterchef



Vegetable Pizza



Blueberry cake



Butterscotch cake

Ms. Usha Prem, wife of Mr. Premkumar, Chief Manager,



# Diwali & Navaratri Celebration



Mumbai RO Diwali Celebration



Diwali RO Ahmedabad Celebration



Ahmedabad Main Branch Navratri Celebration





RO Chennai Diwali with MD



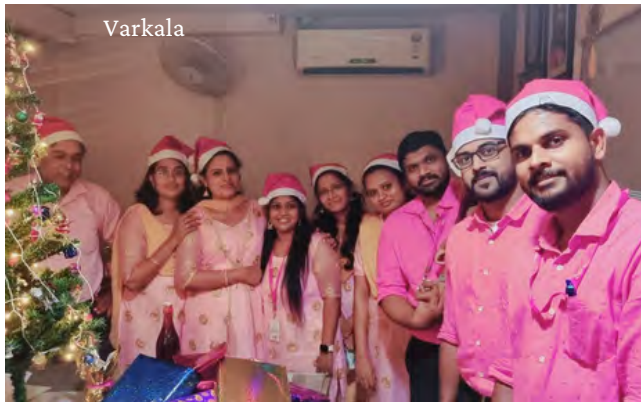
Bhuj Branch Diwali Celebration



Ms. Gowri D/o Ms. Rajani Nair, Manager,  
Amrithapuri



# Christmas Celebration





# Christmas Celebration



Celebrations at Varkala

Christmas celebrations at Thrissur Main



Dan Jacob, S/O Ms Shruthi Babu



MCCPC, IRMD, RBD(PL & VL) & L&D Dept, Kalamassery  
Sudhakar plaza





# Wedding Bells!



Mr. Dhanesh C S married Ms. Seshika Sankar  
on 31.10.2021



Mr. Maanas V, Manager-RSM-NR, RBD,  
Kottayam married Dr. Krishna  
Gopalakrishnan on 06.02.2021



Mr. Divine Tom Medayil, CMOGs Alappuzha  
married Ms. Maria Philip, Alencherry on 24.04.2021



Ms. Arya Nair S Assistant Manager, Mogalrajpuram  
married Mr. Padmaraj G on 24.04.2021

# Wedding Bells!



Mr. Abel Joseph Aloor, Manager, Kainoor  
married Ms. Sheethal C Rapheal on  
06.09.2021



Srinadh T, Assistant Manager, DEMAT  
married Saisri A on 26.08.2021



Ms Adlin Jose D'Cruz , Assistant Manager CMOGs  
Palakkad married Mr. Jithin Jacob on 18.10.2021.





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