

VIJAYA BANK
HEAD OFFICE: BANGALORE

Circular Letter No	16290
Date	27-09-2016
Department	Planning & Dev. Department
Subject	86 th Foundation Day Celebration - 2016
Summary	Celebrating Bank's 86 th Foundation day at Regional Offices and Branches on 21 st October 2016
Key Words	Foundation Day, 86 th , ROs and Branches, 21 st October 2016
To	All the Regional Offices / Branches and Offices

'Bank's 86th Foundation Day Celebration'

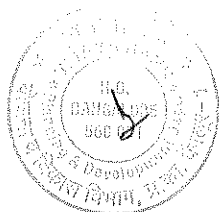
Bank is annually celebrating the Foundation Day on 23rd October to commemorate the establishment of the Bank on the Vijaya Dashami Day in the year 1931 (23 October 1931). It is an occasion to pay our respects to the Founders of this great institution, rededicate ourselves to the ideals they espoused and renew our efforts to take the Bank to greater heights.

Date of celebration: This year, the foundation day 23rd October 2016 falls on Sunday. Hence, it is decided to celebrate the same on 21st October 2016.

The Foundation Day to be celebrated at ROs and Branches/Offices by calling the customers and honoring some of them on this occasion.

Guidelines for Branches / Regional Offices

- Branches to display the Foundation Day banner in their premises from 1st October 2016 to 21st October 2016.
- RO should arrange to supply banners to the new branches opened subsequently.
- Chocolates / Sweets may be distributed to the staff and all customers, who visit the branch 21st October 2016.
- Foundation day function to be organized on 21st October 2016 by the Regional Office / Branch/ other offices by inviting all staff members, important customers, local leaders, VIPs prominent personalities, industrialists, businessmen, important government functionaries, ex-staff members and media.



Budget allocation

For Branches

Category of the Branch	Budget per branch (₹)
Metro	3000
Urban	3000
Semi Urban	2000
Rural	2000
Other Offices	2000

For Regional Offices

Regions	Budget per Region (₹)
All Regional Offices (Except Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Mangalore, Pune and Hyderabad Regions)	20,000
Delhi, Mumbai, Kolkata, Chennai and Hyderabad Regions	2,00,000
Ahmedabad, Pune and Mangalore Regions	1,00,000
There is no separate budget for Bangalore (North) and (South) Regions as these regions are joining celebration at Head Office	

The expenses for the celebration within the approved budget shall be met by the respective RO and Branches/Offices from their General Charges.

The occasion should be suitably used well as an image building exercise with good media coverage, both print and electronic.

This is a joyous occasion. While celebrating our legacy, we should pledge ourselves to take our beloved institution to much greater heights by achieving the set corporate goals year after year.


निर्मला श्रीधर **NIRMALA SRIDHAR**
महाप्रबंधक **GENERAL MANAGER**

