**VIJAYA BANK RETIREES’ ASSOCIATION (Regd)**

Affiliated to AIBRF Regd Office: Kochi

Central Office: 83, 5th Cross, Malleshwaram, Bangalore-560003

7/2/2017

THE MANAGING DIRECTOR AND CEO

VIJAYA BANK, HEAD OFFICE, BANGALORE

Sir,

**BANK’S LOGO AND TAGLINE**

We have noted from websites that our Bank has run a contest on Bank’s logo and tagline, from 1st Dec to 15th Dec, open to all customers, staff and general public. Normally, such contests are run as a prelude to change of Logo and Taglines. Hence this communication.

Existing logo of the Bank is one of the most popular logos in the world. It is historical, has a long legacy and we are sentimentally and emotionally attached to the same.

The tagline of the Bank was changed from “ partner in progress” to “ a friend you can bank upon” a few years back , and the records at the Bank would reveal the views of the employees in this regard.

There is no need for change of either the logo or the tagline of the bank . This is the collective view and opinion of the retirees and existing employees conveyed to us in different centres and in different forums, where they had occasion to interact with us.

What is urgently required is ensuring adequate and properly trained workforce, capable of proper communication with customers , proper motivation of the entire staff, maintaining and improving the customer service, for which we were a house- hold name, translating into action words , expressions and announcements made by authorities at the highest level of the administration, stopping forthwith public trial and humiliation of branch heads in various review and such meetings, discipline among the Management, and true and honest commitment to the growth of the bank by all concerned.

In view of the above, we hereby request you to stop any proposal to change the logo and the tagline of the Bank in the larger interest of all concerned.

Please acknowledge.

Truly yours,



( K. VISHWANATH NAIK )

GENERAL SECRETARY

CC:

1. The Executive Director-1
2. The Executive Director-2

All General Managers.

**VIJAYA  BANK   RETIREES’ ASSOCIATION (Regd)**

Affiliated to AIBRF                 Regd Office: Kochi

Central Office:  83, 5th Cross, Malleshwaram, Bangalore-560003

13/3/2017

Sri. SANJAY KUMAR,

(Dy. Secretary, Dept of Financial Secrvices, Govt of India)

Director,

VIJAYA BANK, HEAD OFFICE, BANGALORE

Sir,

**BANK’S  LOGO  AND  TAGLINE**

We understand that the  Vijaya Bank is bringing  a proposal before the Board of Directors of the Bank, to change the Logo and the Tagline of the Bank.

Existing logo of the Bank is one of the most popular logos in the  world.  It is historical, has a long legacy and we are sentimentally and emotionally attached to the same.

The tagline of the Bank was changed from “  partner in progress”  to “ a friend you can bank upon” a few years back , and the records at the Bank would reveal  the  views of the employees in this regard.

 We are of the considered view that mere change of logo or tagline will increase the Business of the Bank.

There is no need for change of either the logo or the tagline of the bank . This is the collective view and opinion of the retirees and existing  employees   conveyed to us in different centres and in different forums, where they  had occasion to interact with us.

What is urgently required   is  ensuring  adequate and properly trained workforce, capable of proper communication with customers ,  proper motivation of the entire  staff, maintaining and improving the customer service, for which we were a house- hold name, translating into action  words , expressions  and announcements made by  authorities at the  highest level of the  administration, stopping  forthwith public trial and humiliation of branch heads in various review and such meetings, discipline among  the Management, and true and honest commitment to the growth of the bank by all concerned.

In view of the above, we hereby request you to stop any proposal to change the logo and the tagline of the Bank in the larger interest of all concerned.

Please acknowledge.

Truly yours,

K. VISHWANATH NAIK

GENERAL SECRETARY

CC:

All Directors of the Bank.

|  |  |
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