

# State Banks' Staff Union (Kerala Circle)

(Affiliated to All India State Bank of India Staff Federation)

Reg. No. 01-36-2000

Circular No.42/23  
To All Unit Secretaries



State Bank of India  
Local Head Office  
Poojappura  
Thiruvananthapuram-695 012  
Date 14.02.2023

Dear Comrade,

## **MULTI-PRODUCT SALES FORCE & IMPLEMENTATION THEREON**

We reproduce herewith the full text of the letter dated 13<sup>th</sup> February 2023, addressed to the Chief General Manager, State Bank of India, Local Head Office Thiruvananthapuram, the contents of which are self explicit.

(Philip Koshy)  
General Secretary

“We wish to solicit your attention towards the problems faced by the identified employees after the formation of the Multi-Product Sales Force in our circle. Even though a consensus was reached with us in the modus operandi of arriving at the number of employees in each region, many other aspects viz, **products intended for marketing, job rotation on completion of 6 months, outbound sales as a team activity, the service of lady employees, etc.** discussed were neither put in to black and white nor advised to AO/RBO functionaries appropriately. We express our serious concern over this delinquency.

2. Due to this deficiency in communication, in certain AO/RBOs, the controllers are acting upon their whims and caprices and passing on such advice to Team Leaders and Branches in using the service of employees identified for MPSF. They are being asked to move out of the branch alone including lady employees without any proper guidance or support. This has resulted in severe panic and anxiety among the work force. Our attention has been drawn by our members to this and hence we immediately demand to ensure the following

- 01. Outbound Sales activity has to be a team activity led by a supervising official.**
- 02. No wandering in the banking hall by employees while discharging the in-house marketing duties.**
- 03. Provision for dedicated counter inside the branches for in-house marketing.**

**04.No individual targets for clerical staff identified for MPSF.**

**05.Incidental expenses incurred by the employees are to be re-imbursed.**

**06.Job rotation after completion of 6 months other than the staff who wish to continue.**

**07.Proper Training (in physical mode) has to be imparted to the identified employees before making use of their service for outbound sales.**

**08.Ensure a lady official is accompanying the lady employees while performing outbound sales.**

3. As a Trade Union we are primarily duty-bound to protect the interest of our members and we cannot overlook the concerns and worries of our membership. Even though the number of staff identified for MPSF has been brought down but now also the remaining staff at branches are facing difficulties in extending quality customer service across the Circle. In some of the regions, it has come to our notice that the Regional Managers are exerting undue pressure on the staff members regarding the daily activities of MPSF. We perceive this strategy of marketing is deviating from the professional approach of State Bank of India. Hence we request the Management to look into our demands positively. We also suggest the revamping of the existing structure into a dedicated marketing team under each RBO, with less number of staffs for achieving the organisational goals more practically.

4. We also express our displeasure with the approach adopted by certain Regional Managers in the implementation of MPSF, without taking into consideration, the suggestions/apprehensions of the recognised Union representatives.

5. We also take a serious note on the pampering of the unrecognised trade unions in certain areas and accepting their representations and thereby violating the code of discipline in the industry. We request you to advise the Module/Regional functionaries to follow the code of discipline in true spirit.

6. We once again reiterate that achieving the organisational goals is not to be construed as a responsibility of clerical staff alone. We presume the Management will consider our demands positively, so that we together can achieve glory for the institution in this fag end of the financial year.

7. In view of the above, we request your good office to kindly intervene and resolve issues at the earliest, to avoid further industrial unrest in our Circle.”

STATE BANKS' STAFF UNION (KERALA CIRCLE) .....	ZINDABAD
ALL INDIA STATE BANK OF INDIA STAFF FEDERATION.....	ZINDABAD
NATIONAL CONFEDERATION OF BANK EMPLOYEES.....	ZINDABAD
UNITED FORUM OF BANK UNIONS.....	ZINDABAD
INQUILAB.....	ZINDABAD