



Ref No.KSFC/HO/MD/ED(F)/745/2008-09

Date : 13.08.2008

CIRCULAR No.822

Sub : Business Mobilisation.

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The Board in its meeting held on 31.07.2008, while reviewing the performance of the Corporation for the period ending 30.06.2008, has observed that the loans outstanding of the Corporation are consistently on the decline over the last few years which need to be arrested at the earliest. It is informed to the Board that steps have already been taken to give a boost to the sanctions. After taking stock of the potential for new business in each of the district places, the sanction targets have been revised. In order to accomplish this task all the concerned are hereby advised as under:-

- (a) The officers should provide escort services to the clients like helping the new clients with approvals of the state bodies;
- (b) Project profiles shall be prepared for the clients by KSFC for a nominal fee;
- (c) DICs, KIADB and other Industrial Associations shall be contacted for business and meetings with PRC holders shall be held;
- (d) Business promotional advertisements are being issued at the corporate level by the BD&CR department, In respect of branches, all the BMs are advised to issue 1 - 2 advertisements on business mobilisation in 2nd and 3rd quarters in local news papers.
- (e) The officers are advised to be mobile and customer friendly and to deliver credit at the door steps of the entrepreneurs.
- (f) To hold customer meets at important nodal centres like Mysore, Mangalore, Hubli and Belgaum.

All the BMs / ZMs and HODs in HO are advised to take action on the above and ensure that substantial business is mobilised.

Sd/-

MANAGING DIRECTOR

To :
All BMs
All ZMs / DGMs of Super 'A' Branches / IA cells
All Principal Officers / Section Heads in HO
All General Managers
Library

Executive Directors - for information