

Union Bank Bhavan, 239, Vidhan Bhavan Marg, Nariman Point, Mumbai 400021

Instruction Circular: 358-2016

03 February 2016

To: All the Offices/ ULPs/ Retail Marts/Branches

UNION PERFORMANCE INCENTIVE SCHEME - FY 2015-16

CAMPAIGN SPECIFIC INCENTIVE SCHEME

FOR CANVASSING RETAIL LOANS

FROM 01.02.2016 TO 31.03.2016

HIGHLIGHTS

- Campaign Specific Incentive Scheme for canvassing Retail Loans.
- Campaign Period from 01.02.2016 to 31.03.2016.
- Cash Incentive to Marketing officers, Processing Officers, All staff Members as well as ULP Heads/Branch Heads.

This department has been periodically launching Campaign Specific Incentive Schemes for Marketing Force as well as staff members.

In order to push Retail Lending Products vigorously for remaining two months of this FY, we herewith launched a Campaign Specific Incentive Scheme in terms of I/C no. 204-2015 dated 03.09.2015.

Although Union Loan Points remain the most vital outlets for Retail loans, the role of other Branches is equally important in canvassing Retail loans. It has, therefore, been decided to launch Incentive Schemes which are unique for ULPs and other Branches. To give equal opportunities to various branches/ULPs, we classified branches/ULPs on the basis of potential of the centers and eligibility criteria is defined as percentage growth of business during campaign period.

The basic objective of the scheme is to identify, recognize, motivate & suitably reward staff members who canvass Retail Lending products during campaign period. The campaign period proposed is from 01.02.2016 to 31.03.2016.

GOAL:

“To achieve overall Retail lending business of Rs. 37500 crores by mobilizing retail loans of Rs. 2500 crore during last quarter.”

Coverage:

The Scheme will cover employees in all the branches including ULPs.

Guidelines for the Scheme:

- ⌚ The employees of the Bank who are on deputation to other institutions such as Union KBC, SUD Life and RRB, etc. for more than 185 days during this financial year are not covered under the scheme.
- ⌚ The payment of incentive to the winners under the scheme will be subject to campaign achieving at least 75% of its set goal.
- ⌚ Retail loans processed in LAS only will be reckoned for the purpose of Incentive Scheme.
- ⌚ One staff member would be eligible for only one incentive amount.

THE SALIENT FEATURES OF THE SCHEME ARE AS UNDER:

Eligibility criteria:

- ⌚ Retail loans under all schemes will be reckoned with.
- ⌚ Eligibility of branches will be based on percentage growth of retail business over December'15 Retail business and selection of winners will be based on disbursements in accounts sanctioned during campaign period.
- ⌚ Eligibility of ULPs will be based on percentage growth of their business over December'15 business and achievement of minimum 75% of March'16 Target.
- ⌚ Eligibility of Marketing Officers will be based on their performance during campaign period.

The scheme is classified into three categories:

- ⌚ Category-I : For All branches (other than ULPs)
- ⌚ Category-II : For ULPs
- ⌚ Category-III : Marketing Officers

1. CATEGORY- I

1.1. ALL THE BRANCHES (EXCLUDING ULPS)

1.1.1. BRANCH HEADS:

ELIGIBILITY:

- Branches is classified into 4 groups as per Bank's area-wise classification (Metro/Urban/Semi urban/Rural) as on 31.12.2015.
- Branches (in each group) has to register a minimum 7% growth (Q-O-Q) in Retail Loans as on 31.03.2016 over retail business on 31.12.2015 to become eligible for participating in the campaign.

Illustrative example

Branch Name	Retail Business		Q-O-Q Growth		Eligibility
	As on 31.12.2015	As on 31.03.2016	Amount	%	
A	Rs. 12 crs	Rs. 13 crs	Rs. 1 cr	8.33%	YES
B	Rs. 50 crs	Rs. 53 crs	Rs. 3 crs	6.00%	NO

SELECTION OF WINNERS:

- Disbursement in loan accounts sanctioned during campaign period will only be reckoned for selection of winners.
- Top 10 Branches in each group showing highest disbursement in eligible accounts in percentage terms with respect to 31st Dec-15 Retail business will be declared winners.
- Branch heads of winning branches will be eligible for cash incentive.

Illustrative e.g.

Assume Branches A,B,C and D belongs to similar area say Metro area.

Eligibility for participation in campaign:**Rs. In crs**

Branch Name	Retail Business as on		Growth		Eligibility	Eligible disbursement	% over Dec 15
	31.12.15	31.03.16	Amt	%			
A	12	13	1	8.33%	YES	0.75	6.25%
B	50	53	3	6.00%	NO	-	-
C	30	35	5	16.66%	YES	4	13.33%
D	80	87	7	8.75%	YES	4	5.00%

Selection of winners:

Branch Name	% eligible growth	Rank in Eligible Br List
C	13.33%	1
A	6.25%	2
B	5.00%	3

1.1.2. BRANCH STAFF:

- One branch staff in respect of the branches whose branch heads win the incentive will also be incentivized.
- Eligible Branch Heads should select the eligible branch staff based on his/her contribution in this campaign and send his/her name and details along with his/her claim.

DETAILS OF INCENTIVE PAYABLE / PRIZE : CATEGORY-I

Type	Branch Managers		Branch Staff	
	Winners	Incentive Amount (Rs.)	Winners	Incentive Amount (Rs.)
Metro	Top 10	25,000/- each	Top 10	15,000/- each
Urban	Top 10	25,000/- each	Top 10	15,000/- each
Semi Urban	Top 10	25,000/- each	Top 10	15,000/- each
Rural	Top 10	25,000/- each	Top 10	15,000/- each
Total	40	25,000/- each	40	15,000/- each

2. CATEGORY-II

2.1. UNION LOAN POINTS

ULP Classifications:

☞ **ULPS are classified in 3 groups as under on the basis of their Dec' 15 Business:**

GROUP A	GROUP B	GROUP C
Pune-Aundh	Thane	Gwalior
Indore	Guntur	Mohali
Delhi - Mothibagh	Patna	Ahmednagar
Surat	Agra	Ghazihabad
Delhi- Paschim Vihar	Guwahati	Jalandhar
Baroda	Varanasi	Haldwani
Pune Camp	Kozhikode	Allahabad
Bhubaneshwar	Bhopal	Bhavnagar
Gurgaon	Kanpur	Jabalpur
Kolkata	Faridabad	Belgaum
Vijayawada	Aurangabad	Jamshedpur
Nasik	Madurai	Meerut
Chennai- Broadway	Kottayam	Rajkot
Noida	Jaipur	Ludhiana
Lucknow- Gomti Nagar	Tirupati	Chandigarh
Mumbai Kandivali	Nagpur	Nallasopara
Bangalore- Chandra layout	Visakhapatnam	Amritsar
Bangalore - HSR Layout	Ernakulum	Kharghar
Hyderabad	Udaipur	Ranchi
Mumbai Bandra	Trivandrum	Dehradun
Lucknow- Raibareli Road	Raipur	Coimbatore
	Kolhapur	Bhilai
	Ahmedabad	Mumbai-Chembur
		Chennai Velachery
		Jodhpur
		Mangalore

2.1.1. ULP HEADS

ELIGIBILITY:

- ULPs are classified into 3 groups based on their business performance as on 31.12.2015.
- ULPs who fulfill following two conditions will qualify for participation in the Incentive Scheme:
 - a. ULP in each group has to register a minimum Q-o-Q %growth (mentioned below) in business as on 31.03.2016 over business on 31.12.2015

ULP Group	% minimum growth as on 31.03.2016 over retail business on 31.12.2015
Group A	35%
Group B	30%
Group C	25%

- b. Minimum 75% achievement of March'16 Target

SELECTION OF WINNERS:

- Only those loans sanctioned during campaign period will be reckoned for performance under the Incentive Scheme where partial or full disbursement happens on or before 15.04.2016.
- Top 5 ULPs from each group showing highest sanction (eligible) in percentage terms with respect to 31st Dec-15 performance will be declared as winners.

2.1.2. PROCESSING OFFICER:

- One processing officer in respect of the ULP whose ULP heads wins the incentive will also be incentivized.
- Eligible ULP Heads should send name and details of one processing officer along with his/her claim.

DETAILS OF INCENTIVE PAYABLE / PRIZE : CATEGORY II

ULP Group	ULP Heads		Processing Officers	
	Winners	Incentive Amount (Rs.)	Winners	Incentive Amount (Rs.)
A	Top 5	25,000/- each	Top 5	15,000/- each
B	Top 5	25,000/- each	Top 5	15,000/- each
C	Top 5	25,000/- each	Top 5	15,000/- each
Total	15	25,000/- each	15	15,000/- each

3. CATEGORY-III

3.1. MARKETING OFFICER

3.1.1. Marketing officers working in ULPs (MO Set- II)

Marketing Officers are divided in three groups based on their ULP category as defined in Category -II of this Incentive Scheme

ELIGIBILITY:

- Marketing officers (Set-II) will be eligible for campaign if they mobilized following business (fresh sanction) under the retail loans.

ULP Group	Minimum business to be mobilized during the campaign period i.e. between 01.02.2016 and 31.03.2016 for the Marketing officers working in ULPs (Rs. In crs)	
	Total	Within with Self Sourced (Minimum)
Group A	8.00	3.00
Group B	4.50	1.50
Group C	3.00	0.75

- **Note:** Only those loans mobilized by MO during campaign period will be reckoned for performance under the Incentive Scheme where partial or full disbursement happen on or before 15.04.2016.

SELECTION OF WINNERS:

- List of eligible Marketing officers will be prepared for each group in descending order of mobilized business (eligible) during the campaign period.
- Top 10 marketing officer from each group will be declared as winners and will be eligible for Cash Incentive.

3.1.2. Marketing officers not working in ULPs (MO Set- I)

Marketing Officers (Set-I) are classified in three groups based on their Regional Offices as under:

GROUP A	GROUP B		GROUP C	
Ahmedabad	Agra	Madurai	Azamgarh	Kolhapur
Bangalore	Allahabad	Nagpur	Belgaum	Kottayam
Chennai	Baroda	Nasik	Coimbatore	Kozhikode
Delhi(N)	Bhopal	Patna	Dehradun	Mangalore
Delhi(S)	Bhubaneshwar	Raipur	Durgapur	Meerut
Hyderabad	Chandigarh	Rajkot	Ghazipur	Mehsana
Kolkata	Ernakulam	Ranchi	Goa	Nellore
Lucknow	Indore	Surat	Gorakhpur	Rewa
Mumbai(N)	Jaipur	Udaipur	Guwahati	Salem
Mumbai(S)	Kanpur	Varanasi	Howrah	Samastipur
Mumbai(W)	Ludhiana	Vishakhapatnam	Jabalpur	Sambalpur
Pune			Jalandhar	Siliguri
			Jaunpur	Trivandrum
			Karnal	Vijawada

ELIGIBILITY:

- Marketing officers (Set-I) will be eligible for participating in the Incentive Scheme if they mobilize following business (fresh sanction) under the retail loans.

ULP Group	Minimum business to be mobilized during the campaign period i.e. from 01.02.2016 to 31.03.2016 for the Marketing officers (Non ULPs) (Rs. In crs)
Group A	2.00
Group B	1.50
Group C	1.00

- Note:** Only such mobilized business during campaign period will be reckoned for performance under the Incentive Scheme where partial or full disbursement happen in loan accounts by 15.04.2016.

SELECTION OF WINNERS:

- List of eligible Marketing officer will be prepared for each group in descending order of eligible business mobilized by them during the campaign period.
- Top 10 marketing officer from each group will be declared as winners and will be eligible for Cash Incentive.

DETAILS OF INCENTIVE PAYABLE / PRIZE : CATEGORY III

ULP Group	Marketing Officers SET II		Region Group	Marketing Officers SET I	
	Winners	Incentive Amount (Rs.)		Winners	Incentive Amount (Rs.)
A	Top 10	15,000/- each	A	Top 10	15,000/- each
B	Top 10	15,000/- each	B	Top 10	15,000/- each
C	Top 10	15,000/- each	C	Top 10	15,000/- each
Total	30	15,000/- each	Total	30	15,000/- each

SCHEDULE FOR SUBMITTING THE CLAIMS:

	Particulars	Deadline
ULP Marketing Officers (SET II)	To submit their claims to ULP Heads as per Annexure I for verification.	25.04.2016
NON-ULP Marketing Officers (SET I)	To submit their claims to their Regional PMOs as per the Annexure II for verification.	
Branch Heads/ULP Heads/Regional PMOs	To verify claims submitted by ULP Marketing Officers (SET II)/ NON-ULP Marketing Officers (SET I) as per the Annexure I and forward it to concerned Regional Office for certification.	30.04.2016
	To submit their (Branch Heads along with one Branch Staff and ULP Heads along with one processing officer) claims to concerned Regional Office as per the Annexure III/IV	
Regional Heads	To certify the claims submitted by Branch Heads/ULP Heads/Regional PMOs and forward it to Retail Banking Department	15.05.2016

NOTE: Branches/ULPs/PMOs to ensure that claims to be received by RBD, Central Office through certification of respective Regional Heads before the deadlines.

Winners & Incentive:

Based on data submitted by Regional Offices and cross checked with MIS data, list of eligible staff members who qualify for the incentive will be prepared for different categories by RBD, CO and incentive amount will be distributed by HR department.

COMPETENT AUTHORITY FOR SANCTION OF INCENTIVE:

The General Manager (Retail Banking Dept.) will be the competent authority to sanction incentives all the categories.

FGMs/ Regional Heads/ Branch Heads are requested to sensitize all staff members about the incentive scheme and ensure their enthusiastic participation towards achieving targets under Retail Lending.


 (REKHA NAYAK)
 GENERAL MANAGER

**PARTICIPATION FORM FOR CAMPAIGN SPECIFIC INCENTIVE SCHEME
CATEGORY -III FOR MARKETING OFFICERS (SET II)-ULP**

MARKEITNG OFFICER (SET II)-ULP (tick appropriate column)		
Group A	Group B	Group C

DATE:

From Name of Marketing Officer: Designation: PF No: Name of the ULP:	To ULP Head: Name of the ULP:
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Dear Sir,

Details of sanction in Retail Loans during campaign period 01.02.2016 to 31.03.2016

With reference to I.C. 358-2016 dated 03.02.2016, I submit herewith the data with regard to sanction and disbursement in Retail loans mobilized by me during the campaign period.

(Amt in lacs)

Sr. no.	Name of the borrower	Finacle 15 digit A/c No.	Scheme (Home/ Miles etc.)	Sanction		Disbursement		If Self sourced then YES otherwise NO
				Date	Amt.	Date	Amt.	
	Total							

Total of Sanction Amount during Campaign Period in Rs. lacs		
Self Sourced	Other (from Branches)	Total

I request you to forward the same to the Competent Authority for further proceedings.

Yours faithfully,



P

Confirmation by the ULP Head

I, _____, ULP Head confirm that the Information provided by by Mr. / Ms. _____ in his / her Participation Form is correct as per our records.

Signature of ULP Head with Seal

_____ ULP

Date :

Certification by the Regional Head

We hereby certify the correctness of the claim made by Mr. / Ms. _____
_____ working in _____ ULP.

Signature of Regional Head with Seal

_____ Region.

Date :

The Participation Form duly filled in and certified by Regional Head should reach Retail Banking Department, Central Office latest by 15th May 2016.

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**PARTICIPATION FORM FOR CAMPAIGN SPECIFIC INCENTIVE SCHEME
CATEGORY -III FOR MARKETING OFFICERS (SET-I) - Non ULPs**

MARKETING OFFICER (SET-I) - Non ULPs (tick appropriate column)		
Group A	Group B	Group C

DATE:

From Name of Marketing Officer: Designation: PF No: Name of the PMO:	To Regional PMO: Name of the Region:
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Dear Sir,

Details of sanction in Retail Loans
during campaign period 01.02.2016 to 31.03.2016

With reference to I.C. 358-2016 dated 03.02.2016, I submit herewith the data with regard to sanction and disbursement in Retail loans mobilized by me during the campaign period.

(Amt in lacs)

Sr. no.	Name of the borrower	Finacle digit A/c No.	15 Scheme (Home/ Miles etc.)	Sanction		Disbursement	
				Date	Amt.	Date	Amt.
	Total						

I request you to forward the same to the Competent Authority for further proceedings.

Yours faithfully,



Confirmation by the Regional PMO

I, _____, Regional PMO confirm that the Information provided by by Mr. / Ms. _____ in his / her Participation Form is correct as per our records.

Signature of Regional PMO with Seal

_____ Regional Office.

Date :

Certification by the Regional Head

We hereby certify the correctness of the claim made by Mr. / Ms. _____
_____ working in _____ ULP.

Signature of Regional Head with Seal

_____ Region.

Date :

The Participation Form duly filled in and certified by Regional Head should reach Retail Banking Department, Central Office latest by 15th May 2016.



**PARTICIPATION FORM FOR CAMPAIGN SPECIFIC INCENTIVE SCHEME
CATEGORY -I SCHEME FOR BRANCH (BRANCH HEADS AND BRANCH STAFF)**

BRANCH			
(tick appropriate column)			
Metro	Urban	Semi Urban	Rural

DATE:

From Name of the Branch Head: Designation: PF No: Name of the Branch:	To The Regional Head Regional Office, _____.
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Dear Sir,

**Details of performance under Retail Loans
during campaign period 01.02.2016 to 31.03.2016**

As per I.C. 358-2016 dated 03.02.2016, our branch qualify for participating in the Incentive Scheme. Details of performance under Retail Business as per the scheme during the campaign period are as under:

Retail Business (Rs. Lacs)		Growth (Q-o-Q)	
As on 31.12.2015	As on 31.03.2016	Amount Rs. Lacs	%
(A)	(B)	(A-B)	[(A-B)/A] x100

Details of Loan Sanctioned & Disbursed during Campaign Period i.e. from 01.02.2016 to 31.03.2016
(Amt in lacs)

Sr. no.	Name of the borrower	Finacle 15 digit A/c No.	Scheme (Home/ Miles etc.)	Sanction*		Disbursement*	
				Date	Amt.	Date	Amt.
	Total						

*Disbursement in loan accounts sanctioned during campaign period only to be mentioned.

Total Eligible disbursement (C)	Retail Business as on 31.12.2015 in Rs. Lacs (A)	% of eligible disbursement over Dec 15 [(C/A)*100]



P

Detail of Branch Staff (one) nominated for participation in Incentive Scheme:

Name:

Designation:

PF No:

We request you to forward the same along with your certification to the Competent Authority (RBD, CO) for participation in Campaign Specific Incentive Scheme.

Yours faithfully,

Certification by the Regional Head

We hereby confirm the correctness of the information given by Mr. / Ms. _____
_____, Branch Head _____ Branch in the Participation Form.

Signature of Regional Head with Seal
_____ Region.

Date:

The Participation Form duly filled in and certified by Regional Head should reach Retail Banking Department, Central Office latest by 15th May 2016.



**PARTICIPATION FORM FOR CAMPAIGN SPECIFIC INCENTIVE SCHEME
CATEGORY -II FOR ULP (ULP HEADS AND PROCESSING OFFICERS)**

ULP (tick appropriate column)		
Group A	Group B	Group C

DATE:

From Name of ULP Head: Designation: PF No: Name of the ULP:	To Regional Heads Regional Office, _____.
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Dear Sir,

**Details of performance under Retail Loans
during campaign period 01.02.2016 to 31.03.2016**

As per I.C. 358-2016 dated 03.02.2016, our ULP qualify for participating in the Incentive Scheme. Details of our ULP's performance as per the scheme during the campaign period are as under:

Retail Business (Rs. Lacs)			Achievement	
As on 31.12.2015	As on 31.03.2016	Target for Mar'16	% Growth over 31.12.2015	% of Target Mar'16
(A)	(B)	(C)	$[(B-A)/A] \times 100$	$(B/C) \times 100$

Details of Eligible Loan Sanctioned from 01.02.2016 to 31.03.2016

(Amt in lacs)

Sr. no.	Name of the borrower	Finacle 15 digit A/c No.	Scheme (Home/ Miles etc.)	Sanction from 01.02.16 to 31.03.16		Disbursement*	
				Date	Amt.	Date	Amt.
	Total						

* mention only those accounts which are sanctioned during campaign period and partial or full disbursement happened in the account on or before 15.04.2016.

Total Eligible Sanction (D)	Retail Business as on 31.12.2015 in Rs. Lacs (A)	% of eligible sanction over Dec 15 $[(D/A) \times 100]$

Details of Processing officer (one) nominated for participation in incentive scheme:

Name:

Designation:

PF No:

We request you to forward the same along with your certification to the Competent Authority (RBD, CO) for participation in Campaign Specific Incentive Scheme

Yours faithfully,

Certification by the Regional Head

We hereby confirm the correctness of the claim made by Mr. / Ms. -----working as the ULP Head ----- ULP.

Signature of Regional Head with Seal

----- Region.

Date:

The Participation Form duly filled in and certified by Regional Head should reach Retail Banking Department, Central Office latest by 15th May 2016.

