

Press Release

Usage of Regional Language and Its Positive Impact On Customer Service

On the occasion of International Mother Language Day February 21, 2024, a Hindi discussion program was organized on the topic "Usage of Regional Language and its positive impact on customer service" at 3:00 pm in Auditorium, Canara Bank, Head Office. The program was presided over by Shri T K Venugopal, General Manager, Human Resources Wing. Smt. Seena Rajendran, Deputy Director, UR Rao Satellite Centre, ISRO Bengaluru and an eminent Language expert was invited as the Chief guest of the program.

Employees from various Wings participated in the program and presented their views on the importance of Mother Language and providing customer service in Regional Languages. On this occasion, Smt. Seena Rajendran said that mother language connects mind to mind and helps us to establish connection with our civilization and culture. Shri. T K Venugopal, General Manager, in his presidential address requested all the participants to provide customer service by understanding the language and culture of the particular area in which they work so that they can connect with the customer in a better way.

Publicity and Public Relations Section

Marketing, Public Relations & Third Party Products Wing
2nd Cross, Gandhinagar
HO: Annex
Bengaluru – 560009

Tel no: 080-22340477
E mail: hoppr@canarabank.com
www.canarabank.com