



# ALL INDIA BANK EMPLOYEES' ASSOCIATION

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**TO ALL UNIONS AND MEMBERS:**

Dear Comrades,

**Our struggle against Privatisation of Banks**

**UFBU's Twitter Campaign on 17<sup>th</sup> July – an impressive success**

**Onward to Dharna before Parliament on 21<sup>st</sup> July**

As a part of our current campaign programmes against the moves of the Government to privatise the public, as per the call of UFBU, Twitter Campaign was undertaken by our units yesterday. Earlier, we held a virtual meeting of our AIBEA's Social Media Team wherein suggestions were given to effectively implement the programme.

We are happy to observe that there was active involvement of our units and members in this programme, particularly by our young members who are more proficient and active in the social media platforms.

The twitter campaign started by 8 AM with the common Hashtag **#PublicBanksNotForSale**.

The campaign picked up very fast and within an hour, it became trending at No. 1. It continued to trend till afternoon as tweets were pouring in. In many places, particularly in Maharashtra and Gujarat, our comrades assembled in groups in a war room and undertook the tweeting collectively. In Agartala, Tripura, our comrades assembled in the Union office and jointly undertook the tweeting programme. By afternoon, there were more than three lacs tweets. It is heartening to receive messages that many of our members have undertaken tweeting by the entire family members. By evening, there were nearly **five lacs of tweets** and our Hashtag was among the top 10.

Many political leaders, trade union leaders, prominent personalities were tagged in our campaign and many of them joined our campaign with their tweets. This campaign has helped us to reach a wider spectrum of people about our demands.

We thank all our units and members, particularly our young brigade for the active involvement in the programme to make it a trending success.

With greetings,

Yours comradely,

**C.H. VENKATACHALAM  
GENERAL SECRETARY**