

State Banks' Staff Union (Kerala Circle)

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

Reg. No. 01-36-2000

Circular No.93/26
To All Unit Secretaries



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

Dear Comrade,

Date: 31.08.2026

TODAY'S TWITTER / X CAMPAIGN GRAND SUCCESS

IMPRESSIVE DIGITAL MOBILISATION

MARCH ON TO 11TH SEPTEMBER STRIKE

We reproduce hereunder the full text of Circular No.45 dated 31st August, 2026, issued by Com. L Chandrasekhar, General Secretary, AISBISF, the contents of which are self explicit.

Yours comradely

(Akhil S)
General Secretary

"We congratulate all our constituent unions and members all over the country for their spirited and overwhelming response to today's X / Twitter campaign demanding implementation of 5-Day Banking and opposing the unilateral and discriminative PLI.

The digital campaign under the hashtag **#5DayWeekandFairPLI** emerged as a remarkable success, clearly reflecting the collective resolve and unity of the employees and officers.

Social media analytics of today's campaign:

- **Total Posts / Results: over 9.10 lakhs**
- **Total Engagements: nearly 13 lakhs**
- **Potential Reach: an impressive 3.43 crore (34.3 million) users**

These figures powerfully demonstrate that the demands are not only legitimate but also enjoys wide support among bank employees at large. The coordinated participation, massive reposting, and sustained momentum throughout the day underline our collective determination to fight for justice. Our hashtag reached **#1 worldwide**, ranking as the #2 most-tweeted hashtag in the world over 24 hours and the #3 longest-trending topic globally, trending for nearly six hours. Within India, the performance was even stronger and lasted longer: **#5DayWeekandFairPLI was the #1 trend, the #1 most-tweeted hashtag and the #1 longest-trending topic in the country over 24 hours.**

We place on record its deep appreciation for all members who actively contributed by posting, reposting, and amplifying the campaign, thereby strengthening our agitational programme and sending a clear message to the authorities concerned.

March on to Strike on 11th September, 2026. We call upon all bank employees and officers to gear up for the All India Bank Strike on 11th September, 2026.

With revolutionary greetings,"
