

4. Official Language

Your Bank has an extensive geographical footprint across the world and caters to thousands of customers through its 22,219 branches and 62,617 ATMs, offices located abroad and various banking channels. Close to 2,06,000 staff members of the Your Bank (excluding subordinate staff) are committed for propagating the use of the official language in the Banking industry through various channels set up by your Bank.

Following are the innovative initiatives for spread and usage of Official Language by State Bank of India:

1. Internet banking website 'Online SBI' is now available in 12 languages – Hindi, Tamil, Marathi, Gujarati, Kannada, Oriya, Bangla, Punjabi, Telugu, Malayalam, Konkani and English.
2. SBI Quick Application has been made available to customers in Hindi, Marathi and English, which includes Bank's holiday calendar, ATM card services, mobile top up/recharge. Furthermore, facilities such as Pradhan Mantri Social Security schemes, ATM branch locator, among other schemes have also been provided.
3. Internet banking site Online SBI has been made available in 14 Indian Languages.
4. BHIM Pay SBI is available in Hindi, Tamil and English.
5. SBI's YONO LITE App is available in 12 Indian languages. Further, YONO Krishi App has been made available in 10 Indian languages including Hindi, Tamil, Telugu and Malayalam.
6. SBI Quick App has been made available in 14 Indian languages.
7. Our call centres are currently providing solutions in 13 languages, with more than 80% of the queries being made in Indian languages.
8. Bank's revamped website 'BANK. SBI' is available in Hindi and English.
9. The ATM screen as required by the Department of Financial Services and its slip has the option of Hindi and local language. Passbook printing, net banking, Statement of account are also being provided in Hindi.

All India Webinars Conducted:

1. The Official Language Review Meeting of all the 17 Circles was held on 18th June 2020 at the Corporate Centre, Mumbai.
2. Webinar on the subject "Customer Satisfaction" was held on 29th June 2020 at Bengaluru.
3. Training programme for Probationary Officers was held on 19th June 2020 at Kolkata.
4. All India Group Discussion on Implementation of Sustainable Development Goals for Sustainable Life was held on 19th September 2020 in collaboration with the Department of Sustainability.
5. In collaboration with Department of Sustainability and FICCI, a webinar on the subject impact of COVID-19 on achieving the Sustainable Development Goals, was organised on 25th September 2020. Deputy Managing Director (HR) and Corporate Development Officer chaired the webinar, which was attended by a large number of state Bank members including FICCI officials.

Various Programmes for the Dissemination of the Official Language:

1. A webinar on the subject "Official Language Implementation for Official Language Officers: Future challenges and possibilities" was held on 29th June 2020, at the Corporate Centre, Mumbai.
2. A discourse programme was held with Dr Sumeet Jairath, Secretary, Department of Official Language, Ministry of Home Affairs, Government of India, New Delhi on 17th September 2020. The Seminar was attended by Rajbhasha Officers and Circle Development Officers all over India and was chaired by DMD (HR) & CDO.
3. A seminar on the subject "Writings of Premchand and the Indian Society" was held on the occasion of Premchand Jayanti on 31st July 2020. Dr Karunashankar Upadhyay, Head of the Department of Hindi,

University of Mumbai presided, and Deputy Managing Director (HR) and Corporate Development Officer chaired the seminar.

4. Webinar for all the Officers, translators and staff members of the Department of Official Language was organised under the Chairmanship of General Manager (Official Language & Corporate Services) on the latest concepts related to translation was held on 22nd July 2020 with the objective of familiarising the concepts of simple translation. Dr Srinarayan Singh, former Director, Central Translation Bureau, Government of India was invited to acquaint the members with the latest concepts of translation.
5. Hindi Fortnight was successfully organised in a fully online mode this year. Apart from the various regular competitions, your Bank successfully conducted all India Online Hindi Quiz wherein about 10,000 staff members participated.

Other initiatives:

1. Special issues of Prayas were published – April-June was on Ethics, July-September issue was on CSR, October-December issue was Positivity and January-March issue focused on International Women's Day.
2. Trilingual Banking Terminology (English, Kannada & Hindi) was published by your Bank's Bengaluru Circle, which was inaugurated by the Parliamentary Committee on Official Language 7th October 2020.
3. Official Language Fortnight was held in all Offices/Branches of State Bank of India and the fortnight was celebrated with gaiety and enthusiasm.
4. In order to increase the readership and for reaching out to more and more people, WEBPRAYAS was launched, which was developed In-house on SharePoint. Listeners can listen/read subject wise articles, poems, and stories as per their choice and interest.
5. Mobile Edition of WEBPRAYAS was launched by DMD (HR) & CDO on 18th March 2021. Audio version of Prayas magazine can be heard on

one's Mobile anytime and anywhere simply by scanning QR Code on mobile phone.

Awards and Recognition:

1. State Bank of India's home magazine 'Prayas' has been conferred with Kirti Puraskar by Department of Official Language, Ministry of Home Affairs, Government of India for the fourth time. The award would be presented by the Honorable President of India.
2. State Bank of India, Local Head Office Patna and Administrative Office Kottayam were conferred with regional awards for implementation of official language by Government of India, Department of Official Language, Ministry of Home Affairs for the year 2019-20.
3. Our Bhubaneswar, Jabalpur, Surat and Indore Town Official language Implementation Committees bagged Regional Prizes for best implementation of Rajbhasha.
4. A translation competition was organised by the Department of Language, Ministry of Home Affairs, GOI to prepare a global data base for translation in the Banking sector by the name of Kanthasth. The competition had the best performance of State Bank of India among all Central government ministries and offices (including Indian Railways and Security Forces) in all public sector establishments, all public sector Banks and insurance companies. 9 officers were awarded certificates by Secretary, Department of Official Language, Ministry of Home Affairs and citations were given to all the winners by Deputy Managing Director (HR) & Corporate Development Officer.

5. Marketing and Communications

The Marketing and Communications (M&C) Department is responsible for your Bank's initiatives towards branding, product marketing and corporate communications. With the objective of optimizing its efforts in promoting the products and services by adopting contemporary marketing approach and to give impetus to the digital

initiatives and connect with the youth, the M&C Department endeavors to develop and implement integrated marketing strategies to address business challenges of different divisions of your Bank including Indian and overseas operations. This department comprises of domain skilled professionals and specialists drawn from various relevant fields - media, marketing communications, digital marketing, advertising, and public relations.

During the year of Pandemic, even though the branches and ATM's were functioning uninterruptedly, the focus of your Bank's M&C team was to promote SBI's digital initiatives and the efforts of employees during the times of COVID-19. For this, your Bank undertook initiatives to increase the download of SBI's digital banking channels like YONO, SBI BHIM Pay, INB, etc. and get customers to use them more and more. We also undertook digital initiatives like #GharseBanking, #Khushiyonkaswagat, etc. along with several other campaigns for customer awareness about our digital products and services which could be availed sitting at home during the time of Lock Down.

The Department has further strengthened its process on integrating marketing efforts across all Business Units and has set up a suitable process for initiating any marketing campaign. The M&C team launched

major marketing campaigns for products such as Home Loans, Personal Loans, Current Account, NRI Services, and Digital Products. The Department also initiated an integrated approach to drive consideration for the range of retail loan products. Different media channels such as print, social media, ATMs, etc. were used for all these campaigns. The Department also promoted several of its sustainability initiatives and CSR through various forms of media.

Going forward, along with the other marketing initiatives, your Bank plans to further promote its various digital initiatives along with its flagship product YONO. The thrust of the department is to constantly redefine and reinvent all its marketing initiatives to stay relevant and act as a change catalyst for State Bank of India to position itself as one of the most vibrant and trusted brands.

6. Vigilance Mechanism

1. There are three aspects to the vigilance function- Preventive, Punitive and Participative. Based on past experiences/incidences, system/process improvements are being under taken continuously by leveraging technology and guidelines of the Bank are being streamlined as a preventive vigilance measure.



Wealth Hub Mysuru Inauguration by the Chairman