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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

2. During this year Vigilance Awareness Week was observed from 27th October 2020 to 2nd November 2020, with the theme "Satark Bharat, Samridh Bharat (Vigilant India, Prosperous India). As a part of observance of Vigilance Awareness Week, "Integrity Pledge" has been administered to all staff members. All channels of Bank such as SBI Times, ATMs, CDMs, Internet Banking, Facebook, Twitter, Instagram, LinkedIn are used to create awareness among employees and public on the theme of Vigilance Awareness Week (VAW). During the VAW, we held a conference of CVC with the Top Management of the Bank. The Commission was presented with the elaborate Preventive Vigilance measures taken by the Bank. Commission appreciated various measures taken by the Bank. During this period, while strictly adhering to extant Covid-19 guidelines, actions relating to internal house keeping were taken up in campaign mode. A "Vigilance Bulletin" was published incorporating case studies and other important guidelines to provide awareness amongst employees.
3. During the financial year under review, the following measures were initiated in order to improve the effectiveness of vigilance administration and timely disposal of disciplinary cases.
 - i. DFS has appointed 6 Additional Chief Vigilance Officers (ACVOs) on deputation basis, in the Bank, to strengthen Vigilance Administration and to support CVO. Out of 6 ACVOs, 4 are posted at 4 Zones (North, South, East and West) and 2 at Corporate Centre to handle cases of Corporate banking (CAG, CCG, IBG & SARG) and Subsidiaries and RRBs. The roles and responsibilities of these ACVO are finalised and required infrastructure is created for them. With appointment of ACVOs for Subsidiaries & RRBs, the vigilance administration of RRBs & Subsidiaries is brought under direct supervision of CVO.
 - ii. In order to put in place a mechanism to monitor the progress of staff accountability examination in respect of large value frauds of ₹50 crores and above, a Committee namely "ABBFF Review Committee" under

chairmanship of MD (CB & GM) has been constituted. This Committee will review the progress of all cases being referred to ABBFF at bi-monthly intervals. The reviewed status report is being shared with all stakeholders to initiate prompt action, as desired at their end, so that the timelines prescribed by ABBFF can be met.

- iii. To take holistic view in the disciplinary cases and to ensure uniform decisions and speedy disposal, centralized DAs have been created and 5 DAs (4 Hubs, 1 at CCG) have been posted / designated.
4. Vigilance Department has conducted 193 preventive vigilance programmes and trained 3735 officers. Suo-motu investigations have been conducted in 768 branches to ensure preventive measures are made effective.
5. During the financial year 2020-2021, a total of 1,716 cases (including 908 new cases) were taken up for examination, out of which 1045 cases have since been closed.

7. Asset and Liability Management

Efficient Management of Assets and Liabilities (ALM) is vital for sustainable and qualitative growth of Banks. ALM aims to strengthen Balance Sheet by pro-actively reviewing the market dynamics, capturing the signals emanating therefrom and assessing the regulatory requirements to ensure value creation.

As part of sound Risk Management practices, your Bank has been constantly reviewing its Internal Policies on 'Deposits', 'Asset and Liability Management', 'Stress Test on Liquidity and Interest Rate Risks', 'Contingency Funding Plan' and adapting changes in the market conditions. Bank has been carrying out Reverse Stress Test to take care of the eventual risk that may crop up as a worst-case scenario.

Studies are conducted at regular intervals to assess the behavioral pattern of customers (embedded options available to customers) in order to give proper treatment to the non-contractual items of assets and liabilities while assessing liquidity position. Behavioral analysis is being carried out at half-yearly intervals to ensure accurate

positioning of outflows/inflows, in liquidity and interest rate sensitivity statements, that arise due to off-balance sheet exposures, impact of probable loan losses etc. The prevailing assumptions relating to non-contractual items of assets and liabilities are periodically reviewed and updated based on the outcomes of the latest studies.

The stock of High-Quality Liquid Assets (HQLA) and cash outflows are effectively monitored on a daily basis under dynamic market environment to ensure maintenance of LCR as prescribed by the Regulator as well as Bank's ALM Policy benchmarks.

Your Bank has proactively implemented the NSFR guidelines of RBI measuring the long-term resilience of the Bank in terms of liquidity, which is coming into force effective from 1st October 2021.

Your Bank identifies the inherent risks associated with the changing interest rates on its on-balance sheet and off-balance sheet exposures from both a short-term and long-term perspective. For this purpose, impact on Earnings at Risk (EaR) and Market Value of Equity (MVE) is assessed with pre-defined tolerance limits which enables the Management to initiate appropriate preventive steps in a likely scenario of erosion in NII / Net Worth.

In order to encourage branches to garner stable funds and assess their profitability based on cost of funds, a matched maturity-based Funds Transfer Pricing was implemented by your Bank.

The Asset Liability Management Committee (ALCO) of your Bank monitors and manages Liquidity and Interest Rate Risks by constantly modulating the asset-liability mix in the Balance Sheet. ALCO, inter alia, reviews the Interest Rate scenarios, pattern of growth of liability products, credit growth, competitive advantages, liquidity management, adherence to the regulatory prescriptions and pricing of liabilities and assets from time to time.

Your Bank has been in the forefront of monetary policy transmission, having achieved adequate level of transmission through its lending rates and has taken additional steps to expedite the transmission process by reducing its MCLR reset frequency from 1 year to 6 months for eligible floating rate advances. The Bank