

**GOVERNMENT OF INDIA  
FINANCE  
LOK SABHA**

UNSTARRED QUESTION NO:2676  
ANSWERED ON:31.08.2007  
PROJECT PARIVARTAN IN SBI  
Khairi Shri Chandrakant Bhaurao

**Will the Minister of FINANCE be pleased to state:**

- (a) whether the State Bank of India (SBI) proposes to launch 'Project Parivartan' programme for its employees for better customer relations;
- (b) if so, the details thereof; and
- (c) the likely expenditure to be incurred on the programme?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI PAWAN KUMAR BANSAL)

(a) to (c): State Bank of India (SBI) has launched 'Project Parivartan' programme on 16.7.2007. It is a two day Training Programme being rolled out mainly through their existing Training system and Trainers. It is an inclusive Programme, covering Clerks and Officers alike. The main objective of the Programme is to change the mindset of the employees to make them more customer friendly.

As Programme is designed In-House (not by Consultants) and rolled out mainly through In-House Training Schools, there is no significant additional cost incurred by the bank in administering the programme.