

Group 8

# **Need for Change in Officers' Attitude under GST**

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# Objectives

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- What are the issues which hindered the officers at various levels to perform to the extent they could have performed but did not?

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- How the available workforce can be channelized in the right direction under GST regime in particular so as to get maximum results
- how to create a fresh brand image of the department under GST regime

## **SALIENT FEATURES OF GST**

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- It would be a dual GST with the Centre and States simultaneously levying it on a common tax base.
- The GST to be levied by the Centre would be called Central GST (CGST) and that to be levied by States would be called State GST (SGST).

## **SALIENT FEATURES OF GST.. Contd.**

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- Taxpayers shall file monthly returns. Return to be filed within 20 days after the end of tax period
- Input Tax Credit (ITC) shall be provisionally allowed on filing of return.
- Short-filing of return is allowed, but returns filed without payment of full tax shall not be treated as a valid return for allowing ITC in respect of supplies made by taxable person

## SALIENT FEATURES OF GST.. Contd

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- By 10<sup>th</sup> of next month, every taxable person will be required to upload, on the system, invoice wise details of the supply made during the month, in the form of Return known as GSTR-1.
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- The auto-populated invoice wise details mentioned in GSTR-2 will form the basis for claiming Input Tax Credit (ITC).



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- Since these invoice wise details will have Registration number of the recipient also, details of such supplies will get auto-populated as inward supplies in the Returns of respective recipients, the Return being known as GSTR-2.
- The auto-populated invoice wise details mentioned in GSTR-2 will form the basis for claiming Input Tax Credit (ITC).
- Details available in GSTR-1 will be utilized by the system to calculate tax liability.

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- Where the supplier does not rectify the discrepancy in his return, the amount to the extent of discrepancy shall be added to the output tax liability of the taxable person.

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- Annual return to be filed on or before 31<sup>st</sup> December following the end of the financial year
- Audited statement of accounts and reconciliation statement to be submitted along with the Annual Return by certain taxable persons



# REGISTRATION

- Registration to be granted State-wise. A person having multiple business verticals in a State may obtain separate registration .
- Registration shall be deemed to have been granted if no deficiency is communicated to the applicant within three common working days.
- Grant of registration under CGST Act means a grant of registration under SGST Act and vice-versa

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- Taxable person shall discharge his tax and other dues in the following order:
  - Self-assessed tax, and other dues related to returns of previous tax periods;
  - Self-assessed tax, and other dues related to returns of current tax period; and
  - any other amount payable under the Act or rules made there under including the demand determined under section 51.

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- Audited statement of accounts and reconciliation statement to be submitted along with the Annual Return. Hence, no need by Audit team to ask for them.



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- no need to furnish documentary evidence regarding unjust enrichment if the refund claim is less than Rs. 5 lakh.
- Seamless system based tax payment system, no need for any cross verification by any officer

## **Factors hindering performance of the officers**

- **Perception of Lack of Competitiveness-**

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- **Lack of infrastructure-**

poor information technology system, ACES

wastage of manpower even on routine works

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- **Competency for empathy-**  
putting themselves in the shoes of the taxpayers  
taking honey without damaging the flower
- **Competency for efficiency-**  
a culture of speed and efficiency is required to be inculcated

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- **Competencies of marketing in administration of law-**

focusing on compliance rather than enforcement

The interaction with government that most stands out – and not in a positive way- is **tax collection**

# Central Concern of Marketing

- Producing outcomes that the target market values
- In private sector the mantra is **customer value and satisfaction**
- In public sector , the mantra is **citizen value and satisfaction...**



# Fundamental Marketing Questions

- Who is the customer?
- How are we going to add value to that customer?



**A** customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.

**- Mahatma Gandhi -**

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- Embedding a customer orientation within government departments can change the focus and improve day-to-day delivery of services
- “citizen charter”
- sevottam



CENTRAL BOARD OF EXCISE AND CUSTOMS

Department of Revenue

Ministry of Finance



Government of India



## VISION

Our Vision is to provide an efficient and transparent mechanism for collection of indirect taxes and enforcement of cross border controls with a view to encourage voluntary compliance.

## MISSION

Our Mission is to achieve excellence in the formulation and implementation of Customs, Central Excise and Service Tax laws and procedures aimed at:

- realizing the revenues in a fair, equitable, transparent and efficient manner
- administering the Government's economic, taxation and trade policies in a pragmatic manner
- facilitating trade and industry by streamlining and simplifying Customs, Central Excise and Service Tax processes and helping Indian business to enhance its competitiveness
- ensuring control on cross border movement of goods, services and intellectual property
- creating a climate for voluntary compliance by providing information and guidance
- combating revenue evasion, commercial frauds and social menace
- supplementing the efforts to ensure national security.

## OUR STRATEGY

The strategy for achieving our mission shall comprise the following:

- Benchmarking of operations and adopting best practices
- Enhancing the use of information technology

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**Marketing** is an organizational function  
and a set of processes for **creating,**  
**communicating, and delivering value**  
**to customers** and for managing  
customer relationships  
in ways that benefit the  
organization and its stakeholders.

the customer = tax payer or any other stakeholder who interact with the department for any purpose.

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Communication of value = communicating exact amount of tax liability required to be paid along with lucid ways of explanations and calculations in a polite and friendly way

Deliverance of value =

make the tax payer feel that by way of tax payment he is contributing in building of an strong country.

Recognizing his contribution in some other way, like honouring him publicly, publicise his name on the departmental website

Making him feel proud for his good work

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- Posting on dedicated basis for development of intelligence
- focus on evasion prone commodities and evasion prone units
- more focused and more diversified Departmental Audit
- “out of box” thinking- focus on several untapped areas and modus operandi

**THANK YOU**