



सत्यमेव जयते



भारत सरकार
GOVERNMENT OF INDIA
केन्द्रीय उत्पाद शुल्क तथा सीमा शुल्क बोर्ड
CENTRAL BOARD OF EXCISE AND CUSTOMS

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Vanaja N. Sarma
Chairman, CBEC

DO.No.02/CH(EC)/2017

Dated 7th April, 2017

Dear Colleagues,

After taking over, I had sent a letter dated 3rd April, 2017 briefly covering important areas of work and my expectations from all of you. I propose to be communicating with all of you through a newsletter, preferably on a weekly basis to brief you about the important and latest developments in the Central Board of Excise and Customs.

On the HR front, I am happy to inform that the DPC for 1993-96 batches for promotion to the grade of Commissioner has been completed this week. Also, two proposals relating to grant of HAG+ for 1984-85 batches and HAG for 1986-1987 batches have been sent to UPSC. I will subsequently communicate to you further developments in this regard.

On the GST front, as you are aware, the Rajya Sabha has passed all the four GST Bills on 6th April, 2017. These now await the assent of the President. Similarly, the process of legislative approval of the State GST Bills will now begin. This puts us on track for the rollout of the new regime on 1st July, 2017.

The GST Council has in its 13th meeting held on 31.03.2017, approved nine Rules which have been put in the public domain. The same are available on the departmental website. I would urge all of you to go through the same as it will be essential in your future day to day working. The work on fitment of all Goods and Services into the 5 tax slabs is also under process and the Central Board of Excise and Customs is playing a crucial role in this regard. We hope to get the rules and rates approved by the GST Council in the subsequent meetings.

At this stage, it is of paramount importance that we have an effective outreach to all the stakeholders to inform them of the salient features and benefits of GST. DG, NACEN and the Directorate General of Taxpayer Services has been actively engaged in conducting such outreach and publicity activities. Here are some details for your information:-

- 24 print advertisements have been taken out in almost 200 different newspapers each;
- Outdoor GST campaign in major cities is being undertaken using mediums like hoardings, rail train panels, bus queue shelters, bridge panels, billboards, etc.

- special GST awareness campaign have been displayed through 12 Air India aircrafts;
- TV advertisements and radio jingles are being run on major channels;
- updated FAQs, Concept Paper and Presentation is available on the departmental website for wide circulation;
- a youtube channel named 'GST_INDIA' has been created which contains major interviews and parliamentary discussions; and
- facebook page (@cbecindia) and twitter handle (@CBEC_India) are being used for dissemination of information on GST.

I urge all of you to carry out outreach programmes at the local level, so that we cover the entire length and breadth of the country. At this crucial stage it is important that all stakeholders are suitably informed of the salient features and benefits of GST. I request you to use the publicity material available on the departmental website for this. Local advertisements in vernacular languages should also be carried out by all Commissioners. I urge you to take this opportunity to make our presence felt as the key facilitator for all stakeholders in their transition to the GST regime.

One area of concern at this stage is the migration of the existing central excise and service tax assessees to the GSTN. I urge all Chief Commissioners to expedite the process of migration of existing taxpayers as discussed in our video conference earlier this week.

With warm wishes,

Yours sincerely,



(Vanaja N. Sarna)

To

All officers and staff of Central Board of Excise and Customs