F. No. A 11013/20/2015.Ad.IV
Government of India
Ministry of Finance
Department of Revenue
Central Board of Excise & Customs

New Delhi, the 27th August, 2015

ORDER No. 02/Ad.IV/2015

Subject: Recommendations of TARC- creation of Directorate General of Tax Payers Services in CBEC.

In order to create a dedicated institution for the taxpayer services, with the approval of the Competent Authority the following changes are notified with immediate effect and until further orders:

1. Establishment:

i. The Office of Chief Commissioner Tax Arrears Recovery (CC TAR) along with its Zonal Units will be renamed as Directorate General of Tax Payer Services (DTPS);

ii. The current functions and responsibilities of the CC TAR shall henceforth be performed by the Directorate General of Inspection (DGICCE) renamed as Directorate of Performance Management;

iii. The Directorate of Publicity & Public Relations shall get attached to the DTPS. However. the Commissioner DPPR will continue to be head of department and separate budgetary and Cadre Controlling Authority until further orders;

iv. The Chief Commissioner Tax Arrears Recovery shall be re-designated as Chief Commissioner Tax Payer Services and the Commissioner Tax Arrears Recovery shall be re-designated as Commissioner Tax Payer Services;

v. The DTPS shall function under overall supervision of Member (Service Tax) CBEC;

vi. Existing arrangements shall continue to be in force regarding all the budgetary grants, all expenses including on vehicles (including hiring of vehicles) and drawal of salaries & allowances of the Officers and Staff of DTPS;

vii. All the officers and staff of Directorate of Tax Payer Services shall continue to work from their current offices until further orders;

2. Terms of Reference:

The Directorate of Tax Payer Services shall have the following terms of reference:

2.1 Taxpayer Services, Stakeholder Consultation & Grievance Redressal:

i Laying down service standards and monitoring, evaluating & reviewing the same from time to time to assess their effectiveness and efficiency;

ii Monitoring and reviewing Citizen's Charter and 'Sevottam' Programme at regular intervals and suggest improvements, where required;

iii Conducting customer satisfaction surveys, independent third party audit and impact analysis so as to monitor the quality and efficiency of tax administration;

iv Assisting the CBEC in enhancing customer understanding and maximizing voluntary compliance;

v Monitoring the functioning of PTFCs, RACs and Open House Meetings so as to share good practices across Zones;

vi Monitoring of e-Helplines set up by Customs, Central Excise and Service Tax Zones;

vii Monitoring the implementation of directions and awards given by Ombudsman to make this initiative more effective;

viii Monitoring the "Tax Payer Service Centers" in the Commissionerates and Custom Houses and analyzing the activities through periodic activity reports sent by the Commissionerates and Custom Houses and take appropriate steps for improvement in quality and timely delivery of services; and

ix Acting as a "Single Window Help Desk" for interface between taxpayers and field formations through a dedicated web based service portal In consultation with DGS&DM.

2.2 Publicity & Public Relations:

i. Providing taxpayer information, taxpayer education and taxpayer assistance, and designing and executing outreach programmes in coordination with NACEN, DG GST;

ii. Ownership, Content Management & updating information on CBEC website through content owners;

iii. Finalising an appropriate channel strategy to ensure that the service delivery is effective and is accessible to all;

iv. Educating the tax payers as regards their rights and obligations in the matter of tax compliance;

v. Compiling and issuing hand-outs, Guidance Notes, brochures, leaflets, FAQs etc. on various subjects, viz. baggage allowance, refund, drawback, rebate, Project imports, SSI exemptions, CENVAT scheme, appellate remedies including alternate channels like AAR and Settlement Commission for the benefit of taxpayers;

vi. Organizing interactive sessions with trade and industry and based on the feedback received, suggest changes in tax laws and procedures to the CBEC;

vii. Issuing internal communication aimed at attitudinal refinement of officials from that of regulators to facilitators and service providers;

viii. Monitoring and executing the stakeholder consultation process for changes in policy and procedures; and

ix. Creating, putting in place and executing an appropriate media policy, including social media .

(Amarjit Singh)
Deputy Secretary to the Govt. of India

To

1. All Principal Chief Commissioners/Principal Commissioners/Commissioners of Central Excise & Customs.
2. All Principal DGs/ DGs of CBEC
3. PS to FM/PS to MOS(R)
4. PS to Secretary Revenue.
5. PPS to AS Revenue.
6. PPS Chairman, CBEC
7. PPS to Member (ST)/Member (P&V)/Member (CX)/Member (Budget)/Member (Cus)/Member (L&J)
8. PS to JS Admn./EC.
9. Director (Ad.II)/DS (Ad.II A&B)/DS Ad. III A & VIII EC/DS. Ad.IIIB.
10. DG, System, (Webmaster) with request to upload the order on the official website of CBEC.
11. AD (OL), Hindi-I Section for providing Hindi version.
12. Guard file.

(Amarjit Singh)
Deputy Secretary to the Govt. of India