

Office of the Pr. Chief Commissioner of Income Tax
Andhra Pradesh & Telangana
10th Floor, Income Tax Towers, AC Guards, Hyderabad-500 004
Tel No. 040 23425475, Fax: 23241427/23240403

F.No. Pr.CCIT/Outreach Programme/2019-20.

Date:21-05-2019

To

The CCsIT,Vijayawada/Visakhapatnam,
All the Pr.CsIT/Pr.DIT(Inv)/CsIT/DIT,
All the Range Heads,
Andhra Pradesh & Telangana State.

Sir/Madam,

Sub: Proposal for participating in Trade Fairs/Exhibitions in India during the F.Y.2019-20 - Income Tax Department's Taxpayers' Lounge - Setup - Regarding.

Ref: Addl.DGIT(PR,P&P), New Delhi's letter in F.No.Pub-1(20)/PR,P&P/2018-19/35,dt.12-04-2019.

Please find enclosed a copy of the letter received from the Addl.Director General (PR,P&P), CBDT, New Delhi.

2. The Directorate has proposed to set up a '**Taxpayers' Lounge**' of the Income Tax Department in the events like Trade Fairs/Exhibitions. The set up of Taxpayers' Lounge is an outreach programme for creating awareness among public/target group. The main intention of the proposed programmes is to create awareness around the theme of 'Pay income tax for Nation Building'. The services and activities are explained in the letter.

3. As requested in the letter, all the Heads of Departments/Heads of Offices are directed to identify the major/reputed events/trade fairs/exhibitions in your jurisdiction and the month in which it is held and the duration of the event and inform the same for setting up of '**Taxpayers' Lounge**'.

Yours faithfully,

Encl: As above.


(SUBRAHMANYAM TOTA)
Dy. Commissioner of Income Tax
(HQrs)(Admn), O/o.thePr.CCIT,Hyd.

17567



सत्यमेव जयते

देबज्योति दास

अपर महानिदेशक, के. प्र. क. बो.

DEBJYOTI DAS

ADDL. DIRECTOR GENERAL, C.B.D.T.

22 APR 2019

DCIT (Admin.)
Chief Commissioner of Income Tax
A.P. & TEL.

DIRECTORATE OF INCOME TAX

(Public Relations, Publications & Publicity)

6th Floor, Mayur Bhawan,

Connaught Circus, New Delhi-110001

Tel. : 011-23411267, Fax: 011-23414101

आयकर निदेशालय

(जन सम्पर्क, प्रकाशन व प्रचार)

18ठी मंजिल, मयूर भवन, कनॉट सर्कस

नई दिल्ली-110 001

फोन: 011-23411267, फै: 011-23414101

फा. स. Pub-1(20)/PR, P&P/2018-19 | 35

सेवा में,

सभी प्रधान मुख्य आयकर आयुक्त/मुख्य आयकर आयुक्त

All Pr. Chief Commissioner of Income Tax/
Chief Commissioner of Income Tax

महोदय/महोदया,

Sub: Proposal for participating in Trade Fairs/Exhibitions in India during the F.Y. 2019-20 in which Income Tax Department's Taxpayers' Lounge can be setup-reg.

Kind attention is invited to the above.

2. This Directorate carries out publicity on behalf of the Income Tax Department. The Taxpayers' Lounge set up the Department at various events are a major step by the Department to generate awareness amongst the general public/taxpayers/school going children etc. Through the Taxpayers' Lounge, various taxpayer services like e-filing of returns, viewing of tax credit through 26AS, applications for PAN and services of Tax Return Preparers are showcased to the public/target group. During the events/trade fairs/exhibitions, certain other activities like Drawing & Painting, Nukkad Natak, Quiz and Video Games (all specially created around the theme 'Pay Income Tax for Nation Building), online pledge to be part of the Clean Money Movement etc. are carried out in the "Taxpayers' Lounge". These activities project a friendly face of the Department, while at the same time being informative, since these activities are also aligned with the message about Income Tax. The 'Taxpayers' Lounge' being an outreach programme of the Department, also provides a unique opportunity to the field offices to connect with the target taxpayer groups in their Region.



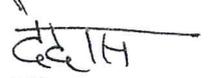
दिनांक: 12.04.2019
Addl. CIT (NPR) (A&T)
M. S. S. S.
18/4

Uthir chandra
Pr. Pr. Pr. Pr.
DCIT (Admin.)

3. In this regard, I am directed to request you to inform this Directorate about any such exhibitions/trade fairs of repute which are being held in your Region and which attract good number of footfalls (along with the month and approximate duration of the event) so that Taxpayers' Lounge can be set up in those trade fairs/exhibitions during F.Y. 2019-20, so as to carry forward the outreach programme of the Department and to create awareness amongst the taxpayers.

4. This issues with the approval of Member (R & TPS).

भवदीय,



(देबज्योति दास)

अपर महानिदेशक (मु. प्र. व प्र.)

केंद्रीय प्रत्यक्ष कर बोर्ड

नई दिल्ली