

Taxpayers' Lounge - the stall set up by Income Tax Department at India International Trade Fair 2011 - receives the First Prize in the category Government Departments

Taxpayers' Lounge set up by Income Tax Department at India International Trade Fair 2011 from 14-27 November, 2011 has been adjudged **First for Excellence in Display** in the category Government Departments by India Trade promotion Organization (ITPO). The Taxpayers' Lounge, inaugurated by Chairman, CBDT, on 15th November 2011, was conceptualized by the Directorate of Income Tax (PR,PP&OL). The Directorate also supervised its actual implementation as well as functioning throughout the duration of the Trade Fair.

The Taxpayers' Lounge" had a very friendly look. The motto "*Service with Smile*" and caption "*Taxpayer services at your door step*" created a positive atmosphere. To communicate with the taxpayers, the Taxpayers' Lounge used all three modes of communications i.e. information, interaction and transaction. The tax tutorials running on the LCD screens, posters, pamphlets as well as Taxpayer Information series booklets and various Departmental publications such as Let Us Share (public versions) and the coffee table book commemorating 150 years of Income Tax in India were available for the taxpayers. Taxpayers also made full use of the live demonstration of services related to PAN, 26AS, TRP Scheme, e-filing, e-payment etc. The TRPs present at the stall educated the taxpayers about the scheme and also resolved their basic queries on various legal as well as procedural aspects on income tax. The taxpayers were also provided services related to application of fresh PAN, change in PAN as well as registration for 26AS and e-filing.

Besides, on spot drawing/painting competitions were also organized for children where they had to draw on the theme of contribution of taxes in nation building. The children were awarded laminated certificates with names and photographs for participation as well as for winning the competitions. Touch screen kiosks were also kept where children were able to take quiz and were also awarded winner certificates. The quiz included multiple choice questions on general knowledge as well as on income tax. During the 14-day period about 2500 certificates were awarded to children for participating/winning the competitions organized at the Taxpayers' Lounge.

During the entire period of the Trade Fair almost 75-80 thousand persons visited the stall. Visitors' registers that was kept for obtaining feedback from the public recorded more than 500 comments. The initiative to sensitize young minds to the importance of taxation was also appreciated.
