



OFFICE OF THE COMMISSIONER OF CENTRAL EXCISE, CUSTOMS & SERVICE TAX
VISAKHAPATNAM – I COMMISSIONERATE

Central Excise Building, Port Area, Visakhapatnam - 530 035

C.No.IV/16/04/2012 (PF-I) – Tech (Sevottam)

Date 26.04.2013

SEVOTTAM

MINUTES OF MANAGEMENT REVIEW MEETING OF
VISAKHAPATNAM – I COMMISSIONERATE
HELD ON 17.04.2013 FROM 3.00pm HRS
AT THE CONFERENCE HALL

Background:

Clause 5.7 of IS 15700-2005 mandates that top management shall review the organization's management systems for service quality, Citizen's charter and compliant handling at planned intervals to ensure their continuing suitability, adequacy, efficiency and effectiveness.

The second Management Review Meeting was held on 17.04.2013 under the chairmanship of Shri C.P.Rao, Commissioner and the following officers were present.

1. Shri S.A. Umashankar Goud, Deputy Commissioner, Division III & Hqrs (P&V)
2. Dr A. Shyam Sundar, Deputy Commissioner (Tech)
3. Shri B.Ravindranath, Deputy Commissioner, Vizianagaram Division
4. Shri V. Ramanadha Reddy, Assistant Commissioner, Div II, IV and I
5. Shri F.A.Cooper, Superintendent (Internal Auditor)
6. Shri T.Naga Ramanjaneyulu, Superintendent (Internal Auditor)
7. Shri G.Srinivas, Inspector (Member - Internal Audit Team)
8. Shri K. Santosh Kumar, Superintendent (Audit-MIS), Hqrs Office
9. Shri P.V.V.Satyanarayana, Superintendent (CIU and Legal), Hqrs Office
10. Shri A.Ramesh Kumar, Superintendent (Member – Core Team), Hqrs Office
11. Shri S.Chakravarthy, Superintendent (Adjudication), Hqrs Office
12. Shri Y.Mahesh Kumar, Superintendent (Administration), Hqrs Office
13. Shri V.Shanmukheswara Rao, Superintendent (Anti-Evasion), Hqrs Office
14. Shri K.V.Mohan Rao, Superintendent (Sevottam), Hqrs Office

Agenda:

The following was the brief agenda of the meeting

- a) Follow-up action from previous visits/review
- b) Results of Audit
- c) Customer feedback including results of Customer Satisfaction surveys
- d) Changing Customer requirements
- e) Feedback from other stakeholders
- f) Extent to which objectives are achieved
- g) Status of preventive/corrective action
- h) Recommendations for improvement

At the outset the chairman welcomed the participants and impressed upon them on the Commissionerate's commitment delivery quality services as per the standards of IS 15700 2005. Then the agenda points were taken up for detailed discussion.

(a) Follow-up action from previous visits/review:

Hqrs Office/Divisions/Ranges:

1. A formal order designating the Process Owners was issued on the suggestion made by the Internal Auditors.
2. Registers with necessary modifications were procured and supplied to all the formations concerned.
3. Hqrs Office 'Document Monitoring System' specially designed and developed should be used to track the papers, is put to use. All errors in dated acknowledgements are eliminated with the usage of 'Document Monitoring System' in the Hqrs Office with all internal checks in the software.
4. In relation to previous instruction to the audit /anti-evasion wings to submit letters/communications received on the spot while in the field to the Centralized Dak Receiver within 24hours for a *Sevottam* acknowledgement, the Chairman instructed the audit groups, Anti-Evasion and Division SIV Teams to strictly follow the procedure.

{Responsibility: Superintendents (Audit/AE/SIV),
Superintendent (Admn), Administrative Officer (DO-I)}
{Time period: With immediate effect}

5. Standardized Sign Boards, Declarations, Drop Boxes and standardized feedback forms for all the formations were supplied from the Hqrs Office. However, on the issue of supply and placing of Floor Plans in all the office buildings, the Chairman instructed the administration to complete the work.

{Responsibility: Superintendents (Admn) for supply &
Administrative Officer (DO-I/II/III/IV and Vizianagaram
for placing the Floor Plans)}
{Time period: With one week}

6. A step-by-step guidance paper containing the processes involved in delivery of services was prepared and circulated in the Hqrs Office. However, the Guidance Paper, Service Quality Manual, Feedback Form are not yet placed on the Commissionerate's Website. The Chairman instructed to place them with immediate effect.

{Responsibility: Superintendents (Sevottam)
& Superintendent (Admn)}
{Time period: With immediate effect}

7. To gather proactive feedback and to institutionalize feedback all stakeholders, the Chairman directed that all trade bodies be requested to send their feedback to this office via post or mail.

{Responsibility: Superintendent (Sevottam)}
{Time Frame: With immediately and
once in a quarter thereafter}

8. In relation to display of Process flow charts, the Chairman has directed to place the Process Flow Charts provided in the Service Quality Manual at appropriate and conspicuous places in the Sections/Offices.

{Responsibility: Superintendents (Admn), all Process Owners &
Administrative Officer (DO-I/II/III/IV and Vizianagaram)}
{Time period: With immediate effect}

9. On the issue of setting up of Trade Facilitation Desks towards customer facilitation and grievance redressal, the Chairman has instructed to provide further resources to give them a face lift.

{Responsibility: Divisional Officers /
Administrative Officers and
Superintendent (Admn)}
{Time Frame: Within a week}

Divisions & Ranges:

1. Though there is a categorical decision to issue all the Central Excise Registration within the stipulated timeframe of 2 working days, there is no much improvement. The statistical figures indicate much more room for improvement. As the issue is of major non-conformity, this is taken up as an Agenda Point.
2. The details provided by the Divisions and Hqrs Office in relation to feedback gathered from the Drop Boxes are processed.
3. Interactive Sessions for all the field formations were held. Shri F.A.Cooper and Shri T.Naga Ramanjaneeyulu, both Superintendents of Central Excise addressed the sessions.

(b) Results of Audit:

The following officers were nominated to conduct the internal audit of the field formations and Sections of the Commissionerate Hqrs.

S.No.	Name & Designation of the Officer S/Shri	Formations to be audited	Dates of audit
1	F.A. Cooper, Supdt	Division II, III & IV, their Ranges and Hqrs Office	Any day between 13.03.2013 and 16.03.2013
2	T.N. Ramanjaneyulu, Supdt	Division I, Vizianagaram and their Ranges	Any day between 13.03.2013 and 16.03.2013

Internal Auditors reported only one major non-conformity, which was taken up as a separate Agenda Point as stated below:

Agenda Point 1: Non-adherence to the Sevottam time norms in issuing Central Excise Registrations in a Division: As per the committed Sevottam standards, the department has to complete Central Excise Registrations within 2 working days of receiving a complete application. However, the Internal Auditors have reported that only 6 registrations were issued within two working days, out of 11 complete applications received in Division III, for the period of audit.

DECISION TAKEN: The Chairman has stated that the practice being followed in other Commissionerates, in case of need, be ascertained and stipulated time norm of two working days should be followed in issuing the Central Excise registrations.

{Responsibility: The Divisional Officers, Div III/ II/ IV and VZM
& all the Central Excise Range Superintendents}
{Time period: With immediate effect}

Internal Auditors on observing minor deviations made certain suggestions for better implementation of Sevottam which were also taken up for discussion and decisions made then on, as stated below:

1. In Division II, details of letters received from the assesseees in relation to Refund Claims, were found mentioned in the *Sevottam* Refund Register instead of general Section Register.
2. The *Sevottam* Audit registers found to contain names of the months as tentative date of audit in place of indicative dates.
3. In many of the Hqrs Sections and Division Offices, on perusal of records, ditto marks were found mentioned in the Registers instead of filling up exact details.
4. In Section Register maintained by Audit cell, under the column “whether any decision is required” instead of mentioning either “Yes” or “No”, some notings were made which should be avoided. Similar instances were noticed in respect of Review/Tribunal Sections.
5. Hqrs Technical Section, in its decision register, it was noticed that the decision was not communicated within the prescribed norm of 15days in respect of S.No. 1, 2, 6 &7.

DECISIONS TAKEN:

1. Details of letters received from the assesseees in relation to Refund Claims to be mentioned appropriately in the Section Register.
 {Responsibility: The Divisional Officers, Div I/ III/ II/ IV and VZM
 & all the Process Owners }
 {Time period: With immediate effect}
2. The tentative dates of audit must invariably be mentioned in the *Sevottam* Audit registers.
 {Responsibility: The Superintendent (Audit-MIS)
 & all the Process Owners }
 {Time period: With immediate effect}
3. Entries in the registers must be exact as prescribed and no ditto marks be entered any *Sevottam* Registers.
 {Responsibility: The Divisional Officers, Div I/ III/ II/ IV and VZM
 & all the Process Owners }
 {Time period: With immediate effect}
4. Additional notings be avoided.
 {Responsibility: The Divisional Officers, Div I/ III/ II/ IV and VZM
 & all the Process Owners }
 {Time period: With immediate effect}
5. All decisions should be communicated within the prescribed norm of 15 working days. Wherever, a complete reply cannot be sent, interim reply should be sent within the prescribed time.

In order to have self-regulation, all the Process Owners are instructed to draw fortnightly abstract of entries made in the registers and action pending should be reviewed by the process owners.

{Responsibility: The Divisional Officers, Div I/ III/ II/ IV and VZM
 & all the Process Owners }
 {Time period: With immediate effect}

Top Management: Audit of the top management was also conducted by Shri F.A.Cooper, Superintendent of Central Excise and the same was found satisfactory.

(c) Customer feedback including results of Customer Satisfaction surveys:

The Feedback seeks to valuable inputs regarding customer satisfaction on accessibility of information and officers, courtesy in behavior, promptness, complete and correctness of response etc., is made available at the Information & Facilitation Centre /Centralized IC and Range Offices. Feedback is collected and analyzed. The analysis pointed the

customer satisfaction ranging from 'Good' to 'Very Good'. Significantly, feedback does not indicate dissatisfaction of any citizen. Further, the Commissionerate is using on regular basis the mechanism of PGC (Public Grievance Committee)/RAC (Regional Advisory Committees) which provide organized customer feedback on issues having wider relevance for the Central Excise assesses in general or for the assesses belonging to a particular industry.

(d) Changing Customer requirements:

Customer requirements change from time to time. To meet to these requirements, the Commissionerate had launched a new website. This website contains important links to the CBEC, ACES and other useful links. The PGC/RAC meeting being held under the Chairmanship of Commissioner/Chief Commissioner serve as a very useful forum to capture the changing requirements as voiced in such meeting by Trade Associations' representatives. The feedback forms would be circulated to the representatives of the Trade Associations in the next RAC/PGC meeting.

{Responsibility: Superintendent (Tech)}
{Time Frame: Whenever RAC/PGC meet takes place}

(e) Feedback from other stakeholders:

Presently, apart from our assesseees, we have identified different associations such as Confederation of Indian Industry (Vizag Chapter), Andhra Chamber of Commerce, CREDAI (Vizag Branch) etc., as our stakeholders. To institutionalize feedback from these stakeholders we have decided to write to these associations to send their feedback to this office via post or mail.

{Responsibility: Superintendent (Sevottam)}
{Time Frame: With immediate effect}

(f) Extent to which objectives are achieved:

The objectives as set out in Service Quality Manual in terms of timeliness of service delivery are being achieved and the prescribed service standards are achieved. To improve customer facilitation and address their grievances, Trade Facilitation Desks have been set up at Divisional Levels in addition to strengthening Information and Facilitation Centre at the Commissionerate level.

(g) Status of preventive/corrective action:

This office has taken up the strengthening of infrastructure of Information and Facilitation Centre on priority to improve customer satisfaction. In view of Internal Audit findings, the respective responsible persons in charge of the concerned Sections have been directed to take necessary preventive corrective action basing on the root cause analysis and rectification actions suggested.

{Responsibility: All process owners}
{Time Frame: As indicated at respective paras}

(h) Review of process performance:

It is observed that there are specified processes for each service deliverable with process owner designated for each of these, the process performance has been satisfactory as the designated processes have not only resulted in achievement but have actually exceeded the service quality norms in most of the cases. Non-conformity wherever noticed, has been discussed in the management review meeting and it is decided that the same be taken up with the concerned section/formation for corrective action immediately.

(i) Recommendations for improvement:

It was observed that the recommendations for improvement have been mainly discussed in the results of internal audit. Besides, suggestions from the customers through their

feedback would be forming the basis for understanding the changing requirements. However, as improvement is a continuous and dynamic process, as and when further feedback is received from the customers and other stakeholders, the proposals for improvement will be drawn in the subsequent reviews as well.

REVIEW OUT PUT:

- a) **Improvement in service quality standards:** It was observed that given the present infrastructure and resources, the norms prescribed for deliverables of services need no restructuring. However, efforts are being made to constantly improve performance.
 - b) **Improvement in customer satisfaction:** There has been no major non-conformity except on the Central Excise Registrations front and the satisfaction amongst the citizens/assesses appears to be quite satisfactory. Instructions are issued to comply with standard timeframe in relation to Central Excise registrations as well. To further improve the same, their changing requirements are being duly recognized and adequately met.
 - c) **Improvement in Management Systems for Service Quality, Citizens' Charter and Complaint handling:** Constant improvements in the management systems are being carried out. The 'Document Monitoring System' software that is installed in the Hqrs office network of computers has resulted in better monitoring. Further, the procedure to handle grievances/complaints online through CPGRAMS is already in place.
 - d) **Resource Needs:** Resource needs are constantly assessed and monitored and wherever required, augmentation is being taken up suitably.
2. This issues with the approval of the Commissioner.

Sd/-
(Dr A. Shyam Sundar)
Deputy Commissioner (Sevottam)

Copy forwarded to
The Joint Director,
DGICCE, New Delhi

To
The Dy/Asst Commissioner of Central Excise
Division I/II/III/IV and Vizianagaram
All Range Offices

The Superintendent of Central Excise, Audit (including the audit teams)
/Adjudication/Technical/Anti-Evasion/CIU/Legal/Tribunal/Statistics/ACES
The AO/DDO, Hqrs office

Copy forwarded for information & necessary action

- (i) The Additional Commissioner (P&V)
- (ii) The Deputy Commissioner (Tech)
- (iii) The Deputy Commissioner (AE)
- (iv) PA to Commissioner

Sd/-
(Dr A. Shyam Sundar)
Deputy Commissioner (Sevottam)