



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

Website: [www.cenexgstvizag1.gov.in](http://www.cenexgstvizag1.gov.in)  
Central Excise Building, Port Area, Visakhapatnam - 530 035

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

Date 28.02.2014

SEVOTTAM

**MINUTES OF MANAGEMENT REVIEW MEETING OF  
VISAKHAPATNAM – I COMMISSIONERATE  
HELD ON 20.02.2014 FROM 10.30am HRS  
IN 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 third Management Review Meeting was held on 20.02.2014 under the chairmanship of Shri C.Rajendiran, Commissioner and the following officers were present.

1. Shri P.Kalaichelvan, Additional Commissioner
2. Shri B. Ravindranath, Joint Commissioner
3. Shri D.Satish, Assistant Commissioner
4. Shri V. Ramanadha Reddy, Assistant Commissioner
5. Shri Kshitij Jain, Assistant Commissioner
6. Ms. B.Jyoti Kiran, Assistant Commissioner
7. Shri B.Narayana Murthy, Superintendent (Tech)
8. Shri F.A.Cooper, Superintendent (Internal Auditor)
9. Shri T.Naga Ramanjaneyulu, Superintendent (Internal Auditor)
10. Shri K. Santosh Kumar, Superintendent (Audit-MIS), Hqrs Office
11. Shri A.Ramesh Kumar, Superintendent (Member – Core Team), Hqrs Office
12. Shri S.Chakravarthy, Superintendent (Adjudication), Hqrs Office
13. Shri V.Hemant Kumar, Superintendent (ARC), Hqrs Office
14. Shri P.V.Ratnakara Rao, Superintendent (Admn)
15. Shri T.Radha Krishna, Inspector (Member - Internal Audit Team)
16. Shri J.V.Laxmipathi Rao, LDC, Hqrs Office
17. 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:**

1. As per the directions given in the earlier Management Review Meeting, in addition to Standardized Sign Boards, Declarations, Drop Boxes and Standardized Feedback Forms, now Floor Plans are also supplied and placed in the Hqrs Office building in order to facilitate visitors to get self-guided into various Sections and Officers in the Hqrs Office.
2. As per the directions given in the earlier Management Review Meeting, the step-by-step guidance paper containing the processes involved in delivery of services along with feedback form is now placed on the Commissionerate's Website, for easy access to all the stakeholders.
3. As per the directions, to gather proactive feedback and to institutionalize feedback from the stakeholders letters were sent to all the trade bodies to send their feedback to this office.
4. With reference to the direction of the Chairman to place Process Flow Charts, the same are now placed in the Ground Floor of the Hqrs Office.
5. On the issue of setting up Trade Facilitation Desks towards customer facilitation and grievance redressal, as per the directions of the Chairman, neat seating arrangement for the customers is provided.

**(b) Results of Audit:**

S.No.	Name & Designation of the Officer S/Shri	Formations audited	Dates of audit
1	T.N. Ramanjaneyulu, Supdt	Hqrs Office	Between 24.01.14 to 29.01.14
2	T.Radhakrishna, Inspector		

Section-wise Internal Audit Findings and decisions taken thereon were as under: There is one Non-conformity issue, and the remaining are suggestions made for betterment of implementation of Sevottam.

**Agenda Point 1:** Non-adherence to the Sevottam standards in sending 15days Advance Audit Intimation:

Intimations communicating the tentative dates of the Audit are to be issued 15days in advance of commencement of audit. However, it is observed that there are two cases wherein this norm could not be adhered to:

- a) Audit Gr.III had issued audit intimation on 18.07.13 and audit was conducted on 01.08.13.
- b) In another similar issue, Gr VIII had issued intimation on 01.10.13 and audit was conducted from 10.10.13 to 11.10.13

The Internal Auditor has explained that these two audit dates were so fixed at the request of the assessee only. Further, it is reported that only in 2 cases this violation happened for overall advance audit intimations of 250 for period covering from September 2012 to January 2014.

**DECISION TAKEN:** The Chairman has stated that the time norm should be followed without any deviation. He directed the Audit Teams to keep the letters of request by the assessee to advance the dates of audit, on file.

{Responsibility: The Superintendent (Audit Team – Gr III)  
The Superintendent (Audit Team Gr VIII) through the MIS}  
{Time period: With immediate effect}

**SUGGESTIONS MADE:**

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

1. One of the commitments under Sevottam is that the department releases non-relied upon seized documents within 30 days of issuance of SCN. It is observed that the noticees are not coming forward to take back these documents in spite of many letters issued by the department.

In this connection, it is suggested to incorporate a line in the Show Cause Notice advising the noticee to take back the documents within a specified date and give acknowledgement.

2. Need for refresher –training: It is desirable to have one more training session to all the officers, especially those working in the Hqrs Office on Sevottam and get feedback from their experiences.

**DECISIONS TAKEN:**

1. The Chairman has accepted this suggestion and directed the Anti-Evasion wing to insert a clause in the Show Cause Notice to inform the assessee/noticee that they can collect the non-relied upon documents from the department after receipt of Show Cause Notice on any day. Such assessee/noticees need only to inform the department the date and time of their visit in order to facilitate immediate handing over of the documents.

The Chairman, however, further instructed the Superintendent of Anti-Evasion to keep a track and remind such noticees to facilitate release of these documents within the stipulated 30 days time norm.

{Responsibility: The Superintendent (Anti-Evasion))  
The Superintendent (SIV), Division I}  
{Time period: With immediate effect}

2. The Chairman has accepted this suggestion to have a refresher-training on Sevottam. The Chairman has directed to include a module in this training during a Monthly Monitoring Meeting.

{Responsibility: The Superintendent (Sevottam))  
The Superintendent (Audit-MIS)}  
{Time period: With immediate effect}

Top Management: Audit of the top management was also conducted by Shri T.Naga Ramanjaneyulu, 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 assesseees in general or for the assesseees 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 Chief Commissioner serve as a very useful forum to capture the changing requirements as voiced in such meeting by Trade Association's 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 written to different associations such as Confederation of Indian Industry (Vizag Chapter), Andhra Chamber of Commerce, CREDAI (Vizag Branch) etc., to provide feedback as our stakeholders.

**(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/assesseees 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/-  
**(P. Kalaichelvan)**  
Additional Commissioner (*Sevottam*)

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The Joint Director,  
DGICCE, New Delhi

To  
The Dy/Asst Commissioner of Central Excise  
Division I/II/III/IV and Vizianagaram  
All Range Offices (Through the Divisions)

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 Joint Commissioner (Hqrs Office)
- (iii) The Assistant Commissioner (Hqrs Office)
- (iv) PA to Commissioner

Sd/-  
**(P. Kalaichelvan)**  
Additional Commissioner (*Sevottam*)