



Manual of Office Procedure for Directorate of Income Tax (Public Relations, Publications and Publicity) 2024

**DIRECTORATE OF INCOME TAX
(ORGANISATION & MANAGEMENT SERVICES)**

**CENTRAL BOARD OF DIRECT TAXES
DEPARTMENT OF REVENUE
GOVERNMENT OF INDIA**



Manual of Office Procedure for Directorate of Income Tax (Public Relations, Publications and Publicity) 2024

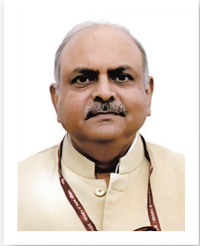
**DIRECTORATE OF INCOME TAX
(ORGANISATION & MANAGEMENT SERVICES)
CENTRAL BOARD OF DIRECT TAXES
DEPARTMENT OF REVENUE
GOVERNMENT OF INDIA**

Table of Contents

| Sr. No. | Description | Page No. |
|---------|---------------------------------|----------|
| 1. | Message from Chairman | i |
| 2. | Foreword | ii |
| 3 | Preface | iii |
| 4. | Introduction | 1 |
| 5. | Broad Functions | 2 |
| 6. | Role of Pr. DGIT (Admin. & TPS) | 4 |
| 7. | Role of Pr. ADG/ADG | 4 |
| 8. | Role of Addl. DIT/Jt. DIT | 7 |
| 9 | Role of DDIT/ADIT | 10 |
| 10. | Role of AADIT/ITO | 12 |
| 11. | Role of AO/ DDO | 15 |
| 12. | Role of Sr. PS/PS | 16 |
| 13. | Role of Inspector of Income Tax | 17 |
| 14. | Role of Office Superintendent | 20 |
| 15. | Role of Tax Assistant | 22 |
| 16. | Role of Stenographer | 23 |
| 17. | Role of Notice Server | 24 |
| 18. | Role of Multi-Tasking Staff | 24 |

रवि अग्रवाल, भा. रा. से.
अध्यक्ष, सी.बी.डी.टी

Ravi Agrawal, I.R.S.
Chairman, CBDT



सत्यमेव जयते

भारत सरकार
Government of India

विशेष सचिव
वित्त मंत्रालय / राजस्व विभाग
केन्द्रीय प्रत्यक्ष कर बोर्ड
Special Secretary
Ministry of Finance / Department of Revenue
Central Board of Direct Taxes

MESSAGE

The revised Manual of Office Procedure published in 2019 provided a framework for carrying out various operations in the Income Tax Department. Since its release, the department has undergone substantial transformation with a renewed focus on taxpayer services through enhanced digitalisation of processes and elimination of face to face interactions in the assessment and appellate proceedings.

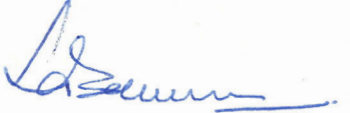
In view of these advancements, the department decided to undertake a comprehensive review of its organizational structure and processes. To steer this initiative, a committee was constituted with the objective of redefining, realigning, and reassigning roles at all levels within different verticals of the department.

Following the report submitted by the Committee, to provide clear guidance, ensure consistency and transparency, and to have standard operating procedures for functionaries at different levels, separate Manuals of Office Procedure are being published for different verticals.

I compliment the committee for conducting an extensive research and preparing a comprehensive report. I also compliment the heads of each vertical of the Department for ensuring wholehearted participation in this exercise of creation of dedicated, vertical-specific Manuals.

Entire team of the Directorate of Organisation & Management Service (DOMS) also deserves appreciation for painstakingly co-ordinating with each vertical of the Department and bringing this task to a fruitful conclusion.

It is expected that these vertical-specific Manuals outlining the roles and responsibilities at each level will ensure clarity in operations, and serve as a useful tool in enhancing the efficiency, productivity, and overall functioning of the Department.


(RAVI AGRAWAL) 26/12



FOREWORD

The functions of Income Tax Department have diversified and increased multifold over the last decade. For being responsive and adaptive to the changing business environment, complex and novel business structures, new technological development and accelerated globalisation, it is imperative that policies and operating procedures of the department are constantly reviewed. It is also important that the structure and functions of the Department are aligned with the latest developments and the contemporary realities. A need was therefore felt to delineate the role and functions in a granular manner at all levels in the Department.

2. A Committee was accordingly constituted on 27.07.2022 by the Board to enumerate the roles and functions of the officers and officials working at different levels, analyse the new functions of each position, and redefine, realign and reassign the roles of each position in the Department. Inputs were sought from the field formations, attached Directorates, employee associations before the Committee finalized and submitted its report on 10.11.2023. The report was circulated to different verticals of the department for drafting and finalization of a separate Manual of Office Procedure at their end.
3. Manual of Office Procedure for the Directorate of Income Tax (Public Relations, Publications and Publicity) [DIT (PR, P&P.]] is part of the series of such manuals to be released for different verticals.
4. The accomplishment of this task would not have been possible without the sincere efforts of the members of the Committee who were tasked with the responsibility of submitting their recommendations on redefining Roles and Functions of all levels in the Department. Officers of Directorate of Income Tax (Public Relations, Publications and Publicity) and Directorate of Organization and Management Services (DOMS) also deserve appreciation for their efforts in finalization of this Manual.
5. It is expected that the manual would enhance the standards and efficiency of the department and help the employees at different levels in discharging their functions in a more meaningful manner.

(Harinder Bir Singh Gill)



प्रवीण कुमार, भा.रा.से.

PRAWIN KUMAR, I.R.S.

प्रधान महानिदेशक

PRINCIPAL DIRECTOR GENERAL

दूरभाष/Telephone : +91-11-23412480

फैक्स/Fax : +91-11-23411264

प्रधान आयकर महानिदेशक

(प्रशासन एवं करदाता सेवाएं)

पॉचवी मंजिल, मयूर भवन, कनॉट सर्कस, नई दिल्ली- 110001

Principal Director General of Income Tax

(Administration & Tax Payer Services)

5th Floor, Mayur Bhawan, Connaught Circus,

New Delhi-110001



Preface

It gives me immense pleasure to present the Manuals of Office Procedure 2024 which are being published separately for different verticals of the Department.

These MOPs are designed to describe the broad tasks being performed, and to delineate the roles and functions of all levels in a granular manner, in each vertical of the Department.

I express my sincere thanks to all the concerned Directorates and offices for their contribution in the whole exercise, and urge them to sensitise each and every official working in different verticals to make use of these manuals.

I extend my heartiest congratulations to the officers of the Directorate of Organization and Management Services for their sincere efforts and hard work in preparation of these manuals.

(Prawn Kumar)

DIRECTORATE OF INCOME TAX

(PUBLIC RELATIONS, PUBLICATIONS AND PUBLICITY)

1. Introduction

1.1 This Directorate was established in the year 1961 in the name of Directorate of Inspection (RS&P). The Wanchoo Committee recommended the establishment of a Directorate of Publications and Public Relations to oversee all communication efforts of the Income Tax Department. In consequence to the same, in 1979, a Directorate for Inspection (P&PR) was established to oversee the preparation and distribution of educational materials. In August 1981, the Directorate was reorganized again, and its wings were re-designated as under:

- (i) Directorate of Inspection (RS & P) was renamed as Directorate of Inspection (Research, Statistics & Public Relations) [DI (RS & PR)]: Focused on research, statistics, and public relations, including the preparation of taxpayer information series.
- (ii) Directorate for Inspection (P&PR) was renamed as Directorate of Inspection (Printing & Publications) [DI(P&P)]: Took responsibility for printing forms, bulletins, manuals, and other publications.

1.2 Each of these wings was made an independent unit responsible directly to the Board. In 1989, the Directorate's role was further expanded and it was re-designated as the Directorate of Income Tax (Public Relations, Printing & Publications, and Official Language). During the year 2017, Central Board of Direct Taxes reviewed the work allocation of the attached Directorates. This Directorate was re-designated as Directorate of Public Relations, Publications & Publicity.

1.3 The Directorate of Income-tax (PR, P&P) is headed by the Principal Additional Director General of Income Tax (Pr. ADG)/ Additional Director General of Income Tax (ADG). This Directorate reports to the Member (Tax Payer Services & Revenue), CBDT through Principal Director General of Income Tax (Administration and Tax Payer Services) [Pr. DGIT (Admn. & TPS)]. This Directorate has three divisions i.e. Public Relations, Publications & Publicity. The Additional Director General of Income-tax (Public Relations, Publications and Publicity) acts as the Nodal officer

with the assistance of Additional Director of Income-tax (Addl. DIT)/ Joint Director of Income-tax (JDIT) and Deputy Director of Income-tax (DDIT)/ Assistant Director of Income-tax (ADIT)/ Additional Assistant Director (AADIT)/Income Tax Officer (ITO) to carry out the functions of the Directorate.

2. Broad functions

- (i) To carry out advertisement campaigns for Income Tax Department in print, electronic media (Radio, TV and Cinema), digital/web, Social Media (YouTube, Facebook and Instagram), for bringing awareness amongst taxpayers about Income Tax provisions, statutory timelines.
- (ii) To carry out various public outreach activities and outdoor publicity programs for making an effective communication with general public including taxpayers, citizens at large, trade bodies and fostering awareness regarding various tax compliances/matters including Advance Tax, TDS provisions, Faceless Assessment and various schemes of the Department. Some of the innovative public outreach activities include setting up of lounges/hubs, digital screen, outdoor publicity, Metro wrap, Bus wrap, Mobile Van Campaign.
- (iii) Maintaining the official social media handles of Income Tax Department with the help of a social media agency. The work also includes running of publicity and outreach campaigns on social media handles, preparation of informative still creatives, GIFs, videos for regularly posting on social media handles and management of online responses for queries raised on social media.
- (iv) To communicate with CBC, Doordarshan, All India Radio and Prime Minister Ad-approval cell for all publicity campaigns of Department.
- (v) Record talk-shows i.e. 'Samvaad' with experienced senior officers of Income Tax Department on the taxation issues and changes in law for the benefit of taxpayers, tax professionals and other stake holders. Further, broadcast the same on various Department's official social media handles including YouTube and Instagram.
- (vi) Publishing of Tax Payers Information Series in the form of informative brochures, booklets, pamphlets and e-brochures on the various topics of taxation and placing them in public domain.

- (vii) Setting up and maintenance of the Tax Payers' Lounges at the India International Trade Fair, New Delhi and also in other trade fair/exhibitions in India including at Aero show, Indian Science Congress, IIMTF for creating awareness amongst the general public on tax compliances and educating young taxpayers through engaging activities like quiz, VR Games, Aaykar Games, Painting competition.
- (viii) Organising Taxpayers Hubs for enhancing taxpayers' services and disseminating the latest tax updates and information pertinent to taxpayers in Tier II and Tier III cities of different Pr. CCsIT regions.
- (ix) To develop, modify and further disseminate comic books, board games, 3-D puzzle games on taxation theme for spreading tax literacy amongst future taxpayers.
- (x) Tendering process for various activities like lounges and taxpayers' hubs.
- (xi) Empanelment of advertisement agencies.
- (xii) Maintenance and operation of the Mobile App 'Aaykar Kutumb' version 2.0, the digital version of Administrative Handbook (AHB).
- (xiii) Publishing of Departmental Manuals for internal use of Income Tax Department like Investigation Manual, Audit Manual.
- (xiv) Printing and publication of Departmental literature for creating awareness amongst taxpayers.
- (xv) Publication of Department publications/ notifications including Administrative Hand Book.
- (xvi) Design and distribution of New Year Calendar and Table Planners of Income Tax Department.
- (xvii) Proposing and executing innovative approaches to publicize new policies, decisions, laws pertaining to Direct Taxes.
- (xviii) Developing new forms and means of advertising and communicating with the people on the policies and schemes of the Government relating to Direct Taxes especially the introduction and use of technology.
- (xix) Strategizing, creating and obtaining approval of 'Annual Action Plan' of the Publicity Division of the CBDT from the Hon'ble Finance Minister.

3. Role of Principal Director General of Income Tax (Admin. & TPS)

The officers of Directorate of Income Tax (PR,P&P) report to the Principal Director General of Income Tax (Pr. DGIT) (Admn. & TPS). The Pr. DGIT (Admn. & TPS) monitors and supervises the duties and functions performed by the Directorate of Income Tax (PR, P&P).

4. Role of Pr. Additional Director General of Income Tax (Pr. ADG)/Additional Director General of Income Tax (ADG)

4.1 Technical Functions

- (i) Supervision of advertisement campaigns and outreach for the Income Tax Department in print, electronic media (Radio, TV and Cinema), Digital/web, social media (YouTube, Facebook and Instagram), and outdoor publicity for fostering public awareness regarding various tax compliances required including Return filing, Advance tax, TDS provisions, PAN Aadhar linking, interaction with CBC, DD, AIR and PM Ad approval cell for these campaigns.
- (ii) Supervision, participation, setting up and operation of the Tax Payer Lounges at the India International Trade Fair, New Delhi and also in other trade fairs/exhibitions in India including Aero Show, Indian Science Congress, IIMTF and at Mega Shopping festivals for creating awareness amongst the people on tax compliance and engaging young taxpayers through various activities like Quiz, VR Games, Aaykar Games, Painting competition.
- (iii) Supervision, participation, setting up and operation of Taxpayers' Hubs in Tier II/III cities to provide tax payer services like PAN allotment, e-filing services through TRPs, NSDL and creating awareness amongst the young taxpayers on importance of tax compliance.
- (iv) Supervision of the tendering process for various activities like lounges and Taxpayers' Hubs.
- (v) Empanelment of Advertisement Agencies through a tendering process.
- (vi) Supervision and running of campaigns of the Department on Social Media platforms like LinkedIn, Facebook, YouTube and Instagram with the help of a Social Media Agency along with Social Media Response Management. Supervision of creation of high quality creatives.
- (vii) The maintenance and operation of the Mobile App 'Aaykar Kutumb' version 2.0

(the digital version of AHB).

- (viii) Design, print and distribution of New Year Calendar and Table Calendar of Income Tax Department.
- (ix) Printing of Tax Payer Information Series in the form of booklets, brochures/pamphlets, e-brochures pertaining to various tax related issues.
- (x) Proposing and executing innovative approaches to publicize new policies, decisions, laws pertaining to Direct Taxes.
- (xi) Developing new forms and means of Advertising and communicating to the people the policies and schemes of the Government relating to Direct Taxes.
- (xii) Strategizing, creating and obtaining approval of 'Annual Action Plan' of the Publicity Division of the CBDT from the Hon'ble Finance Minister.
- (xiii) Updation of 'Administrative Hand Book' containing information in respect of the CBDT and the Income Tax Department, and contact details of Senior Officers.
- (xiv) To maintain effective co-ordination with other Directorates.

4.2 Administrative Functions

- (i) General supervision, ensuring discipline and punctuality.
- (ii) To process/ attend all the Dak/ letters received through e-mail, Dak.
- (iii) To monitor all the matters related to record management like proper maintenance of property register, register of records destroyed, dead stock register, register of books and publications, service books, personal files, GPF account of staff, leave accounts, telephone register.
- (iv) To monitor all the matters related to bills like preparation of Pay bills, TA Bills, Contingent bills, bills of various Advances, bills of OTA, Tuition fee, Medical reimbursement and maintenance of allied registers.
- (v) To monitor all the matters related to generation and distribution of monthly pay slip for each employee.
- (vi) To monitor all the matters related to issue of tax deduction statements, L.P.C, salary certificates, service certificates.
- (vii) Maintenance of guard files regarding circular, assisting in the issue of CGHS/ identity cards.
- (viii) To monitor work of annual physical verification and stock taking of records and stationery.

- (ix) To monitor work of drawing up of contingent bills within the limit of sanctioned budget allotted to the Directorate.
- (x) Preparation of all schedules and statements for recovery of loans and advances.
- (xi) To monitor all the work related to maintenance of Service books, Stock register, Leave Register, Asset Register, Verification of service particulars in APARs of officers and staff.
- (xii) Dealing with references relating to Conduct Rules, including Immovable Property Returns.
- (xiii) To monitor preparation of pension and other retirement related papers and forwarding thereof.
- (xiv) Getting APARs of staff members written and countersigned in time.
- (xv) To monitor purchase/ distribution/ maintenance of stationery, forms/ books/ pamphlets/ newspapers/ periodicals/ articles/ liveries/ sanitary articles/ electrical goods/ calculators/ air conditioners/ transformers/ room desert coolers/ water coolers/ computers/ photocopy machines/ pedestal fans/ first aid box/ day-to-day articles for office use/ miscellaneous items.
- (xvi) To monitor dealing with establishment/ administrative matters i.e. maintenance of Attendance Registers, Fixation of pay, Sanction of Advances.
- (xvii) To monitor the maintenance of Office buildings/ payment of rents, water, electricity and telephone bills. Compilation of figures from ZAO and Banks.
- (xviii) To monitor the functions related to GeM, PFMS and e-Bhavishya.
- (xix) Monitoring of proper maintenance and checking all records/registers.
- (xx) Monitoring and supervision of the quality of local purchases and ensuring observance of proper procedure while making purchases.
- (xxi) Monitoring smooth functioning of Dak counters, including supervision of receipt and dispatch, marking of Dak papers to the functionaries and prompt distribution thereof.
- (xxii) Administering and monitoring the work related to posting and transfer of officers and staff members and maintenance of particulars of their dates of joining and relieving.
- (xxiii) Monitoring regular and proper weeding out of old and obsolete records and obsolete forms as per existing instructions.
- (xxiv) To monitor all the functions of Drawing and Disbursing Officer for Gazetted and

non-Gazetted personnel of the Directorate.

- (xxv) Matters pertaining to leaves of staff and officers.
- (xxvi) To attend Leave matters, CCS (Conduct) Rules matters and other administrative matters pertaining to the officers/ officials.
- (xxvii) To attend Correspondence/ Liasoning with the Expenditure Budget Directorate and the Sub-Budgetary Authorities, DDO, Cashier relating to the matters of Budget/ funds sanctioned, expenditure incurred.
- (xxviii) To perform all duties as the Buyer and Consignee for the office of the ADG regarding placing of orders relating to purchase of items for the office on GeM portal.

5. Role of Additional Director of Income Tax (Addl. DIT)/Joint Director of Income Tax (Jt.DIT)

5.1 Technical Functions

- (i) Monitoring and controlling of advertisement campaigns for the Income Tax Department in print and electronic media, internet, social media and outdoor publicity for bringing awareness amongst taxpayers about income tax provisions and statutory timelines.
- (ii) To monitor all matters related to the mobile app 'Aaykar Kutumb' version 2.0.
- (iii) To set up and operate Tax Payer Lounge at the India International Trade Fair, Pragati Maidan, New Delhi and also in other fairs/exhibitions in India.
- (iv) Updation, publishing and distribution of Administrative Hand Book containing information in respect of the CBDT and the Income Tax Department, and contact details of senior officers.
- (v) Design, Publishing and distribution of New Year Calendar and Table Planner of Income Tax Department.
- (vi) To look after all aspects related with the Printing and Publications work including publishing of Tax Payer Information Series in the form of Booklets, Brochures/Pamphlets pertaining to various tax related issues.
- (vii) To perform all duties as the Buyer and Consignee for the office of the ADG regarding placing of orders relating to purchase of items for the office on GeM portal.

- (viii) Monitoring and controlling of Publicity, Public Relation, Publication and administrative work and reporting to the ADG.
- (ix) Oversee the implementation of the 'Annual Action Plan' of the CBDT to ensure timely and full utilization of the budget allocated for this purpose.
- (x) Within the overall ambit of the 'Annual Action Plan', monitoring of the following aspects:
 - (a) Timely running of outreach campaigns on Print, TV and Radio in close collaboration with CBDT, PMO Ad. Approval Cell, CBC, Nodal officers across the country and the empaneled media agencies.
 - (b) Overseeing the management of the Department's social media platforms i.e. Facebook, Instagram, LinkedIn and YouTube.
 - (c) Strategizing, proposing and executing innovative outreach programs and projects with an aim to positively impact India's tax base.
 - (d) Overseeing the timely setting up and effective running of the annual Taxpayers' Lounge at the India International Trade Fair and other Trade Fairs.
 - (e) Overseeing the setting up and effective running of Taxpayers' Hubs in cities across the country.
 - (f) Ensuring all prevalent precedents and procedures are followed while performing the aforementioned functions.
- (xi) Overseeing the effective functioning of "Samvaad", the soundproof communication studio of the Department.
- (xii) Overseeing the production of short-films, advertisements and other creative projects as requested by other verticals of CBDT.
- (xiii) Overseeing the preparation and forwarding of routine and specific reports including MPR, RTI requests, replies of Parliamentary Questions.
- (xiv) Development and maintenance of 'Aaykar Kutumb' version 2.0 (Mobile version of Department's Administrative Handbook).
- (xv) Any other work as assigned by the ADG (PR, P&P)

5.2 Administrative Functions

- (i) To assist the ADG to monitor all the functions of Drawing and Disbursing Officer for Gazetted and non-Gazetted personnel of the Directorate.

- (ii) To assist the ADG to monitor all the matters related to issue of Tax Deduction statements, L.P.Cs, Salary certificates, Service certificates.
- (iii) To assist the ADG to monitor all the matters related to record management like proper maintenance of cashbook, contingent register, stamp register and incidental correspondences, statements, getting the binding of service books, registers.
- (iv) To assist the ADG to monitor all the matters related to record management like proper maintenance of property register, register of records destroyed, dead stock register, register of books and publications, service books, personal files, GPF account of staff, leave accounts, telephone register.
- (v) To assist the ADG to monitor all the matters related to record management like preparation of Pay bills, TA Bills, Contingent bills, bills of various Advances, bills of OTA, Tuition fee, Medical reimbursement and maintenance of allied registers.
- (vi) To assist the ADG to monitor dealing with establishment/administrative matters i.e. maintenance of attendance registers, fixation of pay sanction of advances.
- (vii) To assist the ADG to monitor maintenance of Office buildings, payment of water, electricity and telephone bills.
- (viii) Compilation of figures from ZAO and Banks.
- (ix) To assist the ADG to monitor functions related to GeM, PFMS and e-Bhavishya.
- (x) To assist the ADG to monitor all the work related to maintenance of Service Books, Stock Register, Leave Register, Asset Register, Verification of service particulars in APARs of officers and staff.
- (xi) To assist the ADG to monitor preparation of Pension and other Retirement related papers and forwarding thereof.
- (xii) Getting APARs of staff member's written and countersigned in time.
- (xiii) To assist the ADG to monitor in purchase/distribution/maintenance of stationery, forms/ books/ pamphlets/newspapers/ periodicals/ articles/liveries/sanitary articles/electrical goods/ typewriters/calculators/ air conditioners/ transformers/ room desert coolers/ water coolers/ computers/ photo copy machines/ pedestal fans/ first aid box/ day-to-day articles for office use/ miscellaneous items.
- (xiv) To process/ attend all the Daks/ letters received through e-mail, Dak.
- (xv) To assist the ADG to monitor all the matters related to generation and

distribution of monthly pay slip for each employee.

- (xvi) Maintenance of guard files regarding circulars.
- (xvii) Assisting in the issue of CGHS/ Identity cards.
- (xviii) To assist the ADG to monitor work of annual physical verification and stock taking of records and stationery.
- (xix) Dealing with references relating to Conduct Rules, including Immovable Property Returns.
- (xx) To assist the ADG to monitor work of drawing up of contingent bills within the limit of sanction of budget allotted to the Directorate.
- (xxi) Preparation of all schedules and statements for recovery of Loans and Advances.
- (xxii) To assist the ADG to monitor calculation and deduction of Income- tax.
- (xxiii) To assist the ADG to monitor preparation of expenditure budget.
- (xxiv) To attend Leave matters, CCS(Conduct) Rules matters and other administrative matters pertaining to the officers/ officials.
- (xxv) To attend Correspondence/Liaisoning with the Expenditure Budget Directorate and the Sub-Budgetary Authorities, DDO, Cashier relating to the matters of Budget/ funds sanctioned, expenditure incurred.

6. Role of Deputy Director of Income Tax (DDIT) / Assistant Director of Income Tax (ADIT)

6.1 Technical Functions

- (i) Assisting the ADG in design and execution of advertisement campaigns for the Income Tax Department in print & electronic media, internet, social media and outdoor publicity for bringing awareness amongst taxpayers about income tax provisions and statutory timelines.
- (ii) Close monitoring and ensuring successful execution of advertisement campaigns through collaboration between empanelled creative advertising agencies, Bureau of Outreach Communication (BOC), PM Ad Approval Cell, All India Radio, Doordarshan and Nodal committee for vetting of dubbed scripts in 10 vernacular languages.
- (iii) Ideating, proposing and executing innovative approaches to publicize new policies, decisions, laws pertaining to Direct Taxes.
- (iv) Ensuring the creation of high-quality social media creatives through the Social

Media Agency for creating an impactful and informative engagement with taxpayers on the Department's social media handles.

- (v) Proof reading of the publications.
- (vi) Strategizing, creating and obtaining approval of 'Annual Action Plan' of the Publicity Division of the Income Tax Department considering the various initiatives and campaigns that would comprise the advertising plan of the Department.
- (vii) Administering the entire lifecycle of Taxpayers' Lounges at the Indian International Trade Fair, New Delhi and also in other fairs/exhibitions in India from ideation, design, content creation, installation and exhibition.
- (viii) Running the Mobile App 'Aaykar Kutumb 2.0' (the digital version of AHB) which includes constant data validation and upgradation.
- (ix) Monitoring and controlling of Publicity work, Publication work and reporting to the concerned Addl. DIT.
- (x) In-charge of Bulletin Section, supervision of all printing, publication, transportation related work including bills.
- (xi) Strategizing and innovating on new ideas and media modes such as outdoor publicity of campaigns of the Department.
- (xii) Strategizing and collaborating with CBC, Doordarshan, AIR on social media handles to amplify existing approved publicity campaigns.
- (xiii) Innovating and proposing social media campaigns on the official handles of the Income Tax Department.
- (xiv) Strategizing and proposing innovative projects to widen the tax base through outreach programmes.
- (xv) Assisting the office of the ADG (PR, P&P) in empanelment of agencies and media agencies.
- (xvi) Assisting office of the ADG (PR, P&P) in empanelment of media monitoring agencies.
- (xvii) Liaisoning and coordinating with various verticals within department to create multimedia content as and when required such as films, clips, social media posts.
- (xviii) Sharing publicity materials as per requirements with other verticals and field offices.
- (xix) Sending monthly and quarterly reports.

- (xx) Assisting the office of the ADG (PR, P&P) in organizing major events such as Income Tax Day, conferences within the Directorate.
- (xxi) Coordinating with other Ministries to execute Innovating outreach projects such as MyGov.
- (xxii) Any other work as directed by the ADG (PR, P&P) and the Addl. DIT/Jt. DIT.

6.2 Administrative Functions

- (i) Ensuring timely payments to all stakeholders involved in the work of publicity through a systematic and time-bound clearance of bills and vouchers including maintaining a retrievable database of payments and clearances.
- (ii) To attend Leave matters, CCS(Conduct) Rules matters and other administrative matters pertaining to the officials posted with them.
- (iii) To attend Correspondence/ Liaisoning with the Expenditure Budget Directorate and the Sub-Budgetary Authorities, DDO, Cashier relating to the matters of Budget/ funds sanctioned, expenditure incurred.

7. Role of Additional Assistant Director of Income Tax (AADIT)/Income Tax Officer (ITO)

7.1 Technical Functions

- (i) Work related to Brochures/Pamphlets - Printing of Tax Payer information Series in the form of booklets, Brochures/pamphlets pertaining to various tax related issues. The work also includes tendering process for printing of brochures/pamphlets, drafting and sending of all letters inviting inputs from Authors and Vettors of brochures, processing of transportation bills related to distribution of brochures.
- (ii) Issue of work order for publishing of brochures.
- (iii) Distribution of brochures to field offices, ensuring correctness of delivery.
- (iv) Keeping records and statistics of publication of brochures and processing bill of vendors, timely return of vendors' EMD.
- (v) Collation and submission of various reports including all monthly, quarterly and annual reports sought by higher authorities/CBDT.
- (vi) All work related to updation of Administrative Hand Book/ Diary- data collection, printing and distribution of Administrative Hand Book containing

information in respect of the CBDT and the Income Tax Department and contact details of Senior Officers.

- (vii) Design, print and distribution of New Year Calendar and Table Calendar of Income Tax Department.
- (viii) To look after the work of uploading the departmental publication on Knowledge portal.
- (ix) To coordinate with other verticals with regard to publication on specific topics, if requested by the concerned vertical.
- (x) To propose and ideate innovative outreach PR campaigns.
- (xi) To strategize and improvise on board games, comic books and other outreach material as per directions from higher authorities.
- (xii) Any other duty as assigned by the ADG (PR, P&P) and the Addl. DIT/Jt. DIT.

7.2 Administrative Functions

- (i) To perform all Administrative matters assigned by higher authorities.
- (ii) To assist the Addl. DIT in Swachh Bharat Mission, Vigilance matters, RTI matters, Grievance matters, 56(j) matters, MACPs and other Administrative work of his/her office.
- (iii) To assist the Addl. DIT in all the functions of Drawing and Disbursing Officer for Gazetted and non-Gazetted personnel of the Directorate.
- (iv) Matters pertaining to leaves of staff and officers.
- (v) To assist the Addl. DIT in all the matters related to record management like proper maintenance of cash book, contingent register, stamp registers and incidental correspondence, statements, getting the binding of service books, registers.
- (vi) To assist the Addl. DIT in all the matters related to record management like proper maintenance of property register, register of records destroyed, dead stock register, register of books and publications, service books, personal files, GPF account of staff, leave accounts, telephone register.
- (vii) To assist the Addl. DIT in all the matters related to record management like preparation of Pay bills, TA Bills, Contingent bills, bills of various Advances, bills of OTA, Tuition fee, Medical reimbursement and maintenance of allied registers.
- (viii) To assist the Addl. DIT in all the matters related to generation and distribution of

monthly pay slip for each employee, maintenance of guard files regarding circulars, assisting in the issue of CGHS/ identity cards.

- (ix) To assist the Addl. DIT in all the matters related to issue of Tax Deduction statements, L.P.C, Salary certificates, Service certificates.
- (x) To assist the Addl. DIT in the work of annual physical verification and stock taking of records and stationery.
- (xi) To assist the Addl. DIT in the work of drawing up of contingent bills within the limit of sanction of budget allotted to the Directorate, preparation of all Schedules and statements for recovery of loans and advances.
- (xii) To assist the Addl. DIT in all the work related to maintenance of service books, stock register, leave register, asset register verification of service particulars in APARs of officers and staff.
- (xiii) To assist the Addl. DIT in preparation of pension and other retirement related papers and forwarding thereof.
- (xiv) To assist the Addl. DIT in purchase/ distribution/ maintenance of stationery, forms/ books/ pamphlets/ newspapers/ periodicals/ articles/ liveries/ sanitary articles/ electrical goods/ typewriters/ calculators/ air conditioners/ transformers/ room desert coolers/ water coolers/ computers/ photocopy machines/ pedestal fans/ first aid box/ day-to-day articles for office use/ miscellaneous items.
- (xv) To assist the Addl. DIT in maintenance of Office buildings/ payment of rents, water electricity and telephone bills. Compilation of figures from ZAO and Banks.
- (xvi) To assist the Addl. DIT in functions related to GeM, PFMS and e-Bhavishya.
- (xvii) To assist the Addl. DIT in calculation and deduction of Income-tax
- (xviii) To assist the Addl. DIT in preparation of expenditure budget.
- (xix) Matters relating to vigilance and disciplinary proceedings and complaints against the officers and members of staff (both Gazetted and Non Gazetted) working under the ADG's administrative control.
- (xx) Assisting the ADG in Transfers and postings of officers/officials in the ADG Charge.
- (xxi) Non-Gazetted Officials works – Transfer and Posting, Relieving, Leave, Vigilance, miscellaneous correspondence.
- (xxii) To look after administrative matters and supervising the work of printing and

publication bills.

- (xxiii) APAR, Admin related RTI matters.
- (xxiv) All DDO matters of the Directorate and reporting to Addl. DIT(Admin.)
- (xxv) Supervision of overall functioning of the DDO charge and ensuring maintenance of all necessary registers and any other duties assigned by the higher authorities.
- (xxvi) To monitor and coordinate training sessions for all officers/officials of the Directorate.
- (xxvii) To periodically assist the ADG (PR, P&P) office in conducting fire safety drills.
- (xxviii) Any other work assigned by the higher authorities.

8. Role of Administrative Officer (AO)/Drawing & Disbursing Officer (DDO)

8.1 Technical Functions

- (i) Any work assigned by the higher authorities.

8.2 Administrative Functions

- (i) Looking after all the matters related to salary of officers/officials.
- (ii) Compilation of figures from ZAO and Banks.
- (iii) Looking after the upkeep of office and arranging necessary items for office use.
- (iv) Maintaining service book and pay fixation work and reporting to ADG(PR,P&P).
- (v) To procure stationery and other items required for the functioning of office through GeM/other online platforms and also offline in case of non-availability of items on GeM with the prior approval of ADG (PR,P&P).
- (vi) General supervision of administration/establishment and accounts personnel and ensuring discipline and punctuality in office.
- (vii) Matters relating to staff grievances-action thereon, follow-up and disposal thereof.
- (viii) Custody of all important documents including annual confidential reports of non-Gazette personnel.
- (ix) To procure the items for cleaning and proper maintenance of the office, to supply the material requisitioned by the officers/officials for proper functioning.
- (x) To maintain assets register of all the items in the office after getting it properly marked.
- (xi) Supervision of Admn. work relating to HBA Advance, Budget,

- (xii) GPF Advance and Withdrawal, Arrear.
- (xiii) MACP matters,
- (xiv) Entry of leave in Service Book, Entry of LTC, LTC advance and Leave Encashment in Service Book.
- (xv) Any other work assigned by the higher authorities.

9. Role of Sr. Private Secretary (Sr. PS)/Private Secretary (PS)

9.1 Technical Functions

- (i) Taking dictation and transcription.
- (ii) Any other work of official nature specifically entrusted by the officer.

9.2 Administrative Functions

- (i) To perform the various works assigned by the ADG (PR, P&P).
- (ii) Attending telephone calls.
- (iii) Attending to visitors and fixation/cancellation of appointments.
- (iv) Keeping note of engagements, meetings and reminding the officer well in time.
- (v) Getting required papers ready for meetings and appointments.
- (vi) Keeping record of files moving to the officer.
- (vii) Keeping track of follow up action with regard to matters marked by the officer to officials under him.
- (viii) Circulation of tour programme and attending to arrangements relating to tours.
- (ix) Dispatch and receipt of DO Letters and confidential Dak.
- (x) Maintenance of confidential files including APARs.
- (xi) Maintenance of personal files of the officer.
- (xii) Destroying by burning stenographic record of confidential letters after typing and issuing the letters.
- (xiii) Bringing to the notice of the officer important pending matters, which require his/her urgent attention.
- (xiv) Maintaining files relating to minutes of meetings and discussions and sending intimations regarding follow up action.

10. Role of Inspector of Income Tax (ITI)

10.1 Technical Functions

- (i) iGOT Karmyogi Digital Platform.
- (ii) Work related to publication bills, Tendering process of Publications and Transportation.
- (iii) Condemnation/Auction of Furniture and Machinery.
- (iv) RTI matters, Parliament Questions.
- (v) Outside enquiries, if required.
- (vi) To ensure timely submission of all Monthly, Quarterly and Annual Report to the office of the ADG (PR, P&P).
- (vii) Assistance in coordination with the office of the Pr. DGIT (Admn. & TPS) relating to administrative work/handover urgent Dak/letters.
- (viii) Assistance in coordination with CBDT relating to administrative work/handover urgent Dak/ letters.
- (ix) Preparation of all administrative correspondence and reporting to concerned officers.
- (x) Running the Mobile App 'Aaykar Kutumb 2.0' (the digital version of AHB) which includes constant data validation and upgradation.
- (xi) Ensuring the creation of high-quality social media creative through the Social Media Agency for creating an impactful and informative engagement with taxpayers on the Department's social media handles.
- (xii) Editing, proposing and executing innovative approaches to publicize new policies, decisions, laws pertaining to Direct Taxes.
- (xiii) Work related to Brochures/Pamphlets - Printing of Tax Payer Information Series in the form of booklets, Brochures/pamphlets pertaining to various tax related issues.
- (xiv) Making list of distribution of brochures to field offices, ensuring correctness of delivery, keeping records and statistics of publication of brochures and timely return of vendors' EMD.
- (xv) Preparation of Hindi Quarterly and Half yearly report.
- (xvi) Preparation of Quarterly TDS Return and Monthly GST Return.
- (xvii) Dealing all matters regarding Public Relation and reporting to concerned officers.
- (xviii) Work related to Administrative Hand Book and Diary Calendar– drafting and

preparing of all type of letters.

- (xix) Drafting and preparing of all letters relating to inviting inputs from Authors and Vettors.
- (xx) Inviting and processing of tender, issue of work order for publishing of brochures.
- (xxi) Dispatch of Publication Brochures and reporting to ITO (P&P) and concerned authorities.
- (xxii) Purchase of all periodical including purchase of books for library and Library maintenance.
- (xxiii) Any work assigned by the higher authorities.

10.2 Administrative Functions

- (i) To assist in the work of the office of the Addl. DIT/Jt. DIT (PR, P&P) in discharging assigned duties and functions.
- (ii) To assist in all the functions of Drawing and Disbursing Officer for Gazetted and non-Gazetted personnel of the Directorate.
- (iii) Matters pertaining to leaves of staff and officers.
- (iv) Gazetted Officers' Works – Joining, Leave, Transfer and Posting, Charge Report, Vigilance and other matters.
- (v) Preparation of all DDO work and reporting to ITO (DDO) recovery of arrears.
- (vi) To assist in General Administration matters related to leave/attendance/office discipline of officers and officials posted in the Directorate.
- (vii) Matters relating to vigilance and disciplinary proceedings and complaints against the officers and members of staff (both Gazetted and non-Gazetted) working under the ADG's administrative control.
- (viii) Matters relating to all kinds of leaves of both Gazetted Officers and non-Gazetted staff.
- (ix) To assist in all the matters related to record management like proper maintenance of cash book, contingent register, stamp registers and incidental correspondence, statements, getting the binding of service books, registers.
- (x) To assist in all the matters related to record management like proper maintenance of property register, register of records destroyed, dead stock register, register of books and publications, service books, personal files, GPF

account of staff, leave accounts, telephone register.

- (xi) To assist in all the matters related to record management like preparation of pay bills, TA Bills, Contingent bills, bills of various Advances, bills of OTA, Tuition fee, Medical reimbursement and maintenance of allied registers.
- (xii) To assist in all the matters related to generation and distribution of monthly pay slip for each employee.
- (xiii) Maintenance of guard files regarding circulars.
- (xiv) Assisting in the issue of CGHS/ identity cards.
- (xv) To assist in all the matters related to issue of Tax Deduction statements, L.P.Cs, salary certificates, service certificates.
- (xvi) To assist in the work of annual physical verification and stock taking of records and stationery.
- (xvii) Dealing with references relating to Conduct Rules, including immovable property returns.
- (xviii) To assist in the work of drawing up of contingent bills within the limit of sanction of budget allotted to the Directorate, preparation of all Schedules and statements for recovery of loans and advances.
- (xix) To assist in all the work related to maintenance of service books, stock register, leave register, asset register verification of service particulars in APARs of officers and staff.
- (xx) To assist in preparation of pension and other retirement related papers and forwarding thereof.
- (xxi) Getting APARs of staff members written and countersigned in time.
- (xxii) To assist in purchase/ distribution/ maintenance of stationery, forms/ books/ pamphlets/ newspapers/ periodicals/ articles/ liveries/ sanitary articles/ electrical goods/ typewriters/ calculators/ air conditioners/ transformers/ room desert coolers/ water coolers/ computers/ photocopy machines/ pedestal fans/ first aid box/ day-to-day articles for office use/ miscellaneous items.
- (xxiii) To assist in dealing with establishment/ administrative matters i.e. maintenance of attendance registers, fixation of pay, sanction of advances.
- (xxiv) To assist in maintenance of Office buildings/ payment of rents, water electricity and telephone bills.
- (xxv) Compilation of figures from ZAO and Banks.

- (xxvi) To assist in the functions related to GeM, PFMS and e-Bhavishya.
- (xxvii) To assist in calculation and deduction of Income-tax.
- (xxviii) To assist in preparation of Expenditure Budget.
- (xxix) Non-Gazetted Officials Works – Transfer and Posting, Relieving, Leave, Vigilance, misc. correspondence, Circulars/ Notifications.
- (xxx) In charge of book store, dispatch of publications, brochures.
- (xxxi) Vigilance matter, 56(j) report and related matters.
- (xxxii) MACPs, Audit, Purchase Committee,
- (xxxiii) Forwarding of APARs.
- (xxxiv) To assist in RTI matters.
- (xxxv) Purchase of Stationery and items related to O.E., O.A.E. and preparation of their bills, purchase of I.T. and SAP items and preparation of their bills.
- (xxxvi) Children education allowances, bills of staff and officers, issue of Form No. 16 to all officers and officials.
- (xxxvii) Budget requisition and preparation of all reports related to Budget, License fee related work.
- (xxxviii) Overall supervision of purchase, payment of monthly bills of operational vehicles and contractual staff, issuance of LPCs.
- (xxxix) All bills related to LTC, LTC advance and Leave Encashment, maintenance of PBR.
- (xl) Preparation of Officers'/Officials' TA/DA bills, Tour/Travels related bills.
- (xli) All pension related work, admissible allowance to Notice Server and MTS.
- (xlii) Preparation of salary bills of all officers and officials.
- (xlili) Any other work assigned by the higher authorities.

11. Role of Office Superintendent (OS)

11.1 Administrative Functions

- (i) Maintenance and upkeep of office and its assets.
- (ii) To assist in 'Swachhata Abhiyan'.
- (iii) General supervision, ensuring discipline and punctuality and checking of attendance register twice.
- (iv) Ensuring proper maintenance and checking all records/registers.
- (v) Ensuring maintenance of guard files of circulars, notifications and instructions, register of registers and register of files, attendance register, casual leave

register, service book.

- (vi) Ensuring proper maintenance and checking of cashbook, contingent expenditure register, diet money register, stock register, properties register, stamp register, stationary register, register of records destroyed, dead stock register, register of books and publications, service books, register of advance, pay bills, TA bills, LTC bills, medical bills, contingent bills, personal files, leave accounts, receipt and dispatch register, stamp accounts.
- (vii) Ensuring proper and timely distribution of liveries.
- (viii) Checking the quality of local purchases and ensuring observance of proper procedure while making purchases.
- (ix) Ensuring timely submission of indent for forms and stationary, timely procurement, proper distribution thereof and proper maintenance of the registers.
- (x) Ensuring smooth functioning of Dak Counters, including supervision of receipt and dispatch, marking of Dak Papers to the functionaries and prompt distribution thereof.
- (xi) Ensuring annual physical verification and stock taking of records, and all moveable/immovable assets i.e. computers, printers, furniture, calculators, photo copying machines, FAX, PCs.
- (xii) Ensuring proper arrangements for repair of furniture, photocopy machine, FAX, PCs.
- (xiii) Ensuring auction sale of condemned computers, printer, furniture, waste papers and other useless articles.
- (xiv) Ensuring cleanliness and general maintenance of all staff rooms, officers' rooms, record rooms, store rooms, corridors, bathrooms in the office building.
- (xv) Providing facilities like lights, fans, drinking water to the officers and staff members.
- (xvi) Rendering assistance to the administrative officers regarding posting and transfer of officers and staff members and maintenance of particulars of their dates of joining and relieving.
- (xvii) Arrangement of proper binding of registers, service books.
- (xviii) Checking of magazines and newspapers accounts and disposal of the waste/scrap.

- (xix) To assist in getting APARs of staff members written and countersigned in time.
- (xx) Ensuring regular and proper weeding out of old and obsolete records and obsolete forms as per existing instructions.
- (xxi) Monitoring of work relating to implementation of Official Language Policy.
- (xxii) Maintaining particulars to address and telephone numbers of officers and staff.
- (xxiii) Work as Care Taker for maintenance of office assets and fixtures, proper cleanliness and plantation in office and ensure the proper MTNL services, Electricity Services and Water Supply in office.
- (xxiv) To assist in payment of electricity and telephone bills, water bills, vendor bills, professional bills and uploading of all bills online to the ZAO, CBDT, Delhi in due course.
- (xxv) Timely Issue of stationery and other items to the all officers/officials.
- (xxvi) Any other work assigned by the higher authorities from time to time.

12. Role of Tax Assistant (TA)

12.1 Technical Functions

- (i) Ensuring completeness, accuracy and timely submission of all the statistical reports and proper maintenance of the supporting registers.

12.2 Administrative Functions

- (i) To assist in 'Swachhata Abhiyan'.
- (ii) Receipt and Dispatch of Dak.
- (iii) Ensuring proper maintenance and checking of all records/ registers.
- (iv) Ensuring maintenance of guard files of circulars, notifications and instructions, register of registers and register of files, attendance register, casual leave register, service book.
- (v) Ensuring proper maintenance and checking of cash book, contingent expenditure register, diet money register, stock register, properties register, stamp register, stationary register, register of records destroyed, dead stock register, register of books and publications, service books, register of advances, pay bills, TA bills, LTC bills, medical bills, contingent bills, personal files, leave accounts, receipt and dispatch register, stamp accounts.
- (vi) Checking the quality of local purchases and ensuring observance of proper

procedure while making purchases.

- (vii) Ensuring timely preparation of pension, gratuity and provident fund papers in respect of all retiring officials so that payment of retirement benefits is made to the person concerned by the date of retirement.
- (viii) Ensuring timely submission of indent for forms and stationary, timely procurement, proper distribution thereof and proper maintenance of the register.
- (ix) Ensuring annual physical verification and stock taking of records, and all moveable/ immoveable assets i.e. computers, printers, furniture, calculators, photocopy machines, FAX, PCs.
- (x) Ensuring proper arrangements for repair of furniture, photocopy machines, FAX, PCs, Printer.
- (xi) Ensuring cleanliness and general maintenance of all staff rooms, officers' rooms, record rooms, store rooms, corridors, bathrooms in the office building.
- (xii) Providing facilities like lights, fans, drinking water to the officers, staff members.
- (xiii) Maintenance of particulars of dates of joining and relieving of officers and staff.
- (xiv) Ensuring proper handing/ taking over of files and also ensuring that pending actions are duly indicated.
- (xv) Arrangement of proper binding of registers, service book.
- (xvi) Checking of magazines and newspaper accounts and disposal of the waste/ scrap.
- (xvii) Miscellaneous correspondence with the higher authorities.
- (xviii) Assisting in typing work as and when assigned.
- (xix) Other duties as assigned from time-to-time by superior authorities.

13. Role of Stenographer

13.1 Administrative Functions

- (i) Taking dictation and transcription.
- (ii) Attending telephone calls.
- (iii) Attending to visitors and fixation/cancellation of appointments.
- (iv) Keeping note of engagements, meetings and reminding the officer well in time.
- (v) Getting required papers ready for meetings and appointments.
- (vi) Keeping record of file movement.

- (vii) Keeping track of follow up action with regard to matters marked by the officer to officials under him.
- (viii) Circulation of tour programme and attending to arrangements relating to tours.
- (ix) Dispatch and receipt of DO Letters and confidential Dak.
- (x) Maintenance of confidential files including APARs.
- (xi) Maintenance of personal files of the officer.
- (xii) Destroying by burning stenographic record of confidential letters after typing and issuing the letters.
- (xiii) Bringing to the notice of the officer important pending matters, which require his/her urgent attention.
- (xiv) Maintaining files relating to minutes of meetings and discussions and sending intimations regarding follow up action.
- (xv) To assist in Swachhata Abhiyan.
- (xvi) Any other work of official nature specifically assigned (including typing and comparison work, maintenance of confidential files, maintenance of copying register).

14. Role of Notice Server

14.1 Administrative Functions

- (i) To assist in Swachhata Abhiyan.
- (ii) Timely service of Notices, Letters and other official communications.
- (iii) Proper maintenance of Notice Server's diary and its submission to supervisory officers, whenever asked for.
- (iv) Assistance in general office work in the office.
- (v) Any other work of official nature, specifically assigned by the authority.

15. Role of MTS (Multi-Tasking Staff):

15.1 Administrative Functions

- (i) Assistance in office general work.
- (ii) Physical maintenance of records of the office.
- (iii) General cleanliness and upkeep of the office.
- (iv) Carrying of files and other papers within the building.

- (v) Photocopying, sending of FAX.
- (vi) Other non-clerical work in the office.
- (vii) Attending to the officers.
- (viii) Assisting in routine office work like diary, dispatch including on computer.
- (ix) Delivering of Dak (outside the building).
- (x) Watch and ward duties.
- (xi) Opening and closing of rooms.
- (xii) Dusting of furniture and fixture.
- (xiii) Upkeep of parks, lawns, potted plants.
- (xiv) Any other work assigned by the superior authority.



Directorate of Income Tax
(Public Relations, Publications & Publicity)
6th Floor, Mayur Bhawan, Connaught Circus, New Delhi-110001