

Awareness Seminars conducted across craft clusters

Goods & Services Tax- how to file GSTR-9 Annual Return

This is an annual return to be filed once in a year by the registered taxpayers under GST including those registered under composition levy scheme. It consists of details regarding the supplies made and received during the year under different tax heads i.e. CGST, SGST and IGST. It consolidates the information furnished in the monthly/quarterly returns during the year. Formats of GSTR 9 released early in September 2018 had a lot of ambiguities. The issues were mostly based on the fact that the annual return form would not auto-populate the information which was already filed in the periodic returns. In order to make the filing of annual return simple for tax payers, the GSTN updated the form and resolved most of the issues. Some of the issues are still persisting in the annual return form. The seminars on GSTR9 conducted in craft pockets, facilitated clarity on the subject.

New Delhi; 7th December 2018

This was organised at the Rajiv Gandhi Handicraft Bhawan, New Delhi. Present on the occasion were Mr. Ravi K Passi, Vice Chairman, EPCH; COA members, EPCH-Mr. Prince Malik and Mr. V S Goel; and expert faculty, Mr. Manoj Goyal.



Mr. Manoj Goyal informed in detail about GSTR 9 (Annual Return) & GSTR 9C (Reconciliation Statement). Thereafter, he detailed on How to prepare GSTR-9 and form filling.

The principal source for preparing GSTR-9 will be GSTR-1 and GSTR-3B returns. All information must be cross-checked with the books of accounts before declaring in the

annual returns. Broadly, the form entails the declaration of annual sales, bifurcating it between the cases subject to tax and cases not subject to tax. On the purchase side, the annual value of inward supplies and ITC availed thereon, classified as inputs, input services and capital goods and the ITC to be reversed due to ineligibility.

The GSTR-9C consists of two main parts: Part-A: Reconciliation Statement; and Part-B: Certification. GSTR 9C (Reconciliation Statement) is a statement of

reconciliation between: the Annual returns in GSTR-9 filed for an FY, first being 2017-18 and the figures as per Audited Annual Financial statements of the taxpayer. This statement is certified by the CA. It can be considered to be similar to that of a tax audit report furnished under the Income tax act and will consist of gross and taxable turnover as per the Books reconciled with the respective figures as per the consolidation of all the GST returns for an FY. Hence, any differences arising from this reconciliation exercise will be reported here along with the reasons for the same. The certified statement shall be issued for every GSTIN. Hence, for a PAN there can be several reports of GSTR-9C. It must be filed on the GST portal or through facilitation centre by the taxpayer along with other documents such as the copy of the Audited Accounts and Annual returns in GSTR-9. This statement is applicable to all those taxpayers who must get their Annual Accounts audited under the GST laws. Audit applies to those registered persons whose Annual aggregate turnover exceeds Rs 2 crores in that FY, here being FY 2017-18. The due date for



submitting the Annual returns in GSTR-9 is the same deadline for submission of GSTR-9C. Hence, the GSTR-9C must be filed on or before 31st December of the year subsequent to the relevant FY under audit. For example, for the FY 2017-18, the due date for filing GSTR-9C will be 31st December 2018 (extended to 31st March 2018).

A Chartered accountant or cost accountant must prepare this GST Reconciliation statement. Any differences between the details reported in all the GST returns and the Audited Accounts must be reported by the CA therein with the reasons for the differences. Also, this statement acts as a base for the GST

authorities to verify the correctness of the GST returns filed by the taxpayers. This is because the CA has to certify any additional liability arising out of the reconciliation exercise and GST audit in GSTR-9C. This concluded with a Q&A session.



Moradabad; 12th December 2018

This was organised at the EPCH office, Moradabad and was attended by member exporters and entrepreneurs. The program was conducted by chartered accountant, Mr. Abhinav Agarwal, through an informative slide show. Interacting with the participants, Mr. Agarwal explained what is GSTR-9 annual return, who should file GSTR 9 annual return, different types of return under GSTR-9 form and how to prepare GSTR-9. He offered a



Mr. Abhinav Agarwal facilitating the session

detailed discussion on the form filling and drawback/ issues with GSTR 9 form and possible suggestions.



Chennai; 18th December 2018

At Chennai, the session was graced by Mr. Rasal Soloman, Deputy Commissioner of Commercial Taxes, Govt. of Tamil Nadu and Mr. P Subramanian, former COA Member, EPCH and prominent member exporter from Chennai. This was attended by many member exporters from the region.



Mr. Rasal Soloman, Deputy Commissioner of Commercial Taxes, Govt. of Tamil Nadu and Mr. P. Subramanian, former COA Member, EPCH and prominent member exporter from Chennai, seen addressing the participants

Mr. Naveen Gaur, Assistant Director and Regional In-charge-SR-EPCH, welcomed the participants and informed about the importance of seminar. He also emphasised how important it is to file GSTR-9 Annual Return perfectly without making any mistakes. Mr. P Subramanian appreciated the Council's continuous efforts to keep its members updated about various trade related issues. He shared his rich experience with the participants and requested them to take full advantage of the presence of Mr. Rasal Soloman and clear their doubts on the subject. Mr. Rasal Soloman, Deputy Commissioner of Commercial Taxes, Govt. of Tamil Nadu addressed the participants on the issue. He briefed them about the GSTR9 annual return and how to file it correctly. He informed them about GSTR 9 form and its features.



He further informed that all the registered taxable persons under GST must file GSTR 9 form. However, the persons who are in the category of Casual Taxable Person, Input service distributors, Non-resident taxable persons and persons paying TDS under section 51 of GST Act

are not required to file GSTR 9. Mr. Soloman during his presentation explained that there are 4 types of return under GSTR 9 :-

GSTR 9: the same should be filed by the regular taxpayers filing GSTR 1, GSTR 2, GSTR 3.

GSTR 9A: the same should be filed by the persons registered under composition scheme under GST.

GSTR 9B: the same should be filed by the e-commerce operators who have filed GSTR 8 during the financial year.

GSTR 9C: the same should be filed by the taxpayers whose annual turnover exceeds Rs.2 crores during the financial year. All such taxpayers are also required to get their accounts audited and file a copy of audited annual accounts and reconciliation statement of tax already paid and tax payable as per audited accounts along with GSTR 9C.

The declaration of the information in the Annual returns has multiple implications. Any incorrect information can attract tax demands, interest and penalties on the same, leave alone the long-term litigations that follow years later. The principal source for preparing GSTR-9 will be GSTR-1 and GSTR-3B returns. All information must be cross-checked with the books of accounts before declaring in the annual returns. Broadly, the form entails the declaration of annual sales, bifurcating it between the cases subject to tax and cases not subject to tax. On the purchase side, the annual value of inward supplies and ITC availed thereon, classified as inputs, input services and capital goods and the ITC to be reversed due to ineligibility. While at it, GSTR-9 is divided into six parts. During presentation participants raised many queries related GSTR9 and Mr. Soloman clarified them all.

Agra; 20th December 2018

In Agra, this seminar was organised in coordination with the Handicrafts Exporters Association - Agra. Present on the occasion were, Mr. S C Agarwal, President, Handicrafts Exporters Association - Agra; Mr. R K Kapoor, Director, MSME Development Institute, Agra; Dr. S K Tyagi, Coordinator, EPCH Extn. Counter, Agra; Mr. Lalla Ram, Asst. Director, Office of DC Handicrafts, Agra; and Chartered Accountants - Mr. Rakesh Agarwal, Mr. Mohan Lal Kukreja (Chairman, Agra Branch of CIRC) and Mr. Nikhil Gupta (expert).



Speaker - Mr. R K Kapoor, Director, MSME Development Institute, Agra



Speakers - Dr. S K Tyagi, Coordinator, EPCH Extn. Counter, Agra and Mr. Lalla Ram, Asst. Director, Office of DC Handicrafts, Agra

CA and expert on the subject, Mr. Nikhil Gupta explaining about GSTR9 form to the participants



Jodhpur; 20th December 2018



Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, seen initiating the program in the presence of Mr. Vinay Pungaliya, Chartered Accountant and expert faculty

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 35 member exporters and entrepreneurs. Mr. Naresh Bothra initiated the program with his experience in GST and emphasised that it is transparent and convenient for handicraft exports and that the channel of GST is getting better day by day. Through an insightful presentation, Chartered Accountant, Mr. Vinay Pungaliya, provided information about GST and its various provisions. He enumerated GST's benefits

for business & industry as easy compliance; uniformity of tax rates and structures; removal of cascading and a system of seamless tax-credits throughout the value-chain; improved competitiveness with reduction in transaction costs; gain to manufacturers and exporters with the subsuming of major Central and State taxes; and uniformity in tax rates and procedures across the country. He further elaborated about the GSTR9 and its filing procedure. Thereafter, he touched upon the basic preparation for GST Annual Return. This seminar ended with EPCH representative in Jodhpur, Mr. Gopal Sharma informing the participants about EPCH's forthcoming activities.



Participants in the seminar

Digital Marketing Secrets to find new profitable clients for exporters

Kolkata; 14th December 2018

This was organised with an aim to make the audience, understand about the mediums of marketing and e-Commerce tools, important for a business organisation as well as how digital marketing is now a major part of a company's marketing strategy owing to its role as a professional platform to connect with marketers, companies, brands and consumers. The expert faculty for the seminar was Mr. Angshuman Sett, Founder and Technical Head, NIHT Digital Marketing Institute.

Mr. Sett, known for his technical advice and practical guidance on digital marketing, explained about its usage and benefits. He explained how digital marketing, is now trending because it is cheaper than other marketing strategies; creative, interactive & spoke about various types of digital marketing techniques to sell various types of products and services. He elaborated about the usage of search engine marketing, display, e-CRM (electronic customer relationship management), content marketing & social media. Mr. Sett also informed participants that the use of digital marketing in the digital era not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customers feel supported



and valued. The use of Social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and business. The Second session was conducted by Mr. Prosit Paul from NIHT Digital Marketing Institute. It was about analytics which can be used to maximise sales. Analytics is used to find out potential consumers and to find out where marketing is successful and where it is failure as well as what are the reasons for it. He touched upon all the fundamentals of analytics which is very necessary to enter into the digital marketing world.

Product Innovation and Branding

New Delhi; 15th December 2018

This seminar had among speakers, guest faculty from IIFT, New Delhi-Dr. Tamanna Chaturvedi and Ms. Arunima Rana. This program was graced by Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. V S Goel, COA member, EPCH.

The guest faculty informed about how product innovation makes one edge ahead from competition and attract more business opportunities. Thereafter, communicating about one's brand and its attributes is another crucial element, they said.

The faculty explained on certain key pointers like, Create a Cycle of Innovation; and Build on a Strong Brand Identity. They informed the participants that 'Innovate or die' is a phrase often used to describe the approach brands must take to stay ahead in



an ultra-competitive market characterised by rapidly changing consumer demand. However, the way companies go about driving new product development depends very much on their structure, priorities and where marketing sits within the innovation journey. Marketing's influence is key to ensuring new offerings fit with a strategy determined by customers' needs, so companies aren't stuck trying to sell something for which there is no demand.

But brands have to balance being insight-driven with being able to launch products that no focus group would ever think to suggest. Innovation is not one more thing that marketers need to do, innovation is the way that a marketer needs to think and behave. The session ended with a Q&A.



Guest faculty from IIFT, New Delhi - Dr. Tamanna Chaturvedi and Ms. Arunima Rana

How to source Foreign Buyers

Mumbai; 22nd December 2018

Organised for member exporters in the Mumbai region, this seminar was conducted by expert faculty, Mr. Sudhakar Kasturae. Through a power point presentation, he informed the participants how getting international buyers for an export business is one of the biggest challenges many entrepreneurs face as it becomes increasingly difficult when one is at the start of the venture or is just trying to source international buyers. A combination of understanding new cultures, languages, and working with capable partners can make efforts achieve success. He enumerated certain points on how to find international buyers for export business : Register with



Export Promotion Councils; Find local buyers who represent foreign companies; Become active on LinkedIn; Register on intl. trade platforms; Have an intl. SEO-ready website; Do e-mail marketing; Hire overseas agents on commission basis; Participate in Trade Fairs; and Get Import Lists from Foreign Embassies through which one can do a thorough research on the countries one's products would be a great fit for and contact their embassies in one's country, or directly reach out to them through their company's website.



Design forecast, Colour & Trends in Handicrafts Sector" and "VRIKSH - Indian Timber Legality Assessment & Verification Scheme

Jaipur; 28th December 2018

To brief member exporters about trends in the global market with insights, updates and forecasts on colours, trends and designs as well as help them chalk out export strategies for retail, customer communications and business, EPCH organised an awareness seminar on "Design forecast, Colour & Trends in Handicrafts Sector". Present on the occasion were, Mr. Lekhraj Maheshwari, COA Member, EPCH as well as prominent member exporters from Jaipur. Mr. Sunil, Designer, EPCH, made a detailed



presentation on upcoming themes for 2019-20 with details on materials, finishes, textures, etc. combining the creative, technical and outfitted aspects of a product and the business.

Attendees at this seminar were also updated on documentation related to VRIKSH- India's timber legality assessment and verification standard.

Mr. Deepesh Sharma, JEPO-EPCH made a presentation on the VRIKSH certification, how the theme of VRIKSH was conceptualised and its importance in the international standards of certifications required exporting of wooden handicrafts products from India. He further elaborated step by step procedures on how to get the VRIKSH Verification certificate and shipment certificate. The seminar was attended by 18 participants.



Design Trend, Colour & Forecast for Autumn/Winter 2019-20

New Delhi; 29th December 2018

Ms. Amla Shrivastava, Head Designer, EPCH, facilitated this interactive seminar with details on textiles, jewellery & accessory along with paper on trends for the Autumn Winter 2019/20. The session was graced by Mr. ravi K passi, Vice Chairman, EPCH and Mr. V S Goel, COA Member, EPCH.

Several material, procedure and looks were discussed alongwith finishes/ textures & material amalgamations the international market is looking for. Product items that are selling good at the moment and material that buyers will be picking this season was a part of the presentation. Ms. Shrivastava also presented a buyers' perspective on colours for the coming season.

This indicated that the overwhelming presence of florals over the past few seasons now gives way to other print stories, such as geos and animal motifs.

Checks are also set to dial down slightly, following overexposure across retail stores and e-Commerce since their big return last A/W. At the more catwalk-led end of the spectrum, tie-dye skins, repeated patterns and dense conversational emerge as key stories to watch. For jewellery & accessories, the emphasis will be on



novelty, kitsch and playful statements; glitzy, embellished disco references; byzantine opulence; natural and mystical references; Art Nouveau; re-look at icons and mythologies; iconic heritage, etc. All exporters actively participated in the program.

