

F.No.310/03/2015-OT  
Government of India  
Ministry of Finance  
Department of Revenue  
Central Board of Direct Taxes

New Delhi, dated the 17<sup>th</sup> July, 2015

To

All Pr. Chief Commissioners of Income-tax

**Subject:** Target for 'New Taxpayers' for F.Y.2015-16 and Strategy to achieve the same-reg.

Please refer to the above.

2. The Region wise target for 'New Taxpayers' for Financial Year 2015-16 is as under:

Region	New Taxpayer target for F.Y.2015-16
Andhra Pradesh and Telengana	7,93,427
Bihar and Jharkhand	4,97,207
Delhi	5,32,218
Gujarat	7,86,459
Karnataka and Goa	6,22,602
Kerala	3,55,848
Madhya Pradesh and Chattisgarh	4,68,778
Mumbai	6,23,867
Nagpur	1,70,799
North East Region	1,77,103
North West Region	9,30,911
Odisha	1,98,129
Pune	10,14,418
Rajasthan	4,64,152
Tamil Nadu	7,64,396
Uttar Pradesh (East)	4,32,956
Uttar Pradesh (West)	4,74,925
West Bengal and Sikkim	6,91,806
<b>TOTAL</b>	<b>100,00,000</b>


3. The action points for achieving the target in the respective areas are identified as under:

Area	Action Points
Devise and pursue region specific strategies	<ul style="list-style-type: none"> <li>Devise and pursue region specific strategies for identification and pursuing potential taxpayers - Professionals, Businesses, Employees</li> </ul>

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	<ul style="list-style-type: none"> <li>• Conduct meetings with Professional bodies and trade associations</li> <li>• Work with DIT(I&amp;CI) to collect potential information</li> </ul>
Pursue NMS defaulters	<ul style="list-style-type: none"> <li>• Complete verification of NMS 1 and 2 cases by 31.07.2015 (available on i-taxnet)</li> <li>• Complete verification of NMS 3 cases by 30.09.2015 (available on Actionable Information Monitoring System - AIMS).</li> </ul>
Handle Non-PAN data	<ul style="list-style-type: none"> <li>• PCCsIT to decide whether action will be taken on pin code wise segregated non-PAN data through Jurisdictional AOs or special units (Non-PAN data having sufficient address information will be disseminated using online platform)</li> <li>• Ensure that jurisdictional AOs/special units follow-up with transacting parties to verify and populate PAN in non-PAN data</li> </ul>
Ensure action against TDS defaulters	<ul style="list-style-type: none"> <li>• Follow-up with Deductors for submission of TDS statements</li> <li>• Follow-up with Deductors for submission of transactions involving non-deduction/lower deduction by TDS AOs</li> </ul>

4. This issues with the approval of Chairperson, CBDT.

  
(Ekta Jain)  
Deputy Secretary (OT)

Copy to:

1. Chairperson & all Members of CBDT
2. Pr. DGIT(Systems), CBDT, New Delhi
3. All JS/CITs in CBDT
- ✓ Database Cell, CBDT with a request to upload on IRS Website.
5. Guard File.

  
(Ekta Jain)  
Deputy Secretary (OT)