

# E-Governance | State Excise Revenue Management System

Presented By



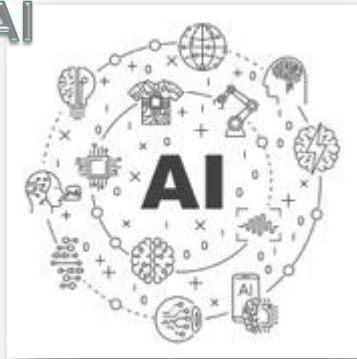
**Mission:** Transform R&D | Best Practices | Pioneer in R&D Solutions |  
Industrial growths

ASCENTYA plays an active role in capturing and spreading best practices of its members by using specific methodologies i.e. knowledge management, benchmarking, etc.

**Building Initiatives to Address Cross-Industrial Big Challenges**

We don't just change industries. We help invent new ones.

AI



VR



Robotics



BI



Info Sec





an energetic contemporary approach post the economic downturn





## Scalable Business Model

- ASCENTYA business model is based in part on its strategy of acquiring, integrating, and growing niche IT companies with valuable customers, complementary and proprietary products, and dedicated promoters.

## Experienced Promoters and Management Team

- The company's founders each have over 20+ years of experience, and are supported by executives with strong experience across all aspects of the business.

## India Advantage

- India-centric back offices with experts to support the onshore teams whilst leveraging a lower cost base
- Addressing the rapidly growing IT requirements in India's domestic industry

## Proven in-house Product Development Capacity

- In addition to offering services related to licensed 3<sup>rd</sup> party products, ASCENTYA offers Innovative proprietary solutions.



On-device AI can help everyone leap forward.

**ASCENTYA** is on a mission to make devices, machines and, well, pretty much everything, more intelligent. We created Artificial Intelligence (AI) Platform designed to learn and adapt to your behavior and environment. So get ready for smartphones, cars and even everyday household items, to deliver intuitive, highly personalized user experiences.

Introducing devices that simply get you.

The next generation of devices will boast enhanced privacy, improved reliability, low latency, efficient use of bandwidth and dynamic computing capabilities. These improvements will accommodate all sorts of AI features and applications. So as handy as smartphones are right now, the integration of AI into these devices will have the potential to transform them from passive tools to engaging partners, helping us make decisions—or even making decisions for us.



# E-Governance State Excise Revenue Management System



# Broad Functions of SED

- Issue licenses to Distilleries ,breweries , Bonds ,liquor Wholesalers , liquor contractors , Bars , Bhang and LPH manufacturers.
- Fixation of Excise Duty ,levies ,Fees etc on various types of excisable goods such as Liquors ,Bhang ,LPH etc at different levels and for different types of movements
- Fixation of EPA' s for various types of contractors and monitor the EPA fulfillment and deficits
- Excise Revenue collection against sale and movement of goods
- Issue permits for movement of Excisable goods from one licensee to other
- Monitoring of prevention of Illegal trafficking ,manufacturing and sale of excisable goods like Liquor, Bhang, LPH etc
- Monitoring and collection of Arrears





# Objectives of the Revenue Management Software System

- Create and maintain an Electronic Database of all Licensees in the state
- The revenue collection model and policy to be made Electronic with central control and administration
- Central control and monitoring of revenue collection.
- Issue of various Permits based on fees structure to various licensees for various products ON-line.
- Electronic Ledgers of all licensees.
- Distilleries and wholesalers to issue on-line TP' s
- On-line monitoring of Revenue MIS and EPA deficits
- On-line monitoring of Distillery stocks and Wholesaler stocks

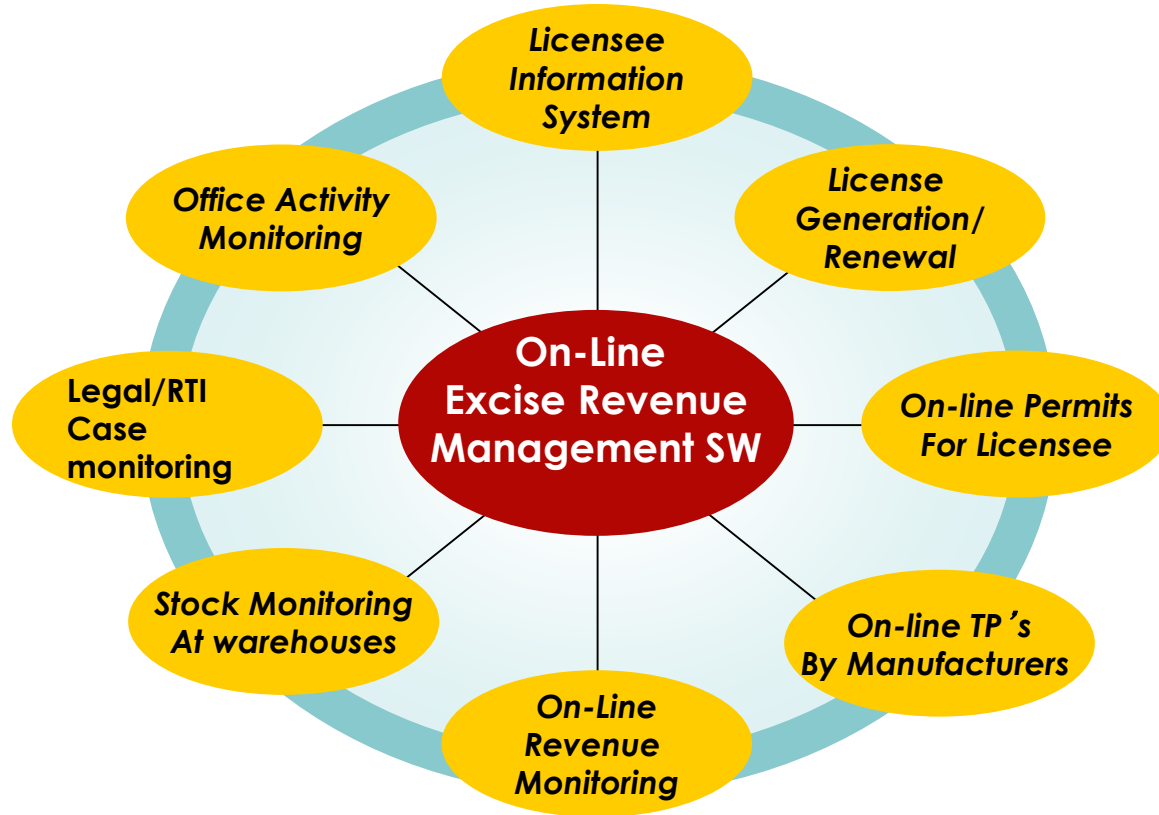


# In Nutshell

- Implementing Information technology in Excise department and use the same for better MIS reporting systems which would improve decision taking capabilities of the organization as well as reduce loads of Paper work.
- Better Public Image and Higher Revenue



# SED Revenue Management Software- Modules



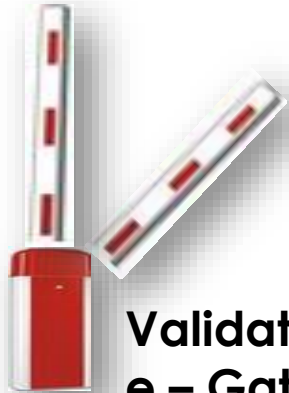
# CONTROL ON DESPATCH AND CHECK POSTS



## DISTILLERY



## COMPANY GATE



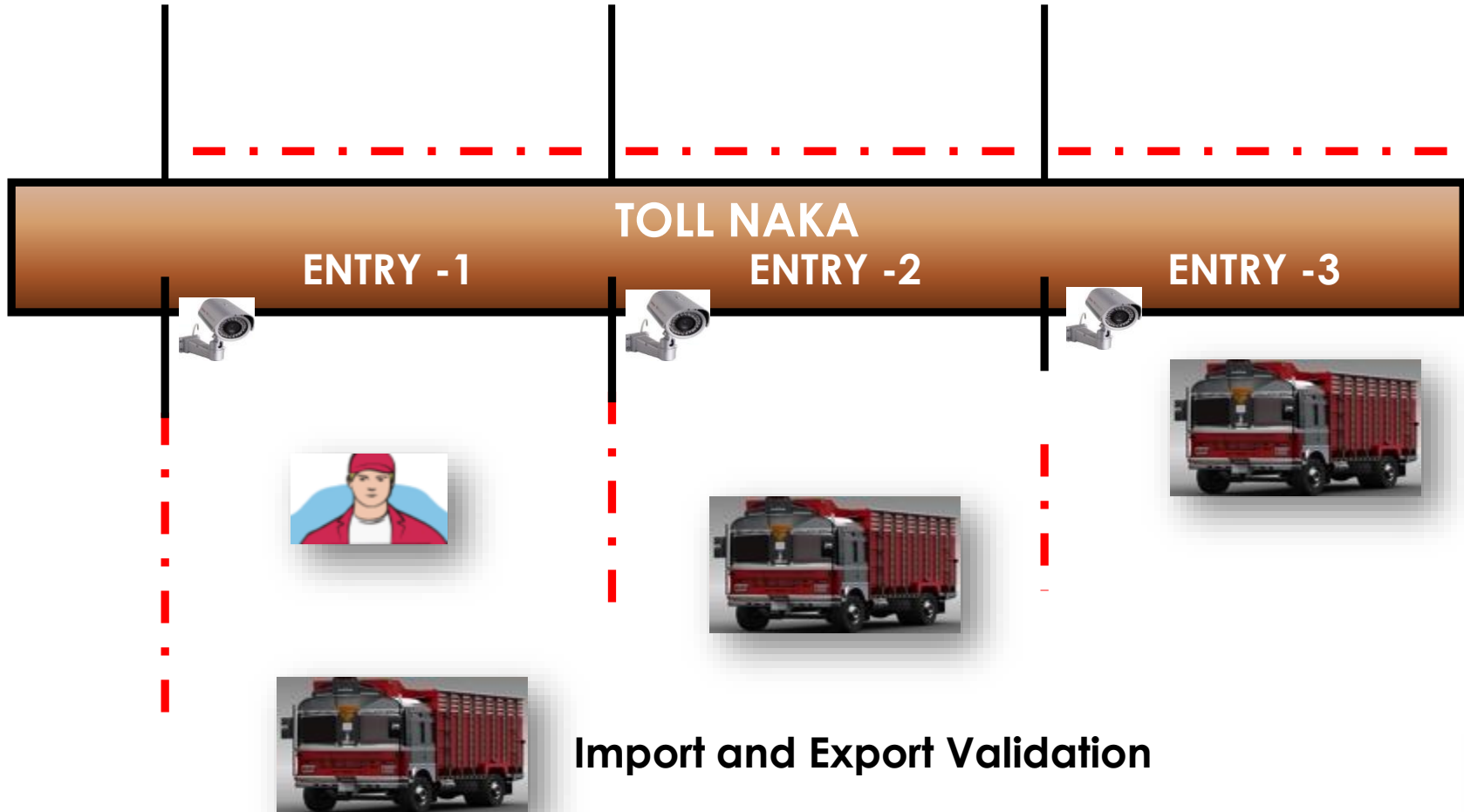
## LOADING AREA



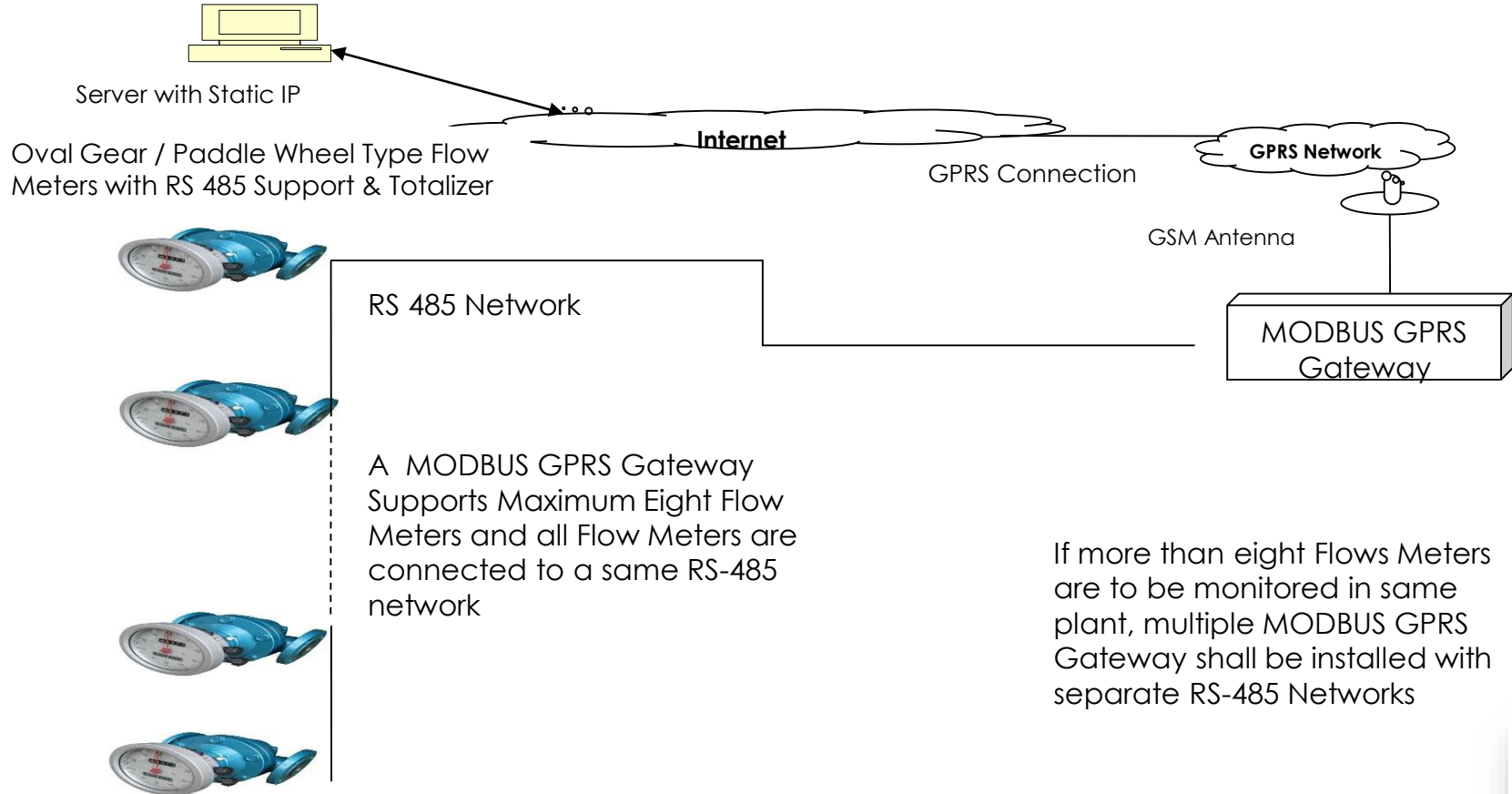
Validation Process includes issue of e - GatePass. This includes Photo of Driver.



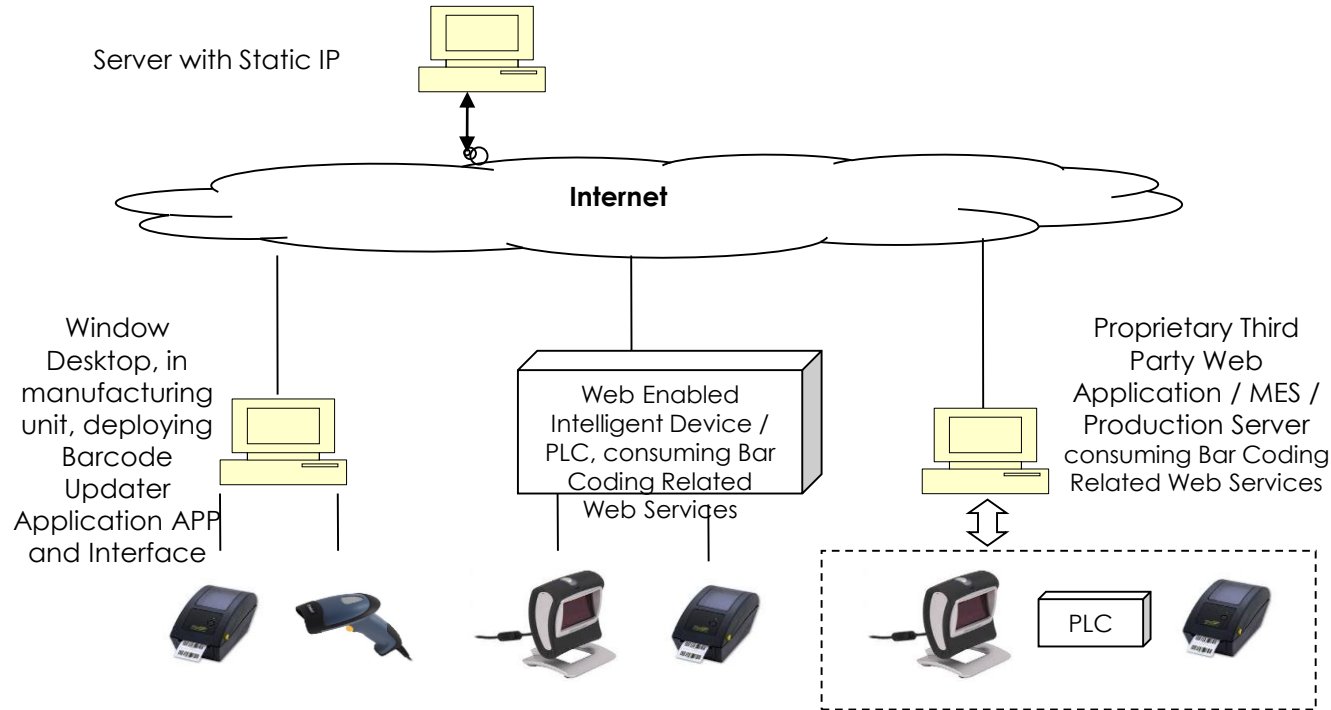
# Modern Checkpost System of MSRDC



# Integration with SCADA



# Integration with Barcode Operations





# Track & Trace using 2D/3D Hologram or Bar Code



# Use of Security Hologram with Serial Number



## Use 3D Hologram Security Labels

- 2D/3D holographic labels incorporate machine read devices to validate the object of value at the point of redemption or for random verification in the product marketplace.
- This machine read device assures complete accuracy in determining the holographic label validity.
- The machine and security hologram label together create a secure environment.



# Benefits of adopting 3D secure Hologram and Surveillance with Integrated Application

- The Hologram Tracking module helps to arrest pilferage and prevents evasion of excise duty .
- Using serial numbered Hologram on each bottle can help department to check stocks at retail end and its origin using online system, this will prevent illegal movement of finish liquor from other states to retail outlet for sale.
- Monitoring at the check post would help in better administration of liquor moving in and out of the state, thereby control its back loading in other market pace rather than reaching the consignee destination.



# Bar Code Application Overview

- It fetches the information from server by using the permit number or by scanning the barcode of the product.
- It keeps a track of permit no., consignee name, driver name, vehicle no., quantity, brand details etc.
- It also provides the information like place of origin and its movement.
- This helps the government to avoid illegal supply and black-marketing of liquor.





Click on barcode image



Show mobile on barcode image



# Punjab Outsourcing Model

- Payment per Proof liter basis cleared from factory gate is paid as IT service fees
- Complete setup including Boom , Surveillance, Operational manpower etc has been provided by service provider
- Setup of control room and its network connectivity with distilleries are also being done by Service provider.
- IT fees has been made mandatory by state excise policy and the same is payable by Distillers on monthly basis to Service provide under control of the department
- Payments are done by Manufacturers and not by SED.



# **Snap shot of Live vision controlling distilleries from web**







13:23:14



SNP-1000A

2011/07/12 13:25:52



SNP-1000A

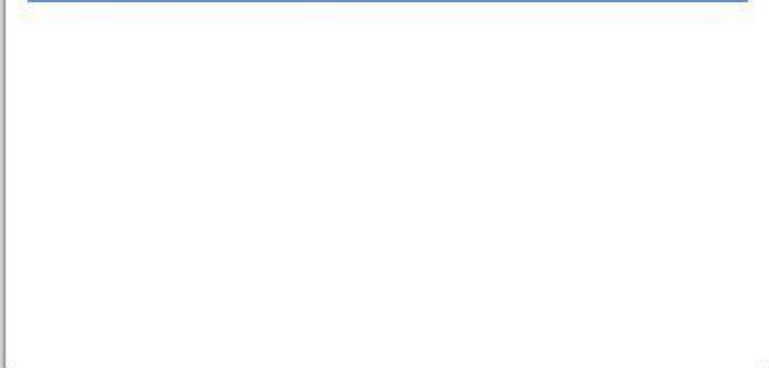
2011/07/12 13:23:43

s & Mfrs Ltd., Main



13:24:16

Piccadily Sugar & Allied Ind. Ltd., PATIALA



Pioneer Industries Ltd., GURUDASPUR



IL, TARAN TARAN



13:26:10

Chandigarh Distiller, & Rollers Ltd., BANGUR



SNP-1000A

2011/07/12 13:27:03

Khosa Distillery & Co., AMRITSAR



SNP-1000A

2011/07/12 13:26:42

# E-Gate Pass

Take Picture - Windows Internet Explorer

## Outward Gate Pass

Truck Photo



Driver Photo



**GATE PASS DETAIL**

Gate Pass No.(Auto)	: 894	Gate Pass Date	: 01-Jul-2011 01:16 PM
Consignee Name	: JAGATJET INDUSTRIES LTD( L	Address	: FATEHGARH SAHB
Dump To	: Jagatje - FATEHGARHS	Time Taken	: 0
Gate Keeper Name	: Kulwant Singh	Vehicle No.	: PB08Q9788
Driver Name	: Harbhatan Singh	Driving Licence No.	: R.8238

Local Internet Explorer 100%



# Departmental Benefits

- Ease of tax rates or regulatory changes being put in force immediately and also providing transparency to department and its business with its Clients.
- Automation of the issue of Transport Permits, import permits, Certificates will reduce the necessity of people coming to department.
- Monitoring dispatch and receipt across supply chain using same common application software.
- Generation of timely, intelligence reports and MIS will help better managerial control.
- Creation of Electronic Database of all Licensees in the State.
- Improve efficiency and enable revenue record reconciliation on daily basis.
- Reduced paper work
- Faster processing
- Information available on a click of mouse
- No investment by the department- as this project will be based on BOOT model.



# Stakeholders Benefits



## Manufacturer

- They will know the quota allotted to them on a real time basis.
- They will have to perform less interaction and the lesser follow ups to be done with the department for the generation of e-permits and transport pass.
- Brings transparent flow of information in terms of resources and policies and pricing process.
- Less paper work
- Transparency in movement of stocks.
- Faster processing
- Information available on a click of mouse



## Wholesaler

- Reduction in interaction with the department
- Less paper work
- Brings in more transparency
- Information on flow of inventory viz. a viz. location
- Information on duty paid/ payable to the department
- Faster processing
- Information available on a click of mouse



## Retailer

- Application and renewal/ allotment of online license/ shops
- Retailers will have information of stocks/ inventory on real time basis so that to plan their future lifting
- Reduces visits to the department
- Able to track sales/ revenue
- Faster processing
- Information available on a click of mouse



# Citizens' Benefits

- On the implementation of this computerized system citizens can get the genuine liquor instead of illegal liquor
- Citizens can get the liquor at genuine price without any illegal involvement
- Citizens can get the hassle free availability of stocks of all the various brands.
- Citizen's faith on department increases.
- Citizen's faith on government increases.
- Will reflect transparency resulting in improvement of Government image.





*Intelligence Augmentation*

For further assistance please connect @

[enquiry@ascentya.in](mailto:enquiry@ascentya.in) | [www.ascentya.in](http://www.ascentya.in)

