



आयुक्तालय, केंद्रीय माल और उत्पाद शुल्क, दिल्ली पूर्व  
OFFICE OF THE COMMISSIONER CENTRAL TAX (DELHI EAST)  
सी. आर. बिल्डिंग, आई. पी. एस्टेट, नई दिल्ली –110002  
C.R. BUILDING, I.P. ESTATE, NEW DELHI – 110002

GEXCOM/AE/OTH/16/2025-AE-O/o COMMR-CGST-DELHI(E)

Dated: .03.2025

To,

**The Vice Chancellor,  
Delhi University (DU)  
Benito Juarez Marg, South Campus,  
South Moti Bagh, New Delhi, Delhi 110021**

Sir/Madam,

**Subject:** Request for Participation of Students as GST Ambassadors for the "पूर्वी दिल्ली करदाता जागरूकता अभियान" (East Delhi Taxpayer Awareness Campaign).

Please refer to the above cited subject.

2. In this regard, it is intimated that this office is launching an awareness campaign focused on educating businesses and individuals about GST and its registration procedures and as part of this initiative, we would like to invite your students, preferably 40-50 in number, to serve as GST Ambassadors.
3. These students will play a pivotal role in going door to door to educate unregistered business units about the importance of GST registration and guide them through the relevant provisions between 21<sup>st</sup> and 23<sup>rd</sup> March 2025. They will be provided with basic knowledge of GST Registration, as well as a pamphlet that explains relevant provisions. The pamphlet will serve as an easy-to-understand guide for the target audience. Further, students can relate to other young entrepreneurs or small business owners in their communities. Their communication style is more approachable, allowing them to easily engage with business owners. Further, by actively participating in this campaign, students gain practical experience in community service, taxation, and outreach activities, which will be beneficial for their career development.
4. Additionally, the students will carry a survey questionnaire, which will consist of simple questions to help estimate the turnover of individual businesses and determine if they are required to register under GST. The objective is to engage with unregistered businesses, raise awareness about the GST provisions, and offer a chance for a registration check.
5. The students will be closely followed and supported by officers and staff from our department throughout the campaign. They will receive continuous guidance and training to ensure that the message is communicated effectively and responsibly.
6. We kindly request your support in allowing your students to participate in this important awareness campaign. Their involvement will not only contribute to a greater understanding of GST but also help build a sense of responsibility and community engagement among them.

7. We look forward to a positive response and to the active involvement of your university students in this awareness campaign.

8. Further, participation certificates shall be distributed among the participants to recognize their contribution to the campaign.

9. The details of the students may kindly be shared in the below mentioned format.

S. No.	Name of Student	Age	Male/Female	Mobile No.	E-Mail

Yours Sincerely

**(Jyotiraditya)**  
Additional Commissioner,  
CGST Delhi East Commissionerate.