

Central Board of Indirect Taxes and Customs (CBIC) wins top prize in Public Outreach & Communication Category at India International Trade Fair (IITF) 2025

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In acknowledgement of its comprehensive outreach efforts, innovative public engagement formats and inclusive communication strategy, the **GST & Customs Pavilion** has **bagged the Gold Prize in the 'Public Outreach and Communication' Category** at IITF 2025 in New Delhi, today.



The Central Board of Indirect Taxes and Customs (CBIC) successfully showcased its flagship '**GST & Customs Pavilion**' at the **India International Trade Fair (IITF) 2025** in **New Delhi**, from **14th-27th November 2025**.

Built around the theme "**Next-Gen GST: सरल कर, खुशहाल राष्ट्र**", the Pavilion aimed at deepening public understanding of the Government of India's latest reforms in indirect taxation and trade facilitation. Designed as an interactive and educational space, the Pavilion served as an important public interface where **taxpayers, industry representatives, students, and citizens** could engage with CBIC's ongoing initiatives to simplify compliance and enhance service delivery.





The CBIC pavilion received overwhelming footfall and active participation from people across age groups, professions and sectors, reflecting strong public interest and optimism toward recent GST reforms.

Key Highlights of the CBIC Pavilion

1. Expert Helpdesks for Instant Support

Eight helpdesks from GST, Customs, GSTN, ICEGATE and CPGRAMS provided quick, on-the-spot assistance with registration, refunds, return filing, grievances and trade procedures.

2. Multilingual Learning Content

Educational videos and tutorials—available in 10 regional languages plus Hindi and English—simplified GST and Customs processes for all visitors.

3. Interactive Digital Exhibits

Digital screens and interactive displays showcased CBIC's key reforms, technological upgrades and achievements, highlighting smoother, more transparent compliance systems.

4. Engaging Awareness Activities

Magic shows, puppet shows, quizzes, caricature artists, VR games and selfie corners made tax awareness fun and accessible, supported by informative brochures.

5. Youth-Focused Career Guidance

Dedicated sessions introduced students to career opportunities in CBIC and its role in revenue administration and trade facilitation.

The CBIC expresses gratitude to all visitors, stakeholders and partners for their enthusiastic participation and reaffirms its ongoing commitment to **simplifying taxes, enhancing transparency and building a more citizen-friendly indirect taxation ecosystem.**

NB/KMN

(Release ID: 2195612) Visitor Counter : 488

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