



# CBIC MAGAZINE

SEPTEMBER, 2018



अप्रत्यक्ष कर एवं सीमा शुल्क की विभागीय पत्रिका  
Journal of the Indirect Taxes and Customs



# Contents

<b>Brief of Latest Developments/Updates in GST</b>	4
GST Policy Wing, CBIC	
<b>GST Day – 1<sup>st</sup> July, 2018 - New Delhi</b>	7
<b>India Assumes Vice Chair of Asia Pacific Region, WCO</b>	22
WCO Cell, CBIC	
<b>Valediction Ceremony and Passing Out Parade – 68<sup>th</sup> Batch IRS (C&amp;CE)</b>	25
NACIN, Faridabad	
<b>Using AI for Hybrid Risk Management and Facilitation in Customs Tax Administration</b>	28
Suvir Misra & Anish Upadhyay	
<b>Policing to Facilitation</b>	32
N. Rajagopalan	
<b>Thoughts on a Digital India</b>	34
Dhananjay Singh	
<b>My Journey into Guinness World Record</b>	37
Dr. A. Venkadesh Babu	
<b>Backpacking in Cambodia</b>	42
Navraj Goyal	
<b>Christmas to Easter</b>	46
Brajesh Kumar	
<b>भक्ति योग</b>	50
किशोरी लाल	
<b>घम्मपद – गाथाएं और कथाएं</b>	54
हृषिकेश शरण	
<b>Trust</b>	58
Ravi Ranjan Goswami	
<b>A few thoughts on turning eighty</b>	60
S.K. Bhatnagar	

# My Journey into Guinness World Record

**Dr. A. Venkadesh Babu** | Assistant Commissioner, Customs Preventive, Trichy



*The Guinness Oration*

I am no orator...

But as you know me all, a plain blunt man,

...

For I have neither wit, nor words, nor worth,

Action, nor utterance, nor the power of speech,

To stir men's blood:-...

The words of Mark Antony in the funeral speech of Julius Caesar are an irony to get the attention of the public. We all know that Mark Antony has influenced the crowd enough to destroy the conspirators and he was a brilliant orator who can connect to the soul of a person.

On the contrary, true to his words I was a reticent personality five years back. People who know me

personally believed that I was a reserved character and so was I. Can such a personality create a world record by capturing the attention of a youth mass on a boring topic of sensitization against drug abuse?

My nonstop oration lasted for 1 hour 38 minutes and 13.17 seconds and 2,009 people were listening to my speech against Drug Abuse with rapt attention. And eventually, a new Guinness world record was created for the Largest Drug Awareness Lesson.

With an apprehensive outlook, I never dreamt of creating history by talking in a public forum. Five years ago I did not know that the menace of drug abuse in the younger generations has been rising all over the world and India was no exception to it. Adolescents are adventurous, self confident and often do new things to show that they can. By and large, this is the age at which most addicts get initiated into drugs.

When I understood that addiction to drugs not only affects the individuals involved but also disrupts the family and society, it was already recognized globally as one of the real dangers, which the world faces. It damages the individual and society very silently. This “Silent Terrorism” of drug abuse destroys mankind eventually.

As a social animal, every one of us has the concern for a functional society. Towards this objective, I was invited by schools and colleges to deliver motivational speeches. That was the time I witnessed the menace of drug abuse among teenagers which compelled a transformation in my persona and ignited me to sensitize the students about the ill-effects of drug abuse and addiction. In due course the feedback and impact of my speeches among the students encouraged me to crusade for the noble cause.

As Assistant Narcotics Commissioner, Chennai, I comprehended that Drug abuse is a result of two factors – the availability of drugs and the psycho-social conditions which result in their abuse. Therefore, equal emphasis needs to be placed on supply and demand reduction. Of these, demand reduction is more productive than supply reduction in the sense as long as demand is there supply finds its way to reach the demand. Therefore, I started delivering speeches in Schools and Colleges with a PPT, dealing with various facets of the issue of drugs and addiction providing information about legalities, organizational objectives, and impact on human body and on the society and the risks involved in handling the drugs, to reduce the demand for drugs.

“We are all little men serving great causes, but because the cause is great, something of that greatness falls upon us also”. I realised the words of Jawaharlal Nehru when my speech attracted many institutions all over India. My awareness speeches also attracted mass media (print media, visual media and AIR), without which any awareness cannot be successful. My speeches enabled AIR to indentify me in airing the message for the masses on the International Day against Drug Abuse and Illicit Trafficking (June 26) for the last three years.

Visible results of my speeches took the form of hundreds of feedback and appreciation letters received from top Institutions like Lt. Governor of Puducherry, Ministry of Health, Govt. of West Bengal, Govt. of Tamil Nadu, Govt. of Gujarat, Municipal Corporation of Mumbai, PGIMER Chandigarh, JIPMER Puducherry, Dr. Ram



Manohar Lohia Hospital, UCMS, MAMC, VMMC & Safdarjung Hospital, Army College of Medical Science, IIT New Delhi, etc.

The number of students pledging themselves against drug abuse after my speeches; invitations from colleges to address their students 6 months after my earlier speech was effective in controlling the drug menace in college hostels; thousands of students joining my face book page to create awareness against drug abuse; and the print media (The Hindu, Indian Express, Times of India, Hindustan Times, India Today, Business Standard, Outlook India) leading vernacular in Tamil, Telugu, Hindi, Marathi, Gujarati, Bengali, etc.) carrying the message of my speeches has served the purpose of drug demand reduction.

At this point of time, I realised my services need to be extended across boundaries. Kalpana Chawla used to say “I was not born for one corner; the whole world is my native place”. Precise to her words I started thinking out of box and asked myself why? and why not? The answer is my attempt for a Guinness World Record, which I

thought will have a far reaching effect on my mission of creating a drug free world. Further, what impressed me the most about the Guinness World Records Management Team was that the decision making was neither opaque, nor favoritism shown, nor lobbying allowed as the existing world record is challenged and demonstrated in the public domain and the deserving endeavor enters the history book.

When I took the challenge to break the existing Record, I realised that it was a Himalayan task to comply with the tailor made guidelines of the Guinness World Records Management Team. To quote a few:

*The lesson must follow the structure of a normal class and a lesson plan must be submitted for pre-approval prior to the attempt.*

*For the purpose of this record, the focus of the lesson must be around the effects of recreational or illegal drugs only, tobacco/nicotine and alcohol are not permitted as these are monitored under separate record titles.*

*The instructor must be suitably qualified to teach the chosen subject. Proof of qualifications must be submitted with the evidence.*

*The lesson must be taught in accordance to current national or international guidelines set out by a national medical authority which must be approved prior to the attempt.*

When the GWR Management team realised that I have lectured this lesson in more than 100 Medical Colleges of the country as part of their CME programme, my candidature as Instructor and my lesson plan were pre approved without insisting for an approval from the Medical Council of India.

It took 102 days of meticulous planning for getting other pre approvals and for the attempt to happen. After the pre approval of Instructor and lesson plan, Rotary Club of Madras came forward to associate in organizing the event as envisaged by the GWR Management Team and it took 45 painstaking days for planning, pre approval of; the layout plan, seating methods, counting methods, Venue Layout, Verification Method, Delineation of Area,

registering of students for Bar-coded ticketing system in Wristbands etc, and execution.

As per guidelines, I needed to take a challenge on the number of people to be sensitized through my speech and if even 10% of the total number of people did not listen to my speech even for a second, then the attempt will be disqualified.

I took a challenge of 2,013 people based on the physical nature of the auditorium layout vis-à-vis complying with the conditions of the GWR Management Team.

The organizers asked me to stage-manage the event for 30 minutes, the minimum time required for the lesson as per the Guidelines, or at least complete the speech within an hour so that there won't be any difficulty in keeping the entire crowd focused and attentive. As my lesson was evolved scientifically, based on trial and error method to ensure sensitization as well as to keep the audience focused throughout the lesson, my priority was to sensitize the audience against drug abuse while attempting for the Record, which necessitated completion of my PPT in letter and spirit for which I needed at least 90 minutes time.

I was only worried about the level of professionalism in the arrangements required to be matched with the expectations of the GWR Management Team for which I was depending on the organizers. I never had any worry about sensitizing the entire audience and keeping them focused for 90 minutes as I had addressed 3,000 college students for 90 minutes in Madurai where the students were seated on bare floor without chairs and air conditioner in an open area and to the best of my knowledge none of them left the place till the end of my speech given that there was no compulsion to attend my speech.

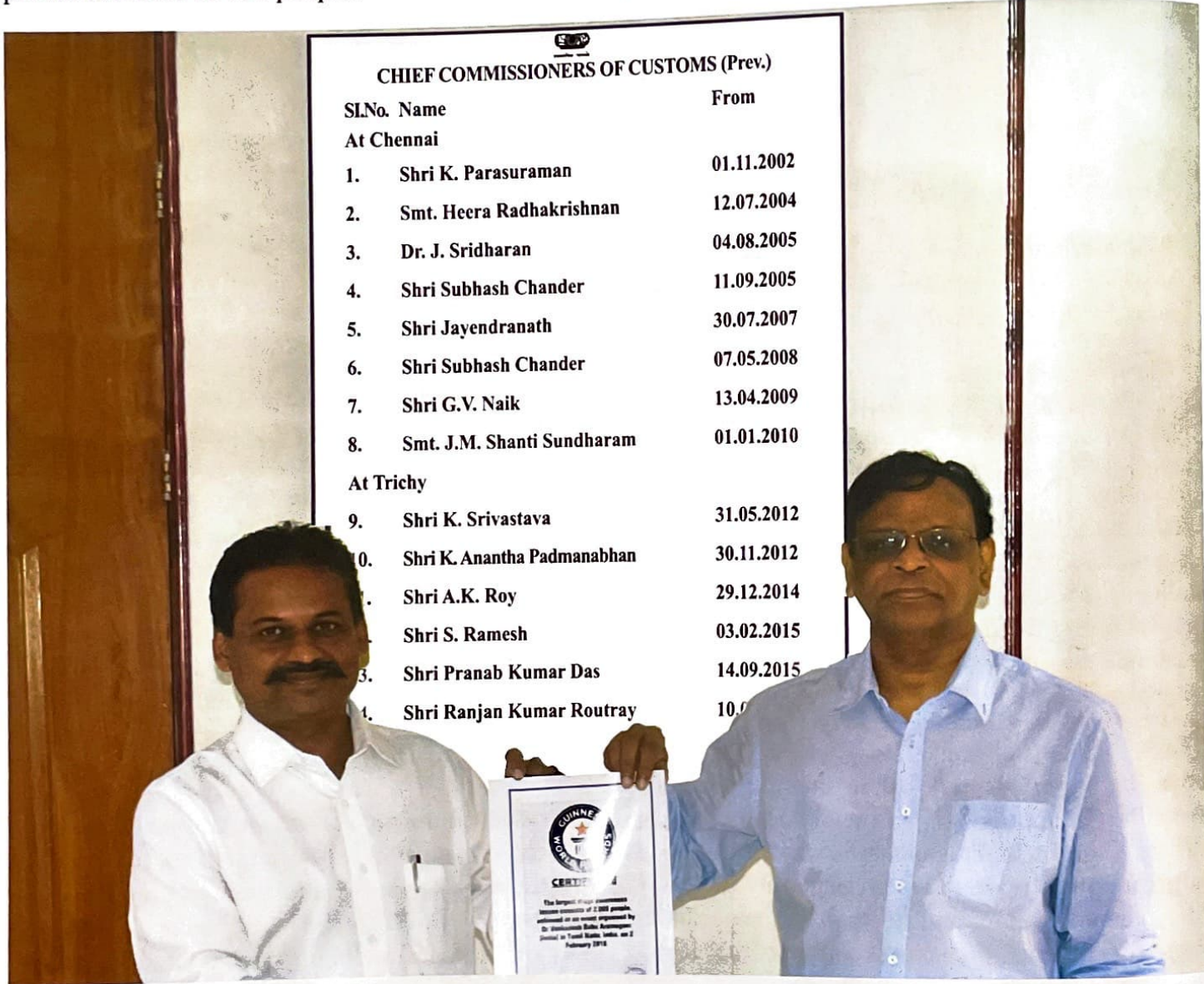
With that confidence, without compromising my mission of sensitizing the audience, I completed my lesson plan (PPT) and thereby attempted the Guinness World Record. The event happened in the eyes of 7 cameras including a UAV simultaneously recording with uniform time ticking in the cameras to avoid any tampering of evidence.

Out of the 2,013 audiences excluding guests, officials, press and event management team, only 4 students, who left the auditorium on medical emergency, were disqualified. The event was documented with the help of 66 appointed stewards who supervised the attention (to my speech) of a group of 32 audiences each, 4 independent witnesses to monitor the entire event and two approved time keepers for recording the speech duration.

GWR Management Team reviewed the evidences for more than two months to verify about how many people were continuously listening to my awareness speech and after raising a few queries, the attempt was finally approved with a total count of 2,009 people as the final measure breaking the previous record of 650 people.

This new Guinness world record is dyed-in-the-wool of the youth population of India. With a whopping 356 million strength in 10-24 year-olds, India has the world's largest youth population despite having a smaller population than China as per the recent report of United Nations Population Fund. I am confident that this new Guinness World Record will go a long way in saving the younger generation from falling prey to drug abuse to make India an economic super power by reaping the demographic dividends.

For creating a milestone one needs to have passion and perseverance. But these personal traits are not sufficient as we also require conducive external factors such as a thoughtful spouse (I hope married people will agree with me) and the permission of



CHIEF COMMISSIONERS OF CUSTOMS (Prev.)		
Sl.No.	Name	From
<b>At Chennai</b>		
1.	Shri K. Parasuraman	01.11.2002
2.	Smt. Heera Radhakrishnan	12.07.2004
3.	Dr. J. Sridharan	04.08.2005
4.	Shri Subhash Chander	11.09.2005
5.	Shri Jayendranath	30.07.2007
6.	Shri Subhash Chander	07.05.2008
7.	Shri G.V. Naik	13.04.2009
8.	Smt. J.M. Shanti Sundharam	01.01.2010
<b>At Trichy</b>		
9.	Shri K. Srivastava	31.05.2012
10.	Shri K. Anantha Padmanabhan	30.11.2012
11.	Shri A.K. Roy	29.12.2014
12.	Shri S. Ramesh	03.02.2015
13.	Shri Pranab Kumar Das	14.09.2015
14.	Shri Ranjan Kumar Routray	10.02.2018

Dr. A. Venkadesh Babu with Chief Commissioner of Customs (Preventive), Trichy, Shri R.K. Routray



*Dr. A. Venkadesh Babu being felicitated by the Hon'ble Governor of Puducherry Dr. Kiran Bedi*

the boss. I am fortunate to have both. The first thing I did after receiving the Guinness Certificate was to show it to my boss, the Chief Commissioner of Customs Trichy Shri Ranjan Kumar Routray for giving me the opportunity to do something for the society. When I was in Central Bureau of Narcotics, creating awareness was part of the RFD but when I joined the Trichy Customs Preventive Zone, it was the CC who not only encouraged me to continue the social service but also allowed me to do it under the Trichy Customs Preventive Zone banner. Besides, a felicitation function was organized by the Chief Commissioner on my getting into Guinness, and the CC Sir spoke lavishly about the achievement, which spoke volumes about the social consciousness and generosity of a true leader. At this juncture, I am rapt with reminiscences of Shri Vijay Kumar Kalsi and Shri Rajesh Puri, the successive Narcotics Commissioners of India, who have groomed me against Drug Abuse and my team CBN at Chennai who have toiled with me in arranging my speeches.

My social service got recognized when my role model, the Hon'ble Lt. Governor of Puducherry Dr. Kiran Bedi invited me as a keynote speaker for the celebration on the International Day against Drug Abuse and Illicit Trafficking, organized by the Govt. of Puducherry and felicitated me in the Raj Nivas.

After my passionate speeches against Drug abuse crisscrossing the country from Kanyakumari to Chandigarh and from Mumbai to Kolkata, now I am positively addicted to ta(l)king youth out of drug abuse hell and I am enjoying the elixir of addiction.

In this perception, I would continue to be addicted towards creation of awareness against drug abuse, till the death of this menace. I appeal to the young officers of the department to get similarly addicted to the service of the society and enjoy the elixir of positive addiction. Let us together create a drug free society to make this world safer and habitable for our children and grand children. Jai Hind. □