

M.V.D. PRANEETH

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Bio data

- DOB: 30.01.1991
- Native place: Guntur
- Father: M. Nageswara Rao; Occupation: Police [ASI, Tadikonda PS, Guntur]
- Mother: M. Lakshmi Sujatha; Occupation: Self-employed
- Brother: Dr. M. Kaushik, Ph.D (USA), Sr. Scientist at Woven by Toyota Inc, USA
- Marital status: Married; Spouse: K Sai Sravya; Occupation: Self-employed
- Children: Daughter - 1
- Current place of posting: Joint Director cum Course Director, National Academy of Customs Indirect Taxes and Narcotics, Palasamudram, Andhra Pradesh



Education

- Bachelor of Technology in Electronics & Communication Engineering from R.V.R & J.C College of Engineering, Acharya Nagarjuna University [2008-12] [1st class with distinction~87%]

Professional experience

Indian Revenue Service (Customs & Indirect Taxes) officer, Central Board of Indirect Taxes & Customs (CBIC), Department of Revenue, Finance Ministry, Government of India. [From 2014 – till date][Recruited through National Civil Services Examination, 2013]

Role Summary & key responsibilities:

The role involves a blend of administration, regulatory oversight, enforcement, policy implementation, risk mitigation, and facilitating trade to ensure efficient revenue collection while promoting ease of doing business in alignment with national economic and trade policies.

- *Administration, Enforcement & Compliance:*
 - Enforce Customs, GST, Excise, Foreign trade policy and other laws through scrutiny, assessment, examination, audits, inspections, and sophisticated fiscal investigations.
 - Prevent tax evasion, smuggling, and fraudulent practices, ensuring legal adherence.
- *Policy Implementation & Development:*
 - Contribute to the creation and comprehensive review of customs and tax policies, ensuring alignment with national economic goals.
 - Implement regulatory changes to streamline compliance and facilitate economic growth.
- *Risk Management:*
 - Identify and mitigate risks through data analysis and intelligence, focusing on predicting & preventing fraud, thereby reducing potential legal challenges and systemic vulnerabilities.
 - Apply risk-based approaches to audits and assessments to optimize enforcement for safeguarding economic frontiers of the nation.
- *Trade Facilitation & Revenue Collection:*
 - Facilitate legitimate cross border trade by streamlining customs procedures, ensure smooth and timely clearance of goods, refunds, etc., balancing compliance with the need for

efficient domestic and international trade processes.

- Oversee accurate and timely collection of taxes, meeting revenue targets for supporting economic development initiatives, and contributing to the broader macroeconomic landscape.
- *Stakeholder Coordination & Advisory:*
 - Advise businesses and stakeholders on compliance, policy changes, and tax procedures. Conduct workshops for stakeholders to improve compliance with evolving regulations.
 - Work closely with trade entities, associations and government agencies to resolve disputes and promote self-assessment, fostering an environment conducive for voluntary compliance.
 - Act as a liaison and coordinate with other government departments, enforcement agencies, and stakeholders in the supply chain, including businesses, importers, and exporters to reduce bottlenecks.
- *Organizational leadership and project management:*
 - Leading, training and mentoring junior officers in tax administration and risk management.
 - Preventive vigilance, HR management, maintaining moral and ethical standards
 - Infrastructure modernization, development, technological integration and process optimization

Professional achievements

- Represented India in 21st Global Meeting of the Regional Entities established by the Members of the World Customs Organization (WCO) and the Council Vice-Chairs' Offices, which was held at the WCO Headquarters in Brussels.[2026]
- As Joint Director (Project) at NACIN, Palasamudram, successfully completed the last phase of the project along with sanction of additional funds necessary to conclude the construction of the Academy and brought various essential facilities into effective functioning through institutional SOPs [2026]
- Within 1 year, transformed Durgapur Audit Commissionerate from status of worst performing audit commissionerate ranked at 48th (last place) to 17th rank with detection up by 70% and upgradation of Quality Assurance Review from average to excellent.[2025]
- Commendation certificate from Chief Commissioner, Kolkata Zone for proactive role as Master Trainer for Behavioral Sensitization Programme [2025]
- Commendation certificate from Chief Commissioner, Hyderabad Zone for meritorious service [2023]
- As Deputy Director, Directorate General of GST Intelligence (DGGI - National GST Enforcement agency) and Deputy Commissioner (Anti evasion), Hyderabad played pivotal role in detection and recovery of \$120 million of government revenue and arrested nearly 20 offenders [2018-23]
- Prepared notes, drafted counters, briefed and assisted the Sr. Standing Counsels in High Courts' proceedings which resulted in favourable orders for the Department in critical matters having pan India ramifications and saving huge revenue implications. [2020-23]
- Policy recommendations for mitigating risk from fake invoices menace in the form of legal changes, risk based physical verification of premises, source verification for refunds, etc., which were made by me based on data analysis and field experience, were adopted by CBIC [2022]
- Developed Standard Operating Procedure and checklist for handling digital evidence for investigation [2021]
- Played pivotal role in roll out of digital initiatives such as e-office at DGGI, Hyderabad and

e-sanchit (e-Storage and Computerized Handling of Indirect Tax documents) at Air Cargo to streamline tax administration processes and enhance operational efficiency [2018-20]

- As AEO Nodal Officer, Hyderabad Customs, achieved enrollment of 50 AEOs in 2 months through outreach programmes and handholding. AEOs (Authorized Economic Operators) are a critical indicator in ease of doing business index. Checklists and Evaluation mechanisms designed and adopted were acknowledged as best practices by CBIC [2018]
- As Assistant Commissioner, Air Cargo, Hyderabad initiated infrastructure modernization and other amenities for Customs enhancing efficiency, trade facilitation & citizen experience[2018]
- As Assistant Commissioner, Hyderabad International Airport, played an instrumental role in revision and finalization of plan for terminal expansion & installation of help desks at Airport for international passenger facilitation [2017]
- Letter of appreciation from Chief Commissioner, Hyderabad Zone for role in design and publication of Manual for GST Seva Kendra (operational guide for single window taxpayer service center) [2017]

Other academic courses & certifications

- Executive Programme in Leadership and Management in Public Sector at Lee Kuan Yew School of Public Policy (LKYSPP), National University of Singapore (NUS), Singapore [2016]
- Mid-Career Training Programme at Indian School of Business, Hyderabad [2024]
- Induction training at National Academy of Customs and Indirect Taxes, Faridabad [2014-16]
- Course of Professional studies on the Specialized Curriculum for Customs Officers on IPR Enforcement from International IP Crime Investigators College (INTERPOL) [2024]
- Advanced Curriculum Course of Professional studies on the Investigation of Transnational and Organized Intellectual Property (IP) Crime from International IP Crime Investigators College (INTERPOL) [2019]
- Master Trainer for Behavioral Sensitization Programme [2024] which aims to foster a more responsive and empathetic approach to governance, ultimately improving service delivery and public interactions by focussing on enhancing and transforming behavioural skills and sensitivity of its officers while dealing with taxpayers.
- Master Trainer for GST [2016] bestowed with responsibility of training officers and handholding stakeholders for onset, transition and smooth roll out of GST.