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Injeti Srinivas, IAS
Secretary



सत्यमेव जयते

भारत सरकार
कारपोरेट कार्य मंत्रालय
नई दिल्ली
Government of India
Ministry of Corporate Affairs
New Delhi

D.O.No.MCA21/193/2015/e.Gov.PF-I



January 25, 2018

Dear Shri. Nilesh,

I am writing to you regarding Government of India's commitment to achieve a position in the top 50 countries for "Doing Business" as per the rankings published annually by the World Bank. During the past 3 years, this Ministry has also contributed significantly towards improvement of ranking in Ease of Doing Business in the country, but there is a lot more scope to further improve, especially with respect to starting a business.

2. The feedback provided by various stakeholders on the effectiveness of the implementation of initiatives taken by Government of India is considered as a major input during the survey conducted by the World Bank. During the last assessment year, this Ministry had undertaken major initiatives such as establishing the "Central Registration Centre (CRC)" for delivering speedy incorporation related services and near real time issuance of PAN & TAN through a single on-line process. This was achieved by the launch of the Simplified Proforma for Incorporating Company Electronically (SPICe) which delivers five services by two different Ministries through a single form filed on the MCA21 Portal.

3. This year, we propose to launch more such Government Process Re-engineering (GPR) initiatives for making the Incorporation Process Speedy, Smooth and Simple.

These are:-

- (i) Introduction of "run - Reserve Unique Name" Web service for name reservation, which will be launched on 26.01.2018.
- (ii) Zero fee for incorporation of all companies with authorized capital upto Rs. 10 lakh.
- (iii) Re-engineering the process of allotment of DIN by allotting it through the combined SPICe form only at the time of an individual's appointment as Director (in case he/she doesn't have a DIN).

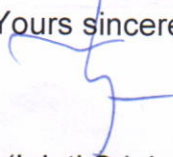
4. In order to deliver the message on these key initiatives of the Government to all stakeholders, a full page advertisement will be issued by us in leading Newspapers of Delhi and Mumbai on 26th January, 2018 (Republic Day). It is necessary that various Government of India Twitter & Facebook handles, Websites, Doordarshan and other media outreach avenues also carry the same Ad-creative on 26th January 2018, so as to give maximum publicity to the measures the government is taking for improving 'Ease of Doing Business' in the country and improving India's rank in the Doing Business Report 2019.

5. I would therefore, request your personal attention to this requirement and issue of instructions to all the concerned functionaries of your organization to give the widest possible publicity about our initiatives on all on-line, Print, Social Media and all Audio Video Platforms available with your Ministry/Department and Subordinate Organizations on 26th January 2018, so that "Team India's efforts are effectively communicated to all stakeholders.

Copy of the Ad-creative is enclosed herewith for necessary action please.

In the request,

Yours sincerely,


(Injeti Srinivas)

Encl: as above.

Shri Nilesh Vikamsey,
President,
Institute of Chartered Accountants of India,
ICAI Bhawan, P.O.Box No. 7100,
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