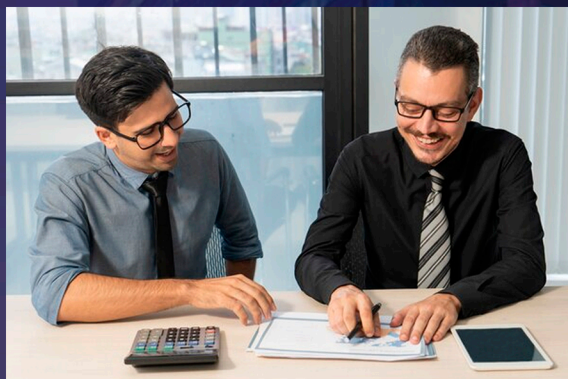




# LUDHIANA

Branch of Northern India  
Regional Council of  
The Institute of  
Chartered Accountants of India



## E-Newsletter September-2023

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**CA. Vasu Aggarwal**  
(Chairman)

## **MESSAGE FROM THE DESK OF CHAIRMAN**

**Dear Members,**

**As we step into the month of October, I wanted to take a moment to reflect on the wonderful events that unfolded in September. It was filled with enthusiasm, creativity and learning, and I am proud to**

**say that your active participation made these events truly memorable.**

**Firstly, I want to express my heartfelt gratitude to CA Nitin Kanwar for delivering a Session on "Clause by Clause Analysis on Tax Audit Report" & dear members for making it a resounding success. It was heartening to see all them taking active participation in the session. The involvement and the effort they put into expressing their appreciation were truly touching. I am also delighted to acknowledge the vibrant energy and talent displayed by our dear Students Harmanpreet Kaur who secured 2nd position at Regional Level Debate Competition organised by NIRC and Sukhshant Chhabra who has been awarded with Best Paper Presenter at CA Students National Conference, Organised by NICASA OF NIRC. The creativity and artistic finesse exhibited by our students were truly commendable.**

**This month various Career Counselling sessions were conducted on "Dynamic Career in Accounting & Finance for Youth and Super Mega Career Counselling Programme" where members unfolded across 8 prestigious colleges and schools where appropriate 1200 enthusiastic students took in this programme, such experiences are invaluable.**

**Looking forward we are going to organise a Sub-Regional Conference for Chartered Accountants on 6 & 7th October, 2022.**

**If see the latest trend of Newly Qualified Chartered Accountants they are doing very well in new emerging domains like International Taxation, Inbound and Outbound Investments, Cross Border Mergers and Acquisitions, Knowledge Process Outsourcing, Corporate Governance, Shared CFO Services and Business Valuation etc.**



I want to Convey a message to Newly Qualified Chartered Accountants - I have full faith in your abilities. Stay committed, stay confident, and give your best effort. Success is not merely about reaching the destination but also about the journey you undertake to get there. As Chartered Accountants, you are the torchbearers of our profession, so let's continue this journey together, supporting and encouraging one another, and I am confident that we will achieve great heights.

Warm regards,  
CA Vasu Aggarwal



CA. Subash Bansal  
(Secretary)

## MESSAGE FROM THE DESK OF SECRETARY

Dear Professional Colleagues  
Namaskar

Here I would like to narrate a small but very important learning story for all of you.

A philosophy professor once stood up before his class with an empty jar. He filled the jar to the top with large rocks and asked his students if the jar was full.

His students all agreed the jar was full.

He then added small pebbles to the jar, and gave the jar a bit of a shake so the pebbles could disperse themselves among the larger rocks. Then he asked again, "Is the jar full now?"

The students agreed that the jar was still full.

The professor then poured sand into the jar to fill up all the remaining empty space.

The students then agreed again that the jar was full.

In this story, the jar represents your life and the rocks, pebbles, and sand are the things that fill up your life.



The rocks represent the most important projects and things you have going on, such as spending time with your family and maintaining proper health. This means that if the pebbles and the sand were lost, the jar would still be full and your life would still have meaning.

The pebbles represent the things in your life that matter, but that you could live without. The pebbles are certainly things that give your life meaning (such as your job, house, hobbies, and friendships), but they are not critical for you to have a meaningful life. These things often come and go, and are not permanent or essential to your overall well-being.

Finally, the sand represents the remaining filler things in your life, and material possessions. This could be small things such as watching television, browsing through your favorite social media site, or running errands. These things don't mean much to your life as a whole, and are likely only done to waste time or get small tasks accomplished.

The Moral here is that if you start with putting sand into the jar, you will not have room for rocks or pebbles.

This holds true with the things you let into your life. If you spend all of your time on the small and insignificant things, you will run out of room for the things that are actually important.

In order to have a more effective and efficient life, pay attention to the "rocks," because, they are critical to your long-term well-being.

On this note I request all of you to kindly fill your life jar fill up with rocks at the first instance, and you will have sufficient space for pebbles and sand.

September month is quite hectic and tiring for all of us. We all have completed the tax audits before the due date and as per official data released by the department a Total number of around 29.50 Lakh Tax Audit Reports were filled for AY 2023-24 on the e-filing portal till the end of the due date on 30th September 2023.



We began this month by organized a seminar on the topic “Clause by Clause Analysis on Tax Audit Report (3CD)” by CA. Nitin Kanwar on September 1st. The same was attended by around 100 members.

On 8th September we organized Mega Career Counseling Program under the guidance of the Career Counseling Committee of the ICAI. The event was held at 5 different schools and 2 colleges. Dr. Ashwani Bhalla, Deputy Director of Higher Education, Punjab was the chief guest at one of the events. The event was attended by almost 750 students. I thank all the career counselors for making this event a grand success.

I extend my whole hearted gratitude to all the dignitaries, speakers, career counselors and members who took time from their busy schedule for making all the events a grand success.

I appreciate the hard work and dedication put in by the branch staff members to make each event a successful one.

I am delighted to announce that your branch is going to organize “Sub-Regional Conference” on 6th and 7th of October, so all are requested to kindly register for the same.

We will be happy to receive feedback from all of you regarding the branch activities and request you to participate in large number in all the branch activities.

We are here because of you and are always there for you all.

Jai Hind

CA. Subash Bansal  
Secretary  
Ludhiana Branch of NIRC of ICAI



## **MESSAGE FROM THE DESK OF EDITORIAL BOARD**



**CA. Avneet Singh**  
Editor-in-Chief  
NICASA member  
Ludhiana Branch of  
NIRC of ICAI

**Dear Members,**  
As we conclude yet another eventful month, we are delighted to present the September edition of the Ludhiana Branch E-Newsletter. September, often referred to as the 'Tax Audit Month,' is a pivotal



**CA. Sagar Gambhir**  
Co-Editor  
Ludhiana Branch of  
NIRC of ICAI

period for Chartered Accountants, and we are here to bring you the latest insights and updates to assist you in your professional journey. This month's issue is a reflection of the collective dedication and expertise of our editorial team, providing you with valuable information and knowledge to help you excel in the field of finance and accounting. So, as we bid farewell to September, let us embark on this journey through the pages of our newsletter, filled with educational content and enriching experiences. The month ahead is brimming with opportunities, challenges, and events that promise to enrich your professional journey as Chartered Accountants.

The tax audit process involves meticulous scrutiny and reporting, making it essential to keep abreast with the latest updates and amendments. To assist you in this endeavor, we have organized a structured CPE program, featuring a "Clause by Clause Analysis on Tax Audit Report (3CD)" by renowned CA. Nitin Kanwar. This insightful session provided a comprehensive understanding of the intricacies involved in tax audits, equipping all with the knowledge and skills necessary for a successful tax audit season.

In our commitment to nurturing the future of the accounting and finance profession, we are excited to announce a dynamic initiative - "Super Mega Career Counselling Programme." This ambitious program, organized by The Career Counselling Committee, was successfully unfolded across 8 prestigious colleges and schools in the region. Approximately 1200 enthusiastic students actively participated in this event, exploring the boundless possibilities offered by the world of finance and accounting. The program not only provides guidance but also



serves as an excellent platform for networking and mentoring, allowing the youth to chart their path towards a successful career.

In our continuous endeavor to empower the next generation of Chartered Accountants, we are conducting regular batches of ICITSS - Orientation Course and ICITSS - Information Technology. These courses aim to provide our students with a solid foundation in both technical and soft skills, equipping them with the knowledge and competencies necessary for a thriving career in the world of finance.

Before we conclude, we'd like to acknowledge the outstanding contributions of our members. The best article in our August newsletter, titled "Interpretation and Construction : Rules by CA. Rahul Sharma," received widespread appreciation and positive feedback. We thank the author for their valuable insights and encourage all members to continue sharing their knowledge and experiences with our community.

Best Regards,  
Team Editorial Board





CA. Sagar Gambhir  
(Co-Editor)

## Transforming Multilateral Development Banks (MDBs): A Global Commitment to Development and Sustainability

Multilateral Development Banks (MDBs) are pivotal financial institutions established by groups of countries to provide financial and technical assistance for development projects in developing countries.

These banks play a crucial role in fostering economic growth, poverty reduction, infrastructure development, and addressing global challenges. The recent G20 summit in New Delhi marked a momentous occasion where global leaders converged to discuss and advocate for reforms within MDBs. This article delves into the comprehensive landscape of MDBs, exploring their significance, the need for reforms, the impact of these reforms, and the broader implications for global development and sustainability.

### The Significance of MDBs: Catalysts for Development

MDBs, including the World Bank, ADB, AfDB, and IDB, represent a vital channel of international cooperation. Their primary mission is to facilitate development in countries that require financial and technical support to overcome obstacles to growth. MDBs raise funds through a variety of means, such as member contributions, bond issuance, and partnerships with international organizations. Their extensive portfolios encompass diverse sectors, including infrastructure, healthcare, education, agriculture, and environmental sustainability. MDBs are not only sources of financial aid but also repositories of knowledge and expertise.

### The Significance of MDBs: Catalysts for Development

The G20 leaders' meeting in New Delhi witnessed a unanimous call for reforms within MDBs. The objective is to make these institutions "better, bigger, and more effective." This reform initiative is fueled by the recognition that MDBs must adapt to contemporary challenges and scale up their efforts. A focal point of these reforms is the redirection of resources from billions to trillions to address global issues such as climate change. MDBs play a critical role in mobilizing financing from all sources, driving a quantum leap in development funding. Implementing the capital adequacy framework review recommendations alone is estimated to release up to \$200 billion over a decade.

Reforms within Multilateral Development Banks (MDBs) have become an urgent necessity in today's rapidly changing global landscape.



These reforms are driven by several compelling factors that highlight the need for MDBs to adapt, evolve, and enhance their effectiveness in promoting global development and sustainability. Here are the key reasons for the imperative of reforms:

- **Evolving Global Challenges:** The world is facing unprecedented challenges, including climate change, the COVID-19 pandemic, increasing income inequality, and environmental degradation. These global issues require MDBs to reposition themselves as agile and responsive institutions capable of addressing complex, multifaceted challenges.
- **Scaling Up Development Financing:** The demand for development financing has grown substantially, driven by the need to achieve Sustainable Development Goals (SDGs) and tackle global crises. Reforms are essential to enable MDBs to mobilize greater resources, ensuring that they can meet the growing financing requirements of developing countries.
- **Enhancing Development Impact:** To maximize their contribution to global development, MDBs must enhance their development impact. Reforms aim to make MDBs more efficient, transparent, and accountable, ensuring that development funds are used effectively to achieve tangible results in poverty reduction, infrastructure development, and sustainable growth.
- **Climate Change Mitigation:** Climate change is a defining challenge of our time. MDBs have a pivotal role in funding climate mitigation and adaptation projects. Reforms prioritize climate finance and align MDBs with global efforts to reduce carbon emissions and transition to a sustainable, low-carbon future.
- **Innovative Financing:** The global financial landscape is evolving, with innovative financing mechanisms such as green bonds, public-private partnerships, and impact investing gaining prominence. Reforms enable MDBs to harness these new financial tools, diversify funding sources, and mobilize additional resources for development.
- **Technological Advancements:** Rapid technological advancements, including digital currencies and blockchain, are reshaping the financial sector. Reforms ensure that MDBs remain at the forefront of financial innovation, promoting financial inclusion and leveraging technology for development.
- **Strengthening Governance and Accountability:** Transparency, governance, and accountability are essential for building trust and maintaining the credibility of MDBs. Reforms prioritize governance



enhancements and the establishment of robust accountability mechanisms.

- **Addressing Geopolitical Shifts:** Geopolitical dynamics are evolving, influencing the priorities and operations of MDBs. Reforms enable MDBs to navigate these shifts while upholding their commitment to development objectives and impartiality.

- **Environmental and Social Responsibility:** Ensuring that development projects align with environmental and social sustainability goals is paramount. Reforms emphasize the need for MDBs to integrate sustainability considerations into their projects and investments

- **Global Consensus on Crypto Asset Regulation:** TThe emergence of cryptocurrencies and blockchain technology has prompted the need for clear policies on crypto asset regulation. Reforms reflect the global consensus on responsible crypto asset management and oversight.

In summary, reforms in MDBs are imperative to address the pressing global challenges of our time, optimize the allocation of development resources, and ensure that these institutions remain agile, accountable, and relevant in an ever-changing world. These reforms position MDBs to play a pivotal role in advancing inclusive and sustainable global development, ultimately working towards a more equitable and prosperous future for all.

## Historical Significance of MDBs

MDBs emerged in the aftermath of World War II with the primary mission of rebuilding war-torn Europe. The International Bank for Reconstruction and Development (IBRD), now part of the World Bank Group, was one of the first MDBs created for this purpose. Over the decades, these institutions have expanded their mandates to address a wide range of development issues globally. They have played a pivotal role in funding and facilitating critical projects, including the construction of infrastructure, provision of health-care, and expansion of education systems in developing nations.

## Innovative Financing for Global Development

An integral component of these reforms is the emphasis on innovative financing mechanisms. By leveraging balance sheets creatively, MDBs can provide additional resources for development projects. This innovative approach is essential to meet the increasing demand for funding in an evolving global landscape. A cornerstone of the reform agenda is the commitment to fund climate change initiatives and support global public



goods. Implementing recommendations from the capital adequacy framework review is projected to release up to \$200 billion over a decade, providing a substantial boost to climate finance efforts. This commitment underscores the crucial role that MDBs play in mobilizing resources from various sources to combat climate change effectively.

### **Positive Demonstrative Effect and Challenges Ahead**

The increased appropriation sought by the United States, the largest shareholder of MDBs, serves as a positive demonstration effect. It encourages other shareholders to elevate their ambition in addressing climate change, global public goods, fragility, and mounting debt. However, implementing these reforms poses challenges, including the need for careful planning and coordination among member nations and MDBs. Balancing financial stability with climate goals and navigating innovative financing complexities are formidable tasks that demand prudent management.

### **Future Challenges: Navigating a Dynamic Landscape**

While the recent reforms signal a promising future for MDBs, they are not without their set of challenges and uncertainties. As these institutions embark on a path of transformation and adaptation, several key challenges lie ahead:

- **Governance and Accountability:** Ensuring transparent governance structures and robust accountability mechanisms will be critical. As MDBs expand their operations and influence, it becomes increasingly important to maintain integrity and trust among stakeholders.
- **Complex Implementation:** Implementing comprehensive reforms, such as shifting from billions to trillions and embracing innovative financing, is a complex process. MDBs will need to meticulously plan and execute these changes while minimizing disruptions to ongoing projects and commitments.
- **Balancing Act:** Balancing financial stability with climate goals poses a significant challenge. MDBs must strike a delicate equilibrium between providing financial assistance to developing nations and addressing pressing global issues like climate change and debt sustainability.
- **Geopolitical Shifts:** The evolving global geopolitical landscape may influence the operations and priorities of MDBs. Navigating political dynamics and ensuring that MDBs remain impartial and focused on development objectives will be essential.



- **Technological Advancements:** While embracing innovative financing mechanisms, MDBs must also stay abreast of rapid technological advancements. The world of finance is evolving with digital currencies, blockchain, and fintech, and MDBs must adapt to these changes.
- **Increasing Demand for Development Financing:** The demand for development financing continues to grow, especially in the wake of global crises such as the COVID-19 pandemic. MDBs will need to mobilize additional resources and efficiently allocate funds to meet these demands.
- **Environmental and Social Sustainability:** MDBs are under increasing scrutiny to ensure that their projects align with environmental and social sustainability goals. Striking a balance between development needs and sustainable practices will require careful consideration.
- **Collaboration and Partnerships:** Effective collaboration with governments, NGOs, private sector entities, and other international organizations will be essential for MDBs to maximize their development impact. Building and sustaining strong partnerships is an ongoing challenge.
- **Global Economic Uncertainties:** Economic uncertainties and fluctuations in global markets can affect the funding available to MDBs. Adapting to changing economic conditions while maintaining their commitment to development goals is a continuous challenge.
- **Member Country Commitment:** The commitment of member countries to provide financial contributions and support MDB initiatives remains crucial. Encouraging all member nations to uphold their commitments can be a challenging diplomatic task.

As MDBs venture into this transformative phase, they will need to address these challenges proactively and collaboratively. Navigating the complex terrain of global development while staying true to their mission of poverty reduction, sustainable growth, and global public goods will be an ongoing endeavor. However, with the dedication and cooperation of member nations and the international community, MDBs can continue to play a pivotal role in shaping a better, more equitable world for all.

### **Conclusion: A Brighter Future for Global Development**

In conclusion, the recent reforms discussed during the G20 summit herald a new era for MDBs. These institutions, the backbone of international development, are poised to enhance their effectiveness, drive climate finance, foster innovative financing, and contribute to global financial stability.



The global consensus on crypto asset regulation demonstrates the commitment to harnessing technological advancements for sustainable development. While challenges loom on the path to reform, the collective dedication of the international community reinforces the crucial role of MDBs in shaping a brighter future for global development and sustainability. The reforms, shifting from billions to trillions, signify a resolute commitment to addressing pressing global challenges and ensuring a more equitable and prosperous world.

Article contributed by:  
**CA. Sagar Gambhir**  
FCA, DISA, DIRM, AII



Sukhshant Chhabra  
(CA. Final Student)

## **Social Media Influencers: Direct Tax Implications**

*Greetings of the day – Dear Readers!!*

*I have a Question for you all when we use to be Nannhe-Munhe Kids & Someone use to ask us “beta bade hoke kya karoge?”*

*So, I’m sure most of us use to answer Dr., Engineer,*

IAS Officer, someone daring like us would have answered Chartered Accountant.

But if we ask young generation of today, they would answer YouTuber, Instagramer, Social Media Influencer. Many of them have even started there YouTube channels.

What aspire them to become Social media Influencer?

Is the Name – Fame & Money That Comes along with. But what hasn’t been talked much is “Direct Tax Implication- on Social Media Influencers”.

So, today we will learn about the Taxability of the Income of Social Media Influencers.

So, let’s start with:

### **Who exactly is a Social Media Influencer?**

A Social Media Influencer is a one who has:

- Built reputation and Established Creditability for his/her knowledge and expertise on a Specific Topic.



- Large Followings of enthusiastic & engaged people who pay close attention to their views.

- Power to affect purchasing decisions of other.

Gone are those days when Brands use to Prefer T.V Advertisements as the best tool of marketing, now Brands love Social Media Influencers because they can create #Trends and encourage their #followers to buy products that they Promote.

So now a days these Social Media Influencers have a **New Follower** & i.e. none another than Our **Income Tax Department**.

*Income-tax department 'following' influencers, notices to 15 – The Econom- ics Times*

*Income tax department cracks down on tax-evading social media influencers – The Mint*

*These headlines are Ruling in the Market.*



Source: /theEconomics Times (I-T dept cracks down on 15 social media influencers over low tax payment)

### I-T dept issues notices to 15 social media influencers over low tax payment

The social media influencers came under the radar of the I-T department after posting their travel to exotic locations and luxury shopping on social media platforms



The Social Media Influencer Market In 2021 Was At Rs 900 Crore, Which Is Projected To Touch Rs 2,000 Crore By 2025

So, let me tell you the recent Jugalbandi between I.T Department & Social Media Influencers in some Lite Words:

***“Teri roj-roj bahar Free Mai Ghoomne ki yea Namkeen Mastiya,  
Teri yea tax Churane Ki Beparwah Gustakhiya, Nahi Bhulunga Mai...  
Jab tak hai Jaan – Jab tak hai Jaan”.***

Before coming to Direct Tax Implication let's understand:



## **How do social media influencers earn?**

In exchange for their endorsement, the company or the advertiser provides the influencers with compensation.

Compensation can take the form of:

- Free products;
- Other perks;
- Per-post fees;
- Receive a percentage of sales; i.e., Commission
- Or even get monthly Professional Fees;
- Influencers may make money off these partnerships.

## **How Income of Social Media Influencers should be Taxed?**

I hope you might be thinking that income Social Media Influencer should be taxed as an Income of an Individual. Social Media Influencers earns from a **Social Media Page or Social Media Channel**, To know the taxability of Income of Social Media Influencer we first need to drive the Ownership of the Social Media Page or Channel.

**A Social Media Page or Channels** are owned by:

- **A Company:** Unacademy & Physics Wallah are the Edutech companies those owned YouTube Channels, every CA student would have definitely attended their Marathon Lectures during their exams.
- **A Partnership Firm or LLLP:** Nowadays many Chartered Accountancy Firms have made their YouTube Channels and LinkedIn Pages to share their knowledge at a larger Platform and with more no. of People.
- **An HUF:** Many V- Loggers like Flying Beast are running their Social Media Channels under the Ownership of their HUF where whole family is acting in the V-Logs. Isn't it shocking??
- **An Individual:** Many Individuals like Carry Minati, Trigger Insaan, Dhruv Rathi and many others have their Social Media Pages and they all have earned that much that calling them as "Billionaires or Banked Up" will be not be an Irony. Ownership of a Social Media Channel may be owned by any Trust or any Society etc.

Let's talk about Nature of the income of social media influencers

The one aspect is that it attracts Entrepreneurial Minds to Create Content & that there are no age constraints and everything you make will be owned by you. It doesn't require tons of investment.

Social Media Influencer's income is considered as Business Income. Being a



Service Sector Business, the assesses can opt for normal provisions under the Income Tax Act, 1961.

If the gross total income exceeds Rs. 1 crore, then section 44AB i.e., tax audit will be applicable to the YouTube Channel. Additionally, Tax Deducted at Source (TDS) provisions will also be applicable on a Social Media Influencer if his turnover exceeds Rs. 1 Crore provided he is an Individual or HUF.

Social Media Influencers if they are Proprietor, HUF or Partnership Firm may opt for Presumptive Taxation Scheme under Section 44AD of Income Tax Act, 1961 (Except Income is Commission Income)

Once it's clear that income of Social Media Influencer is Business Income and they might have incurred certain expenses to earn income, so don't forget to claim the below expenses:

- **General Expenses:** Expenses directly related to earning your income are fully deductible. For Eg. Clothes, Make-Up, internet bill, costs incurred for computer or camera maintenance and any other cost for creating and uploading the videos salary of your camera man.
- **Other Expenses:** Costs to promote and market your video expenses.
- **Depreciation:** Please remember that the expenditure of assets cannot be deducted completely deducted against your income. For instance, you can only claim depreciation as per specified rates under Income Tax Act, 1961.

#### TDS u/s 194 R

Now let's talk about various freebies being offered to these social media influencers.

We all know the basic principle of **"Expense of one is income of another"** but turn out this wasn't true in case of social media influencers. While businesses were claiming deductions for expenses incurred as perks, gifts, incentive or any other benefit but the recipient of these perks i.e. The social media influencers never disclosed them as part of their taxable income as these benefits were received in kind and not cash.

Now to fill this crack in the wall, Government introduced Section 194 R in Finance Act, 2022. This section is applicable when any business, company or professional gives any perks, gift, incentive or any other benefit (monetary or non-monetary) in cash, kind, or partially in cash and kind to a person exceeding Rs.20,000 during the financial year



then TDS @ 10% to be deducted on the value of gift or perks.

As a result of which all the benefits or perks received by these social media influencers will be reflected in their Form 26AS as well as data of benefits received by Social Media Influencers is with Income Tax department and hence, they are bound to disclose these in the computation of their taxable income.

### **Non- Applicability of TDS u/s 194 R**

This section does not apply to employees who receive benefits from their employers.

- Section 192 will apply to them.
- When the recipient is a non-resident, the tax will be deducted under Section 195.
- When there is no business relationship, this section will not apply.

### **Clarification by CBDT- Vide Circular No. 12/2022 dated June 16, 2022.**

Although Clarifications were issued for the 10 Question in this circular but I will be discussing only 2 Questions:

**Question 4:** Whether sales discount, cash discount and rebates are benefit or perquisite?

**Answer:** Logically these are also benefits though related to sales/purchase. Since TDS under section 194R of the Act is applicable on all forms of benefit/perquisite, tax is required to be deducted. However, it is seen that subjecting these to tax deduction would put seller to difficulty. To remove such difficulty, it is clarified that no tax is required to be deducted under section 194R of the Act on sales discount, cash discount and rebates allowed to customers.

**Question 6:** Many a times, a social media influencer is given a product of a manufacturing company so that he can use that product and make audio/video to speak about that product in social media. Is this product given to such influencer a benefit or perquisite?

**Answer:** Whether this is benefit or perquisite will depend upon the facts of the case. In case of benefit or perquisite being a product like car, mobile, outfit, cosmetics etc. and if the product is returned to the manufacturing company after using for the purpose of rendering service, then it will not be treated as a benefit/perquisite for the purposes of section 194R of the Act. However, if the product is retained then it will be in the nature of



of benefit/perquisite and tax is required to be deducted accordingly under section 194R of the Act.

### **Global Reach – Global Taxes**

Now the Influence of these digital content creators isn't restricted just to India, it's global!

In fact, you all might be following few creators yourself who are endorsing foreign products and brands in India but the question over here is whether the income from such endorsements should be taxable in India or not?

Well, a straight to answer to that is if any influencer is earning if any influencer is earning income from foreign source such income should be taxed in India if an Influencer is being a resident in India.

It's crystal clear that Social Media Influencers are no longer outside the radar of Income Tax Department. So, if next time any of you dream to become a Digital Content Creator don't just obsess yourselves with number of likes and shares but also the direct tax implications on your income.

*Compiled By*  
**Sukhshant Chhabra**  
(CA. Final Student)

#### **Disclaimer:**

**Ludhiana Branch of ICAI is not in any way responsible for the result of action taken on the basis of views expressed in different articles published in this Newsletter.**

**Best Article for the month of August 2023 was  
"Interpretation and Construction : Rules  
by CA. Rahul Sharma**



01

**Batch No. 5**

AICITSS –Advanced Information Technology during  
24-08-2023 To 09-09-2023  
at ICAI Bhawan Pakhowal  
Road, Ludhiana

02

**Batch No. 7**

ICITSS – Information Technology during  
30-08-2023 To 13-09-2023  
at ICAI Bhawan Pakhowal  
Road, Ludhiana

**Detail of  
Activities for  
the Month of  
September  
2023**

03

“3 Structured CPE Hr on:  
Clause by Clause Analysis  
on Tax Audit Report (3CD)”  
during 30-08-2023 To  
01-09-2023 at ICAI Bhawan  
Pakhowal Road, Ludhiana  
Organised by: Ludhiana  
Branch of NIRC of ICAI  
**Guest Speaker:**  
CA. Nitin Kanwar

“Dynamic Career in Accounting & Finance for Youth and Super Mega Career Counselling Programme” during  
08-09-2023

Unfolded across 8 prestigious  
Colleges and Schools where  
1200 apx’ enthusiastic students  
took part in this programme.

Organised by: The Career  
Counselling Committee  
Hosted by: Ludhiana Branch of  
NIRC of ICAI

1) BCM Senior Secondary  
School

**Career Counsellor:**  
CA. Nikhil Sachdeva





2) Dr. Kitchlu Public Senior Secondary Public School and RKS Senior Secondary Public School

**Career Counsellor:**

CA. Prabhjot Kaur (Moga) with unwavering support from CA. Subash Bansal (Secretary, Ludhiana Branch)

3) Jeewan Model Senior Secondary School and Sargodha Public Senior Secondary School

**Career Counsellor:**

CA. Manpreet Kaur

4) Khalsa College for Women

**Career Counsellor:**

CA. Maninder Kaur

5) SCD Government College for Girls

**Career Counsellor:**

CA. Jaspreet Kaur

**Chief Guest:**

Dr. Ashwani Bhalla  
(Deputy Director of Higher Education, Punjab)

04

**Batch No. 8**

ICITSS – Orientation  
Course during 14-09-2023  
To 28-09-2023 at ICAI  
Bhawan Pakhowal Road,  
Ludhiana

05



Glimpses of  
Activities for  
the Month of  
September  
2023

Seminar of  
"Clause by Clause Analysis  
on **Tax Audit Report (3cd)**"  
on 01.09.2023





**Seminar of  
CAFY & Career Counselling Program  
held at BCM Senoir Secondary School  
on 08.09.2023 by CA. Nikhil Sachdeva**



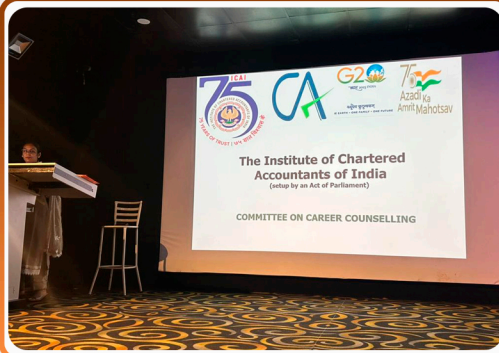


**Seminar of  
CAFY & Career Counselling Program held  
at RKS Senior Secondary Public School.  
Moga, Ludhiana on 08.09.2023  
by **CA Prabhjot Kaur****





# Seminar of CAFY & Career Counselling Program held at Dr. Saif-Ud-Din-Kitchlu Memorial Public Senior Secondary School, Moga on 08.09.2023 by **CA Prabhjot Kaur**





**Seminar of CAFY & Career Counselling  
Program held at SCD Government College  
& Government College for Girls on  
08.09.2023 by CA. Jaspreet Kaur**





# Seminar of CAFY & Career Counselling Program held at Jeewan Model Senior Secondary School & Sargodha Public Senior Secondary School on 08.09.2023 by **CA. Manpreet Kaur**





## Seminar of CAFY & Career Counselling Program held at Khalsa College for Women on 08.09.2023 by **CA. Maninder Kaur**

