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**"AWARENESS TOWARDS GOODS AND SERVICES TAX (GST)
AMONG SMALL AND MEDIUM TRADERS – A study with special
reference to Pollachi Taluk"**

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ABSTRACT

Small and Medium Enterprises (SMEs) have been considered as the primary growth driver of the Indian economy for decades. It is further evident from the fact that today we have around 3 million SMEs in India contributing almost 50% of the industrial output and 42% of India's total export. For a developing country like India and its demographic diversity, SMEs have emerged as the leading employment-generating sector and has provided balanced development across sectors. Now a days GST plays an important role in the economy. The objective of the study is to create awareness about the Goods and Services Tax (GST) among SME. The Scope of the study is will helps the traders those who are not aware about GST and also analyze the level of satisfaction about GST. There are 100 respondents were taken for this study. Primary data have been collected by using convenience sampling method. Statistical tools were used to analyze the data. Simple Percentage. Some of the suggestions of the study is: most of the SME traders suggested to conduct Training, workshop and seminar at regular. The rates implemented should be modulated. GST council should work towards simplification of GST procedure. Reminder must be given before the date of payment of GST. It is concluded that After implement GST all the traders are coming under GST and no one escape from GST now new slab rate introduced by government ie from 20 lakh to 40 Lakh. So, The government take steps to create more awareness about GSt. Through this GST more income will raised to the Government. So, definitely GST will be positive impact to the government.

I. INTRODUCTION

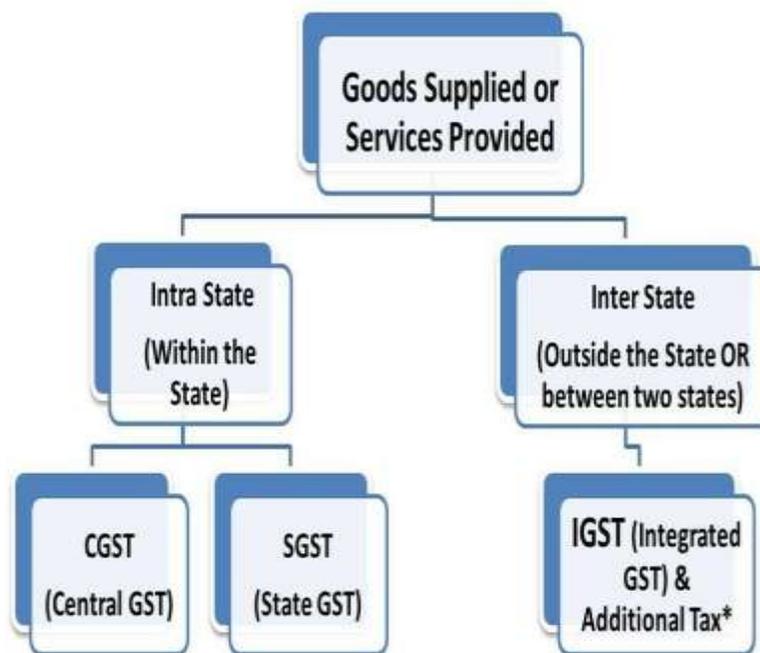
Small and Medium Enterprises (SMEs) have been considered as the primary growth

driver of the Indian economy for decades. It is further evident from the fact that today we have around 3 million SMEs in India contributing almost 50% of the industrial output and 42% of India’s total export. For a developing country like India and its demographic diversity, SMEs have emerged as the leading employment-generating sector and has provided balanced development across sectors.

In GST Regime, the threshold limits are kept at INR 20 lakhs for business establishments registered in all states except north east states & INR 10 lakhs for north east states, as per the recent decision of GST Council, It simply shows the intention of governments to increase the tax base, and impacting lot of SME’s operating below 1.5 Cr, in terms of legal liabilities to comply with GST laws. GST is set to protect the ultimate consumer from cascading effect & double taxation due to seamless input credit, however lower threshold will bring lot of SME’s into tax net, adding compliance burden on their shoulders.

GST compliance will be the major challenge for SME’s as to effectively administer GST and tax credits, Government will ask for invoice wise details of supplies from both the supplier & consumer to match the tax credits with the taxes paid. SME’s can enjoy the real fruits of GST, by realigning their business processes in line with compliances as required under this law, as it would not be feasible for an SME’s to operate out of credit chain.

GST STRUCTURE IN INDIA



REVIEW OF LITERATURE

1. Mr. Rajeev Dimri stated that GST gives array of opportunities and challenges for SMEs to explore. The government’s motive behind GST is to increase the number of taxpayers’ base and not to inflate tax burden on business/individual taxpayers. He further said that the GST regime launched by ministry of finance seeks to bring each citizen with an aggregate turnover of above Rs 10lakhs within

the coverage of GST.

2. Mr.Shakdwipee, P (2017) in the research paper titled ‘Measuring Awareness about Implementation of GST: A survey of small business owners in Rajasthan’ analyzed the perception of small business owner in Rajasthan about GST, and found out that their main area of focus was computer software availability and handling of the same.



There are many indirect taxes, which are subsumed after the introduction of GST in India, which are as under:

- **At CGST level:** Excise Duty, Service tax, surcharge and cess
- **At SGST level:** Octroi or Entry tax, VAT, luxury tax, surcharge and cess
- **At IGST level:** Central Sales Tax

GST slabs are fixed at 3%, 5%, 12%, 18% and 28%.

II. STATEMENT OF THE PROBLEM

Before introducing GST there are multiple tax systems are availed but now GST plays an vital role. Because all the traders are coming under one GST system like One nation one tax i.e all the tax system are coming under One umbrella. Few of our traders are not aware of GST.

i)What is the level of awareness towards GST among traders?

III. OBJECTIVES OF THE STUDY

To identify answer for the above problem the following objective framed by the researcher are as follows:

i) To create awareness about the Goods and Services Tax(GST) among SME.

IV.SCOPE OF THE STUDY

This study will cover all the small and medium traders in and around Pollachi taluk. This study will helps the traders those who are not aware about GST and also analyze the level of satisfaction about GST.

V.METHODOLOGY

The methodology used in the study is explained below

5.1 DATA AND SOURCE OF DATA

The study is based on primary data. Primary data have been collected from the Small and medium traders to find out awareness about GST.

5.2 SELECTION OF SAMPLE

The primary data have been collected from the Small and Medium Traders to find out awareness about GST and the size of the sample is 100 respondents.

5.3 SAMPLING METHOD

The selection of the sample is based on the convenience sampling method.

5.4 AREA OF STUDY

The study conducted in Pollachi Taluk.

5.5 FRAMEWORK OF ANALYSIS:

The following statistical tools were used to analyze the data.

- 1) Simple Percentage and
- 2) Chi-square test
- 3) Friedman Rank test

**TABLE 1.1
SOCIO ECONOMIC PROFILE**

Particulars	Numbers	Percentage
Age		
Up to 20 years	25	25.00
20-30 years	50	50.00
Above 30 years	25	25.00
Gender		
Male	60	60.00
Female	40	40.00
Marital status		
Unmarried	30	30.00
Married	70	70.00
Educational qualification		
Up to H.Sc	15	15.00
Under graduate	50	50.00
Post Graduate	20	20.00
Diploma	15	15.00
Type of family		
Joint family	40	40.00
Nuclear family	60	60.00
Number of members		
Up to 4 members	60	60.00
Above 4 members	40	40.00
Total online consumers	N=100	

VI. SUMMARY OF FINDINGS

Table 1.1 clearly explains that, majority of the respondents (50.00%) are belong to the age group between 20-30 years, most of the respondents (60.00 %) are male,

majority of the respondents (70.00%) are married, most of the persons (50.00%) are post graduates. most of the respondents (60.00%) are in nuclear family, most of the respondents are (43.30%) have four members in their family.

SUGGESTIONS OF THE STUDY

Some of the suggestions of the studies are:

- Most of the SME traders suggested to conduct Training, workshop and seminar at regular.
- The rates implemented should be modulated.
- GST council should work towards simplification of GST procedure.
- Reminder must be given before the date of payment of GST.

CONCLUSION

In the era of globalization there was the need for the powerful and systematic tax structure for competing India at International level. The GST will not only bring the transparency but also it will promote the ease of doing. Earlier every state used to have own levied tax rates which was complicated and increased the price of the goods by cascading effect which hindrance the foreign direct investment also. In the study the responded were well aware of the GST act and the rates implemented on the products but the small businessman were not much satisfied with rates criteria. After implement GST all the traders are coming under GST and no one escape from GST now new slab rate introduced by government ie from 20 lakh to 40 Lakh. So, The government take steps to create more awareness about Gst. Through this GST more income will raised to the Government. So, definitely GST will be positive impact to the government.

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