# Executive Summary

The project aims at increasing the awareness about invoices. It is very true that the people (sellers and buyers) do not possess the standard level of knowledge about invoices that they should have, but still carry out their business. An ideal invoice should contain invoice (the word), unique reference number, appropriate dates, name and contact of the seller and buyer, P.O.#, product description, unit price, tax payments, total amount charged, payment terms and tax or company registration details.

Further, there are various types of invoices like pro-forma, credit memo, and debit memo etc. which are prevalent in the Indian market without any standardisation. On the part of consumers, we pay a lot of taxes, service tax, VAT, and sales tax etc. but unaware about them. Also, there are so many reasons like warranty, legal ownership and quality assurance because of which one should ask for invoices on every product we buy in the market. The rules for issuing an invoice have been laid down, but have not come into practice as seen from the market conditions.

The problems that exist in the issuing of invoices from the market perspective includes:

* So many number of shops in the market, tough to monitor the invoicing system.
* Compliance issues, people try to evade taxes by not issuing invoices and getting involved in malpractices.
* Ignorance on the part of buyers as well as the sellers in issuing invoices.
* Various fraudulent that are prevalent in the shops and in behaviour of the people.
* Lack of awareness about various laws pertaining to invoicing practice,
* No standardisation in invoices, regional variations and “kaccha bill”.
* Problems in unorganised sector, lack of education and reach by the government.
* Invoice requirement at various places, other than shops, like autorickshaws.
* Devaluation of goods in order to pay less taxes.

The key recommendations that the report has come up with are:

* Awareness campaigns to be carried out to educate sellers and also extend reach in rest other parts of the state.
* Inculcating the issue in the moral science education, in order to assure a better future and also address the present parents through their children.
* Using the technological reforms like sms invoicing, e-invoicing and online invoice management systems, make it more prevalent in the market.
* Using various innovative public awareness strategies, like Local TV actors, public transportation, collaboration with National Consumer Help Line and department of Consumer Affairs, stickers on passbooks (banks and post offices), hoardings at market places etc.
* Putting a lower threshold ensures that invoices are issued on a significant number of sales, though monitoring every sale with every denomination is not possible presently (since manual system is prevalent more).
* To address the citizens about the happenings and listen to the grievances of any common man, publicity research and media and marketing and generating awareness and answering to people.
* Every sale should be monitored by the sales tax department, and should use the idealised model and invoice pooling model that have been discussed in the recommendations section.