

GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH



Ministry of Finance/Internal Resources Division

National Board of Revenue

(NBR)

Taxpayer Communication Plan 2015-16



Taxpayer Communication Plan 2015-2016

under

Taxpayer Communication Strategy, 2014-2019

Table of Contents

1. Introduction	3
2. Taxpayer Communication Programmes	3
2.1. Taxpayers Training	3
2.2. Seminars and Workshop with taxpayers.....	4
2.2.1 Seminars/workshops at National Level.....	4
2.2.2 Seminars/workshops at Commissionerate Level.....	6
2.2.3 Seminars/workshops at Division Level.....	7
3. Advertisement:.....	10
4. Road Show:	11
5. Taxpayer Advocacy Visits.....	11
Table-7: Taxpayer Advocacy Visit schedule	11
6. E-learning Portal, Web Portal &VAT apps.....	12
7. Lottery for Those end consumers and retailers.	12
8. Mobile SMS	12
9. Contact Centre	13
10. Press(Monthly Press Release, Press Conference).....	13
11. Special Day Celebration	13
12. Evaluation of the programme	13

1. Introduction

Creating public awareness through proper taxpayer communication programme

. is one of the key areas of the VAT Online Project. To perform this mandate, VOP under NBR has developed a Taxpayer Communication Strategy, 2014-19. Under this broader long term strategy, the VOP has to develop implementation plan for each year. This taxpayer communication plan, 2015-16 will enable the communication activities using different mode of communication (tools) for establishing better connection with taxpayer as well as create awareness among the end consumers, actually who pays VAT.

2. Taxpayer Communication Programmes

To reach maximum number of taxpayer with the provisions of new VAT system, most of the communication tools mentioned in strategy are used in this plan.

2.1. Taxpayers Training

For getting taxpayers on board before 1 July, 2016 (planned implementation date of new VAT act) training for large and medium size taxpayers across the country. It will be started from August, 2015 Tax Officials from all registered units of LTU-VAT and 30 highest taxpayers from each Commissionerate are taken into consideration for daylong training. There will be 17 batches. All the taxpayers under Large Taxpayer Unit will be divided in 06 (Six) batches and 30 highest taxpayers from each of all other Commissionerates will consist of 11(eleven) batches.

Table-1: Taxpayer's Rotational Training

Batch No	Participant's Identity	Participants	Tentative Date	Venue
01	LTU_VAT_Bank & Insurance	25	11/10/2015	VOP
02	LTU_VAT_Miscellaneous	30	12/10/2015	VOP
03	LTU_VAT_Cement, Ceramic, Pharmaceuticals.	30	13/10/2015	VOP
04	LTU_VAT_Gas, Oil.	26	18/10/2015	VOP
05	LTU_VAT_Paper, Chemical, Paint, Food, Beverage, Board	30	19/10/2015	VOP
06	LTU_VAT_Hotel, Telecom	30	20/10/2015	VOP
07	CTG_VAT_Top taxpayers	30	25/10/2015	Chittagong Commissionerate
08	COML_VAT_Top taxpayers	30	26/10/2015	Comilla Commissionerate
09	D(E)_VAT_Top taxpayers	30	27/10/2015	VOP
10	D(N)_VAT_Top taxpayers	30	06/11/2015	VOP
11	D(S)_VAT_Top taxpayers	30	08/11/2015	VOP
12	D(W)_VAT_Top taxpayers	30	11/11/2015	VOP
13	JES_VAT_Top taxpayers	30	18/11/2015	Jessore Commissionerate
14	RAJ_VAT_Top taxpayers	30	20/11/2015	Rajshahi Commissionerate
15	RAN_VAT_Top taxpayers	30	22/11/2015	Rangpur Commissionerate
16	SYL_VAT_Top taxpayers	30	25/11/2015	Sylhet Commissionerate
17	KLN_VAT_Top taxpayers	30	27/11/2015	Khulna Commissionerate

2.2. Seminars and Workshop with taxpayers

National workshop and seminars for public awareness and exchange of views in VAT automation Process are projected to be conducted across the country in fiscal year 2015-2016 under VAT Online Project. These seminars and workshops are scheduled to be started from September, 2015 and will have been completed by May, 2015. The workshops and seminars will be conducted in three levels, ie (i) National Level, (ii) Commissionerate Level, and (iii) Division Level. The presentation on workshops should be conducted by TOT trained trainers developed under VOP. The organizers of the programme should be appropriately rewarded.

Table-2: Summary of Workshops/Seminars and participants number.

Sl	Labeled	Level	Workshops/ Seminars	Participants per programme	Total Participants
01	L1	National	15	600	9,000
02	L2	Commissionerate	55	600	33,000
03	L3	Division	95	300	28,500
Total			155		70,500

2.2.1 Seminars/workshops at National Level

Total National workshop and seminars for public awareness and exchange of views in VAT Automation Process are projected to be conducted across the country in fiscal year 2015-2016 under VAT Online Project. These seminars and workshops are scheduled to be started from September, 2015 and will have been completed by May, 2015. These seminars /workshops are planned to arrange for taxpayers groups from different industries. Business associations should be involved in organizing the programmes.

Table-3: Workshops/Seminars at National Level

PN	Taxpayer Group	Participants	Date	Organizers	Probable Venue
L1-01	FBCCI	600	26/10/2015	VOP LTU-VAT FBCCI Vendor	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-02	BGMEA, BKMEA (RMG & Other Export)	600	04/11/2015	VOP Dhaka (Bond) BGMEA, BKMEA Vendor	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-03	All associations related to deemed exports BPGMEA, BGAPMEA, Leather, frozen food, etc).	600	17/11/2015	VOP Dhaka(Bond) BPGMEA, BGAPMEA Vendor	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-04	Bank and Insurance, and other Financial institutes	600	25/11/2015	VOP Dhaka(south) Vendor Concern	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per

PN	Taxpayer Group	Participants	Date	Organizers	Probable Venue
				Associations	Commissioner's preference)
L1-05	Retailer Association, Wholesalers Association, Commercial Importers	600	08/12/2015	VOP Dhaka(north) Vendor Concern Associations	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-06	Service Sectors and telecommunication	600	21/12/2015	VOP LTU-VAT Vendor Concern Associations	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-07	Government Projects	600	29/12/2015	VOP Dhaka(south) Vendor Concern Associations	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-08	Manufacturing Sectors	600	12/01/2016	VOP Dhaka(north) Vendor Concern Associations	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-09	Withholding Entities (Government, semi-Government, non-government and autonomous entities, ministries LGED, PDW, Health, Education, etc) - Dhaka	600	19/01/2016	VOP Dhaka(west) Vendor Concern Organizations	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-10	Withholding Entities (Government, semi-Government, non-government and autonomous entities, ministries LGED, PDW, Health, Education, etc) - Chittagong	600	27/01/2016	VOP Ctg-VAT Vendor Concern Organizations	Any Suitable Location equivalent to the halls mentioned in earlier programmes.(as per Commissioner's preference)
L1-11	Staff of all level from Customs, Excise & VAT and officers above AC from Income Tax	600	09/02/2016	VOP Dhaka(east) Vendor	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-12	IT Industries (BASIS, BCS ,	600	15/02/2016	VOP Dhaka(south)	Bashundhara Convention Hall/Spectra Convention

PN	Taxpayer Group	Participants	Date	Organizers	Probable Venue
	etc), ITES			BASIS BCS Vendor	Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-13	Suppliers/ contractors of Dhaka North City Corporation	600	24/02/2016	VOP Dhaka (north) DNCC Vendor	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-14	Suppliers/ contractors of Dhaka South City Corporation	600	08/03/2016	VOP Dhaka (east) DSCC Vendor	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)
L1-15	NGOs	600	22/03/2016	VOP Dhaka(west) Vendor Concern Organizations	Bashundhara Convention Hall/Spectra Convention Centre/ IDEB Hall or equivalent (as per Commissioner's preference)

Note: PN - Programme Number

2.2.2 Seminars/workshops at Commissionerate Level

Major taxpayer reach would be made at Commissionerate and division level under the leadership of Commissioners. Commissioner will conduct seminars and/or workshops for the taxpayers of his/her jurisdiction. He/she may choose subject/content of the seminar/workshops. Commissioners will select venues and refreshment and provide information to the project authority before tender process.

Table-4: Workshops/Seminars at Commissionerate Level

PN	Taxpayer Group	Participants	Date	Organizers	Venue
L2-01	Dhaka (South).	600	28/09/2015	Dhaka (south), Vendor.	
L2-02	Dhaka (South).	600	10/11/2015	Dhaka (south), Vendor.	
L2-03	Dhaka (South).	600	10/12/2015	Dhaka (south), Vendor.	
L2-04	Dhaka (South).	600	04/01/2016	Dhaka(south), Vendor.	
L2-05	Dhaka (South).	600	25/02/2016	Dhaka(south), Vendor.	
L2-06	Dhaka (South).	600	25/04/2016	Dhaka(south), Vendor.	
L2-07	Dhaka(North).	600	13/10/2015	Dhaka(north), Vendor	
L2-08	Dhaka(North).	600	19/11/2015	Dhaka(north), Vendor	
L2-09	Dhaka(North).	600	23/12/2015	Dhaka(north), Vendor	
L2-10	Dhaka(North).	600	28/01/2016	Dhaka(north), Vendor	
L2-11	Dhaka(North).	600	08/03/2016	Dhaka(north), Vendor	
L2-12	Dhaka(North).	600	12/04/2016	Dhaka(north), Vendor	
L2-13	Dhaka(East).	600	30/11/2015	Dhaka(east), Vendor.	
L2-14	Dhaka(East).	600	11/01/2016	Dhaka(east), Vendor.	
L2-15	Dhaka(East).	600	10/02/2016	Dhaka(east), Vendor.	
L2-16	Dhaka(East).	600	02/03/2016	Dhaka(east), Vendor.	
L2-17	Dhaka(East).	600	30/03/2016	Dhaka(east), Vendor.	
L2-18	Dhaka(East).	600	27/04/2016	Dhaka(east), Vendor.	

PN	Taxpayer Group	Participants	Date	Organizers	Venue
L2-19	Dhaka(West).	600	07/10/2015	Dhaka(west), Vendor.	
L2-20	Dhaka(West).	600	23/11/2015	Dhaka(west), Vendor.	
L2-21	Dhaka(West).	600	22/12/2015	Dhaka(west), Vendor.	
L2-22	Dhaka(West).	600	14/01/2016	Dhaka(west), Vendor.	
L2-23	Dhaka(West).	600	17/02/2016	Dhaka(west), Vendor.	
L2-24	Dhaka(West).	600	29/03/2016	Dhaka(west), Vendor.	
L2-25	Chittagong VAT.	600	03/11/2015	Chittagong VAT, Vendor.	
L2-26	Chittagong VAT.	600	09/12/2015	Chittagong VAT, Vendor.	
L2-27	Chittagong VAT.	600	13/01/2016	Chittagong VAT, Vendor.	
L2-28	Chittagong VAT.	600	14/02/2016	Chittagong VAT, Vendor.	
L2-29	Chittagong VAT.	600	10/03/2016	Chittagong VAT, Vendor.	
L2-30	Chittagong VAT.	600	04/04/2016	Chittagong VAT, Vendor.	
L2-31	Comilla VAT.	600	16/11/2015	Comilla VAT, Vendor.	
L2-32	Comilla VAT.	600	31/12/2015	Comilla VAT, Vendor.	
L2-33	Comilla VAT.	600	01/02/2016	Comilla VAT, Vendor.	
L2-34	Comilla VAT.	600	24/03/2016	Comilla VAT, Vendor.	
L2-35	Sylhet VAT.	600	02/12/2015	Sylhet VAT, Vendor.	
L2-36	Sylhet VAT.	600	25/01/2016	Sylhet VAT, Vendor.	
L2-37	Sylhet VAT.	600	28/02/2016	Sylhet VAT, Vendor.	
L2-38	Sylhet VAT.	600	28/03/2016	Sylhet VAT, Vendor.	
L2-39	Sylhet VAT.	600	19/04/2016	Sylhet VAT, Vendor.	
L2-40	Rangpur VAT.	600	11/11/2015	Rangpur VAT, Vendor.	
L2-41	Rangpur VAT.	600	28/12/2015	Rangpur VAT, Vendor.	
L2-42	Rangpur VAT.	600	23/03/2016	Rangpur VAT, Vendor.	
L2-43	Rangpur VAT.	600	24/04/2016	Rangpur VAT, Vendor.	
L2-44	Rajshahi VAT.	600	28/10/2015	Rajshahi VAT, Vendor.	
L2-45	Rajshahi VAT.	600	07/12/2015	Rajshahi VAT, Vendor.	
L2-46	Rajshahi VAT.	600	02/02/2016	Rajshahi VAT, Vendor.	
L2-47	Rajshahi VAT.	600	05/04/2016	Rajshahi VAT, Vendor.	
L2-48	Jessore VAT.	600	03/11/2015	Jessore VAT, Vendor.	
L2-49	Jessore VAT.	600	24/12/2015	Jessore VAT, Vendor.	
L2-50	Jessore VAT.	600	26/01/2016	Jessore VAT, Vendor.	
L2-51	Jessore VAT.	600	10/04/2016	Jessore VAT, Vendor.	
L2-52	Khulna VAT.	600	09/11/2015	Khulna VAT, Vendor.	
L2-53	Khulna VAT.	600	10/01/2016	Khulna VAT, Vendor.	
L2-54	Khulna VAT.	600	23/02/2016	Khulna VAT, Vendor.	
L2-55	Khulna VAT.	600	17/04/2016	Khulna VAT, Vendor.	

2.2.3 Seminars/workshops at Division Level

Major taxpayer reach would be made at Commissionerate and division level under the leadership of Commissioners. Commissioner will conduct seminars and/or workshops for the taxpayers of his/her jurisdiction. He/she may choose subject/content of the seminar/workshops. Commissioners will select venues and refreshment and provide information to the project authority before tender process.

Table-5: Workshops/Seminars at Division Level

Customs, Excise & VAT Commissionerate, Dhaka(East)					
PN	Name of division	Participants	Possible Date	Organizer	Venues
L3-01	Shampur Division	300	30/09/2015	Division Office, Vendor.	
L3-02	Demra Division	300	12/10/2015	Division Office, Vendor	
L3-03	Sonargaon Division	300	15/11/2015	Division Office, Vendor	
L3-04	Sutrapur Division	300	27/12/2015	Division Office, Vendor	
L3-05	Rupganj Division	300	18/01/2016	Division Office, Vendor	
L3-06	Rupganj Division	300	18/02/2016	Division Office, Vendor	
L3-07	Narsingdi Division	300	31/01/2016	Division Office, Vendor	
L3-08	Narsingdi Division	300	29/02/2016	Division Office, Vendor	
L3-09	Bondor Division	300	21/03/2016	Division Office, Vendor	
L3-10	Siddhirganj Division	300	03/04/2016	Division Office, Vendor	
Customs, Excise & VAT Commissionerate, Dhaka(West)					
PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-11	Mirpur Division	300	29/09/2015	Division Office, Vendor.	
L3-12	Mirpur Division	300	22/10/2015	Division Office, Vendor.	
L3-13	Mohammadpur Div	300	27/10/2015	Division Office, Vendor	
L3-14	Savar Division	300	18/11/2015	Division Office, Vendor	
L3-15	Dhamrai Division	300	20/12/2015	Division Office, Vendor	
L3-16	Manikgonj Division	300	03/01/2016	Division Office, Vendor	
L3-17	Tangail Division	300	08/02/2016	Division Office, Vendor	
L3-18	Jamalpur Division	300	10/03/2016	Division Office, Vendor	
L3-19	Savar Division	300	20/04/2016	Division Office, Vendor	
Customs, Excise & VAT Commissionerate, Dhaka(North)					
PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-20	Gulshan Division	300	05/10/2015	Division Office, Vendor.	
L3-21	Gulshan Division	300	05/11/2015	Division Office, Vendor.	
L3-22	Gazipur Division	300	08/11/2015	Division Office, Vendor	
L3-23	Tongi Division	300	29/11/2015	Division Office, Vendor	
L3-24	Mymensingh Div	300	21/01/2016	Division Office, Vendor	
L3-25	Netrokona Division	300	25/02/2016	Division Office, Vendor	
L3-26	Kishorgonj Div	300	23/03/2016	Division Office, Vendor	
L3-27	Sherpur Division	300	13/04/2016	Division Office, Vendor	
L3-28	Gazipur Division	300	26/04/2016	Division Office, Vendor	
Customs, Excise & VAT Commissionerate, Dhaka(South)					
PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-29	Segunbagicha Div	300	06/10/2015	Division Office, Vendor.	
L3-30	Motijheel Division	300	06/12/2015	Division Office, Vendor	
L3-31	Motijheel Division	300	12/11/2015	Division Office, Vendor	
L3-32	Tejgaon Division	300	30/12/2015	Division Office, Vendor	
L3-33	Tejgaon Division	300	23/02/2016	Division Office, Vendor	
L3-34	Dhanmondi Div	300	05/01/2016	Division Office, Vendor	
L3-35	Lalbagh Division	300	04/02/2016	Division Office, Vendor	
L3-36	Kotwali Division	300	13/03/2016	Division Office, Vendor	
L3-37	Narayangonj Div	300	16/11/2015	Division Office, Vendor	
L3-38	Narayangonj Div	300	18/04/2016	Division Office, Vendor	

L3-39	Munshigonj Div	300	06/04/2016	Division Office, Vendor	
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Customs, Excise & VAT Commissionerate, Chittagong.

PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-40	Agrabad Division	300	04/10/2015	Division Office, Vendor.	
L3-41	Agrabad Division	300	22/12/2015	Division Office, Vendor.	
L3-42	Chadgaon Division	300	25/01/2016	Division Office, Vendor	
L3-43	Chattala Division	300	20/12/2015	Division Office, Vendor	
L3-44	Chattala Division	300	14/04/2016	Division Office, Vendor	
L3-45	Patia Division	300	07/01/2016	Division Office, Vendor	
L3-46	Cox's Bazar Div	300	10/02/2016	Division Office, Vendor	
L3-47	Rangamati Div	300	01/03/2016	Division Office, Vendor	
L3-48	Bandorban Div	300	06/04/2016	Division Office, Vendor	
L3-49	Khagrachhari Div	300	21/04/2016	Division Office, Vendor	

Customs, Excise & VAT Commissionerate, Comilla.

PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-50	Comilla Division	300	19/10/2015	Division Office, Vendor.	
L3-51	Feni Division	300	01/11/2015	Division Office, Vendor	
L3-52	Noakhali Division	300	01/12/2015	Division Office, Vendor	
L3-53	Laxmipur Division	300	17/01/2016	Division Office, Vendor	
L3-54	Brahmanbaria Div	300	07/02/2016	Division Office, Vendor	
L3-55	Chandpur Division	300	06/03/2016	Division Office, Vendor	

Customs, Excise & VAT Commissionerate, Khulna.

PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-56	Barisal Division	300	08/10/2015	Division Office, Vendor.	
L3-57	Khulna Division	300	18/11/2015	Division Office, Vendor	
L3-58	Bagerhat Division	300	26/11/2015	Division Office, Vendor	
L3-59	Pirojpur Division	300	09/12/2015	Division Office, Vendor	
L3-60	Potua Khali Division	300	20/01/2016	Division Office, Vendor	
L3-61	Bhola Division	300	17/02/2016	Division Office, Vendor	
L3-62	Jhalakathi Division	300	15/03/2016	Division Office, Vendor	
L3-63	Madaripur Division	300	31/03/2016	Division Office, Vendor	
L3-64	Shariatpur Division	300	07/04/2016	Division Office, Vendor	
L3-65	Shatkira Division	300	21/04/2016	Division Office, Vendor	

Customs, Excise & VAT Commissionerate, Jessore.

PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-66	Kushtia Division	300	25/10/2015	Division Office, Vendor.	
L3-67	Jessore Division	300	05/11/2015	Division Office, Vendor	
L3-68	Jhenidah Division	300	03/12/2015	Division Office, Vendor	
L3-69	Magura Division	300	14/01/2016	Division Office, Vendor	
L3-70	Faridpur Division	300	11/02/2016	Division Office, Vendor	
L3-71	Gopalganj Division	300	20/03/2016	Division Office, Vendor	
L3-72	Rajbari Division	300	22/02/2016	Division Office, Vendor	
L3-73	Chuadanga, Div	300	24/03/2016	Division Office, Vendor	
L3-74	Meherpur Division	300	11/04/2016	Division Office, Vendor	
L3-75	Jessore Division	300	28/04/2016	Division Office, Vendor	

Customs, Excise & VAT Commissionerate, Sylhet.

PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-76	Sylhet Division	300	15/10/2015	Division Office, Vendor.	
L3-77	Moulvibazar Div	300	29/10/2015	Division Office, Vendor	
L3-78	Hobiganj Division	300	13/12/2015	Division Office, Vendor	
L3-79	Sunamgonj Div	300	27/03/2016	Division Office, Vendor	

Customs, Excise & VAT Commissionerate, Rajshahi.					
PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-80	Rajshahi Division	300	11/10/2015	Division Office, Vendor.	
L3-81	Pabna Division	300	24/11/2015	Division Office, Vendor	
L3-82	Bogra Division	300	15/12/2015	Division Office, Vendor	
L3-83	Chapainawabganj Div	300	06/01/2016	Division Office, Vendor	
L3-84	Natore Division	300	16/02/2016	Division Office, Vendor	
L3-85	Naogaon Division	300	03/03/2016	Division Office, Vendor	
L3-86	Jaypurhat Division	300	31/03/2016	Division Office, Vendor	
L3-87	Sirajgong Division	300	11/04/2016	Division Office, Vendor	

Customs, Excise & VAT Commissionerate, Rangpur.					
PN	Name of division	Participants	Possible Date	Organizer	Venue
L3-88	Rangpur Division	300	18/10/2015	Division Office, Vendor.	
L3-89	Gaibanda Division	300	19/11/2015	Division Office, Vendor	
L3-90	Lalmonirhat Div	300	30/12/2015	Division Office, Vendor	
L3-91	Kurigram Division	300	31/01/2016	Division Office, Vendor	
L3-92	Nilphamari Div	300	29/02/2016	Division Office, Vendor	
L3-93	Dinajpur Division	300	29/03/2016	Division Office, Vendor	
L3-94	Panchagarh Div	300	20/04/2016	Division Office, Vendor	
L3-95	Thakurgaon Div	300	28/04/2016	Division Office, Vendor	

3. Advertisement:

Advertisement is another easy but powerful tool to reach the taxpayers and consumers together. In this financial year, a vigorous campaign programme should be conducted by using this tool.

Table-6: Advertisement Campaign

Media	Item	Channels	Period
TV	Commercial Ads	All channels	Nov'15-Aug'16
	Docu drama	All channels	Nov'15-Aug'16
	Documentary	All channels	Nov'15-Aug'16
	Discuss VAT matter on regular popular talk shows	All channels	Nov'15-Aug'16
	Special talk shows on VAT	All channels	Nov'15-Aug'16
	Trailers	All channels	Nov'15-Aug'16
Radio	Commercial Ads	All radios including FM	Nov'15-Aug'16
	Docu drama	All radios including FM	Nov'15-Aug'16
Print Media	Commercial Ads Content: Vision, mission, objectives	National Dailies and Local dailies at Commissionerate level	Nov'15-Aug'16

Media	Item	Channels	Period
	of VAT department, benefits of new law, specific operations like: registration, e-payment, return, etc.		
	Feature articles Content: Vision, mission, objectives of VAT department, benefits of new law, specific operations like: registration, e-payment, return, etc.	National Dailies and Local dailies at Commissionerate level	Nov'15-Aug'16
Bill Board	Content: Vision, mission, objectives of VAT department, benefits of new law, specific operations like: registration, e-payment, return, etc.	Location: At important locations as well as at strategic locations of Dhaka and other big cities like Chittagong and Sylhet. Some districts should cover.	Sept'15-Aug'16
Social Media	Vision, mission, objectives of VAT department, benefits of new law, specific operations like: registration, e-payment, return, VAT Apps, E-learning, website, fanpage post, etc.	Facebook, Twitter, Online newspaper.	Sept'15-Aug'16

4. Road Show:

Vehicle Show, Human Rally & Town Crier Arrangement program during

- (A) VAT Day and VAT Week;
- (B) Income Tax Day and Week;
- (C) International Customs Day.

5. Taxpayer Advocacy Visits

Taxpayer visit is the most effective way to make them understand the new law. A group comprising 3-4 officers having adequate knowledge on the new VAT system (should be trained properly, on VAT and on Communication skill, as well) will visit taxpayer's premises and exchange views and inform them the new system. Advocacy should be done on the basis of sector the team visiting. VOP will develop the team for each VAT Commissionerate. Commissioner of each VAT commissionerate will select the appropriate taxpayers for this advocacy visit. Then he/she will contact the taxpayer and set a time schedule for the visit so that taxpayer can get preparation for this visit. This can be done to an individual taxpayer and to prospective markets where many similar type of taxpayers are operating their business.

VOP should deliver visit logistics like flyers, brochure, booklets etc to the Commissioner and develop 2-4 teams from each commissionerate.

Table-7: Taxpayer Advocacy Visit schedule

Sl	Commissionerate	Number visits	Possible Date	Organizer
01	LTU-VAT	100	Sept'15-April'16	Commissioner

02	Dhaka(East)	200	Sept'15-April'16	Commissioner
03	Dhaka(west)	200	Sept'15-April'16	Commissioner
04	Dhaka (North)	200	Sept'15-April'16	Commissioner
05	Dhaka(South)	200	Sept'15-April'16	Commissioner
06	Chittagong VAT	200	Sept'15-April'16	Commissioner
07	Sylhet VAT	150	Sept'15-April'16	Commissioner
08	Rangpur VAT	150	Sept'15-April'16	Commissioner
09	Rajshahi VAT	150	Sept'15-April'16	Commissioner
10	Jessore VAT	150	Sept'15-April'16	Commissioner
11	Khulna VAT	150	Sept'15-April'16	Commissioner
12	Comilla VAT	150	Sept'15-April'16	Commissioner
	Total	2000		

6. E-learning Portal, Web Portal & VAT apps.

The interface between NBR and the taxpayer will be the NBR Web portal and e-learning portal. NBR web portal will provide all information on VAT and online services like registration, payment, return submission, appeal etc. E-learning portal will provide hands-on training to the taxpayers using online distance learning method. VAT apps will help taxpayers to know the updates on VAT e-learning portal and NBR portal. About 500 FAQs will be published on NBR portal and 20 Courses on VAT will be developed for E-learning system.

7. Lottery for Those end consumers and retailers.

Some lucky end consumers, who helps ensuring proper VAT payment, will be rewarded based on lottery. VOP will enter into a contract with any Mobile Operator Company (preferably, government owned operator Teletalk) to establish a lottery system. The end consumers may text the VAT Invoice number from their mobile phone to a specific number given by NBR via SMS. From the SMSs received, a monthly lottery may be done. By lottery, 100 real-taxpayers (end consumers) may be selected for prizes. The expense for lottery will be borne from the revenue earnings of sms receipt by mobile operator company. Remaining amount may be kept by the operator. This process shall not involve any financial expenditure from the project. This may involve only management expenditure.

8. Mobile SMS

Mobile SMS is an important tool to inform taxpayers/citizen about different events. VOP will develop Contents for SMS and provide it to BTRC for circulation. This SMS may be sent on the event of:

- Registration Start
- Return Start
- E-payment start
- E-portal start
- National VAT day celebration
- Any other important events.

9. Contact Centre

Contact Centre consists of two components (i) a Call Centre, and (ii) a Central Processing Centre (CPC). NBR is going to establish a Call Centre under this project for VAT taxpayers. Taxpayers will be able to ask any questions related to VAT to the call centre. Call Centre is the key component of the Contact Centre. The CPC will work as medium of digitization of hard data to soft data. Besides a central office of CPC, a branch of its will be established at each Commissionerate for facilitating taxpayers. If any taxpayer submits hard copy of any application like Registration Application, or submit paper return, then the CPC will digitized the data and enters into the iVAS.

10. Press(Monthly Press Release, Press Conference).

On-going process. Press Conference is taking place at regular interval. Press release will be issued before and after press conference. Press release will be published in the following way:

- (A) A specific format for press release;
- (B) Press release will be issued before a press conference;
- (C) Press release will be issued after a press conference;
- (D) Press release of VOP will be published through Public Relation Office (PRO) of NBR after taking approval of NBR;
- (E) Press release of Commissionerate and VAT divisions will be published from Commissionerates.

11. Special Day Celebration

Active participation in special day celebration highlighting Value Added Tax and Supplementary Duty, 2012 through Human Rally, Town Crier, Vehicle Show etc.

12. Evaluation of the programme

Every programme should have specific objectives. During the programmes, an evaluation should be performed. A questionnaire should be developed for assessing the effectiveness of the proposed programmes. The focus should be on assessing whether the key messages about the new VAT act and how it is going to impact are being received by the audience/participants.