



MALDIVES

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CATA March Newsletter

“Kobaa Raseedhu?” Campaign

On 1 August 2015, MIRA launched one of its biggest marketing campaigns, named “Kobaa Raseedhu?” (which translates to “Where’s the receipt?”). This campaign, which spanned five months, was aimed at promoting the habit of asking for and issuing receipts in business transactions, regardless of the size of business. Obtaining a receipt or invoice is also crucial for verifying that businesses are charging the public the correct amount of Goods and Services Tax (GST) for the good or service provided.

Anyone could participate in the competition simply by writing his/her contact number on the receipt, taking a snapshot of it and sending it to MIRA via Viber or email.

The campaign was opened for both locals and foreigners as well. Flyers were distributed in different languages and different dialects of Dhivehi (the official language of Maldives) during the campaign to further spread the word.

A winner was drawn each month from all persons who had submitted receipts during that month and was awarded with a cash prize of MVR 3,000. Persons who submitted more receipts during the monthly draw had a higher chance of being chosen. In addition, a grand prize of MVR 20,000 was also presented to the person who submitted the most number of receipts from the most number of business outlets by the end of the campaign. The winner of the grand prize was announced during January 2016.

This campaign has facilitated in identifying non-compliant taxpayers and improving MIRA’s focus on these taxpayers who require further guidance in complying with the tax laws and regulations. In this regard, a number of compliance visits were made to taxpayers who had issued non-compliant receipts and were advised on how to rectify their receipts to be compliant.

MIRA received a total of 82,162 valid receipts at the end of this successful campaign, of which 88% were receipts that are compliant with the tax laws and regulations. A total of 1,797 persons participated in the competition. Participants submitted receipts from 3,982 business outlets, which represents a significant portion of the total registered outlets.

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