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LRA/PR-35/17-18

LRA/LMDI Strengthen Tax Awareness In Rural Liberia

Citizens Applaud Initiative, Want Development Decentralized



LRA/LMDI Roadshow team in actions as citizens look on

(Monrovia, April 25, 2018): The Liberia Revenue Authority (LRA) in collaboration with the Liberia Media Democratic Initiative (LMDI) has intensified a Tax Education Roadshow to reach several potential taxpayers in rural Liberia.

Commissioner General Elfrieda Stewart Tamba on April 2, 2018 launched the LRA/LMDI roadshow in Monrovia. The roadshow is covering several urban and rural cities, towns and villages in four selected counties.

The project, sponsored by the Open Society Initiative for West Africa (OSIWA), is part of massive efforts to sustain the LRA tax education program with the aim of enhancing the knowledge of rural dwellers about Liberia's general tax regime.

The campaign is a key component of the Student Tax Education Program (STEP) which specifically targets enhancing tax awareness in Montserrado, Nimba, Grand Gedeh and Grand Bassa Counties. Roadshow activities have however covered several areas in Bong County including Palala, Gbartala, and Totota.

Pulling hundreds of citizens in town halls and school auditoriums, the roadshow has also reached citizens in Compound No. 2 of Grand Bassa County; Saclepea, Ganta, and Negbein in Nimba County.

Being implemented by the LMDI through an interactive outreach media platform code named "The Dialogue", the awareness campaign is focusing on the payment of taxes, the processes of Real Estate and Small Business Tax payments. It's also involved with the establishment of Tax Clubs in selected high schools and the organization of quizzing competitions and debates between and amongst the high schools.

Meanwhile, rural dwellers have lauded the LRA and LDMI for the conduct of the tax education and enlightenment roadshow campaign, expressing their willingness to be a part of the tax payment process.



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They described tax payment as a major boost for nation building, but called for a more transparent and genuine collection and usage of taxes including the decentralization of the country's developmental programs.

The people described the exercise as a welcoming game changer for the lawful collection of taxes for Liberia's development.

LRA Commissioner General Elfrieda Stewart Tamba, launching the roadshow on April 2, described the campaign as a vital initiative geared towards strengthening domestic resource mobilization for Liberia.

"It is through tax education that we can harden voluntary compliance and this remains a cogent part of our Corporate Strategic Plan," she indicated.