

Dear All,

As requested by Federal Minister for Finance, it is requested that member channels may develop PSMs in-house on the lines given below and air them on their respective channels. The frequency and duration of airing may be decided by the channels themselves. A minimum of 7 days is recommended.

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Short brief for the motivational advert/TVC of FBR

1. The aim is to show payment of taxes as a national duty and highlight the role of taxation in nation-building.
2. Importance of optimal resource mobilization for socio-economic uplift
3. Appeal and motivate the public and potential taxpayers by arousing in them a sense of love and patriotism for their country and nation, to become part of the tax system, file their tax returns, pay their due tax and contribute towards nation-building as well as the strength and prosperity of the country.

Sincerely for;

Pakistan Broadcasters Association

Muhammad Ali Butt
Executive Director