

Government of Pakistan
Revenue Division
Federal Board of Revenue, Islamabad
(PR Wing)

F. No. 5(1) S-FATE/Misc/2021 /PT-II

Islamabad, the 20th January 2022.

All Members & DGs FBR, Chief Commissioners IR, and Chief Collectors Custom.

Subject: **REBRANDING FBR'S PUBLIC IMAGE-NEW SLOGAN**

I am directed to refer the Board's letter no. 5(1) S- FATE/Misc-2021/pt-II dated 11.01.2022 on the subject above.

2. In order to contribute to the positive image building of FBR, it is worthwhile to use an appropriate slogan that embodies the soul of the organization in terms of objectives and operational activities and also motivates the citizens towards compliance and promotion of tax culture in the country.

3. The new slogan will be used with FBR's logo on web page, advertisements, letter heads, stationery, media campaigns, etc. Therefore, it has been decided to hold a competition among the FBR's workforce across Pakistan for sending their entries for the suggested slogan. The winner will receive a cash prize from the Chairman FBR and a commendation certificate.

4. The slogan may be in English or Urdu. All entries for the contest should be forwarded to this office by the 31th Jan, 2022 for consideration.



(Rashid Javaid Rana)

Secretary (PR wing)

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CC:

✓ S.A to the Chairman FBR (HQs), **Islamabad.**