



The 6th BRITACOF

Shared Progress in Taxpayer Service for a Better Business Environment

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GAMBIA REVENUE AUTHORITY



CONTENT

Overview of GRA Taxpayer Service

1

Taxpayer Education

2

Recent Development in Taxpayer Services

3

Future plan for Taxpayer Services

4

Conclusion]

5

1

Overview of GRA Taxpayer Services



- Since its formation in 2007, the Gambia Revenue Authority (GRA) has prioritized improving taxpayer services.
- The goal is to raise awareness among taxpayers and the general public, while providing services that simplify tax payment, returns filing, reduce compliance costs, and enhance overall compliance.
- To effectively implement this initiative, the GRA established the Compliance and Taxpayer Education Unit to devise strategies that ensure taxpayers are served in the most convenient way possible.

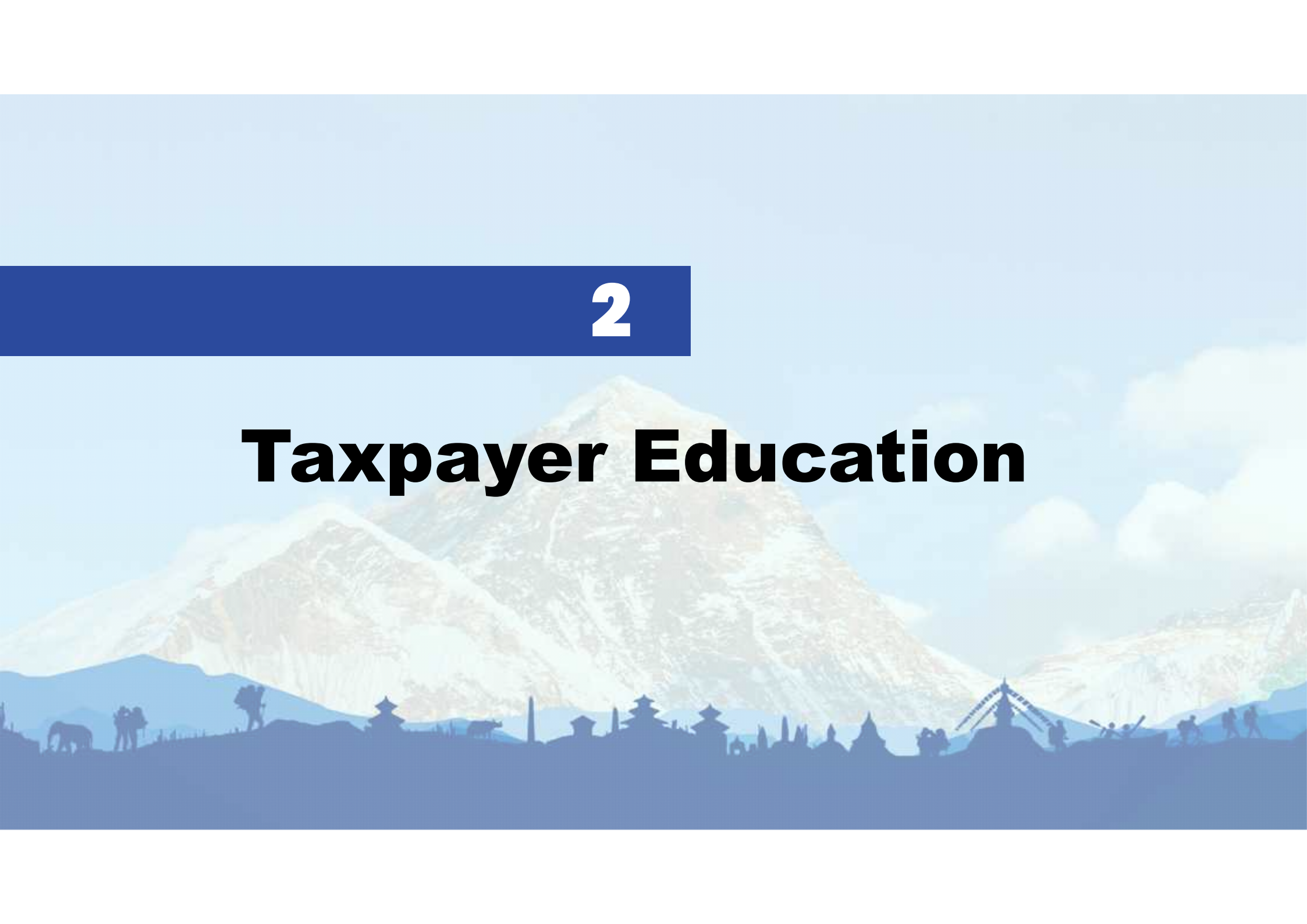
- The Authority has focused on promoting voluntary compliance to reduce collection costs through enforcement, emphasizing the importance of taxpayer education and providing innovative services that make tax payment easier and more user-friendly
- As a first step toward promoting voluntary compliance, The Gambia has adopted a self-assessment regime, allowing taxpayers to assess themselves and file their returns directly with the GRA. This approach aims to encourage timely filing and payment by reducing the burden associated with tax return submission.

- While this is a positive development, it does not eliminate the need for taxpayers to be physically present at the tax office. This underscores the importance of adopting online return submission and payment systems, as practiced by most modern tax administrations.



2

Taxpayer Education



The GRA uses multiple channels of communication to enhance taxpayers understanding and promote voluntary compliance culture.



Stakeholder Engagement Seminar

Designed to discuss reforms initiatives being implemented by the Tax Administration with taxpayers to enhance efficiency, acceptance and boost revenue generation



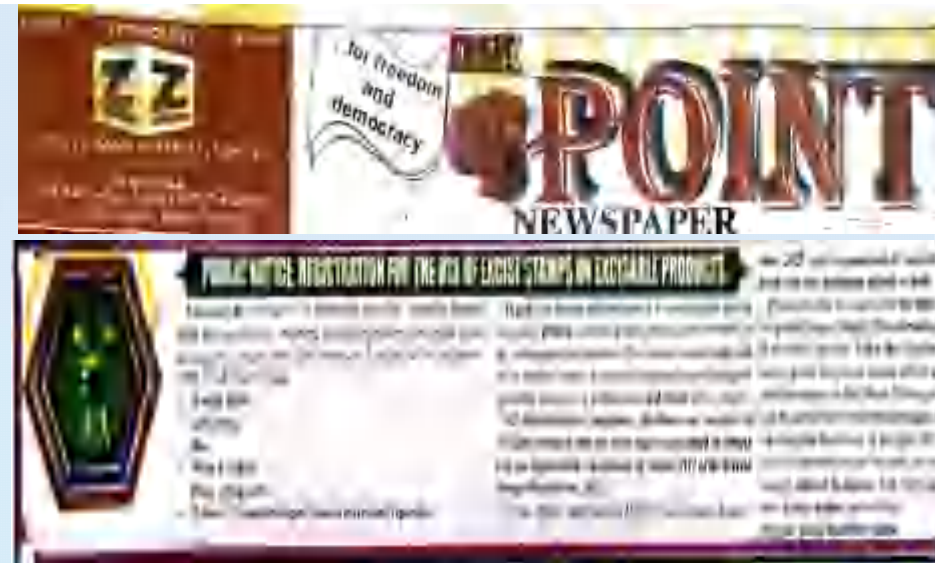
Media Engagement Programs

Conducting regular interactive TV and radio talk shows, featuring panel discussions and live audience participation, allowing taxpayers to ask questions and seek clarifications. Similar outreach programs are also held periodically in provincial areas.



Electronic and Print Broadcasting of Tax Notices

Tax information and compliance messages are continuously produced and broadcast through radio and television in collaboration with partner media institutions, aiming to enhance public awareness and understanding of the tax system



Electronic and Print Broadcasting of Tax Notices

The Authority usually engage Taxpayers through trade fairs organized by the Gambia Chamber of Commerce and Industry. This serves as a crucial platform for businesses to achieve sales, marketing and networking. The units explore this opportunity to engage with traders on their tax compliance obligation.



Infographics and Billboards

Eye-catching billboards and printed/digital infographics placed in strategic locations to visually communicate key tax messages.

Taxpayer Charter and E-Brochures

Charter to demonstrate its commitment to deliver quality services to taxpayers and other stakeholders towards the implementation of its statutory mandate. This Charter explains the obligations and rights of taxpayers



2

Taxpayer Services



The GRA has continuously worked to improve services provided to taxpayers, aiming to reduce the cost of compliance. These efforts complement the services taxpayers are already enjoying and form a key component of the new CSP, which strives to enhance client service delivery by leveraging multiple service channels and communication platforms.

TAXPAYER TIN and SELF ASSESSMENT REGIME

The Gambia Revenue Authority (GRA) uses an Integrated Tax System for taxpayer registration and administration, available in all 12 tax offices nationwide. Dedicated staff ensure real-time processing of registration and applications. Also, a self-assessment tax system was introduced which allows taxpayers to calculate and file their own returns, promoting timely compliance and easing the filing process. Tax forms are accessible online or in hard copy and can be submitted at any GRA office.

Standardized Systems and Processes for Tax Law Enforcement

The Authority usually engage Taxpayers through trade fairs organized by the Gambia Chamber of Commerce and Industry. This serves as a crucial platform for businesses to achieve sales, marketing and networking. This provides the opportunity to engage with taxpayers on their tax compliance obligations by explaining the required processes and procedures for tax compliance .



Ease of Tax Enquiry: Multiple Ways to Access Taxpayer Services

Toll-Free Call Line

To provide instant and cost-free assistance nationwide.



Online Enquiry Form

Available on the official GRA website

Tax Calculator

Tax calculator for VAT,PAYE,CIT



social media platforms

Active presence on social media platforms, where taxpayers can send messages, ask questions, and receive updates

Facebook

TikTok

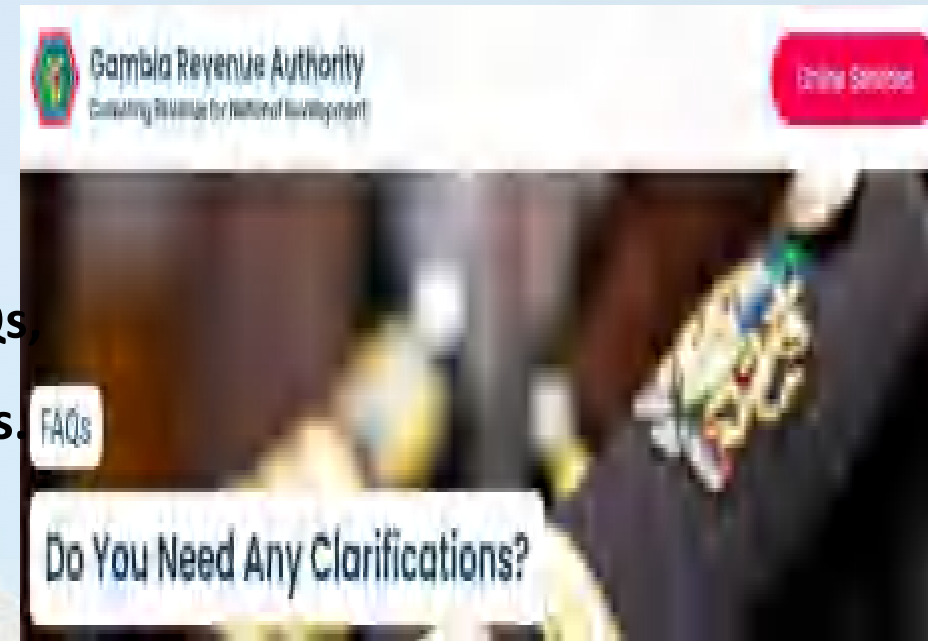
Instagram

Email enquiry service



Website Resources

A well-equipped Taxpayer Education section on the official website (www.gra.gm), offering brochures, FAQs and simplified tax guides for individuals and businesses.



3

Planned Taxpayer Services



The Gambia Revenue Authority (GRA) is advancing toward a fully modernized tax administration by creating a service model that integrates both online and offline channels offering taxpayers greater flexibility, accessibility, and convenience.

This is captured in the Authority's new CSP which focuses on digitalization to enhance taxpayer experience

Integrated Tax Administration System (ITAS)

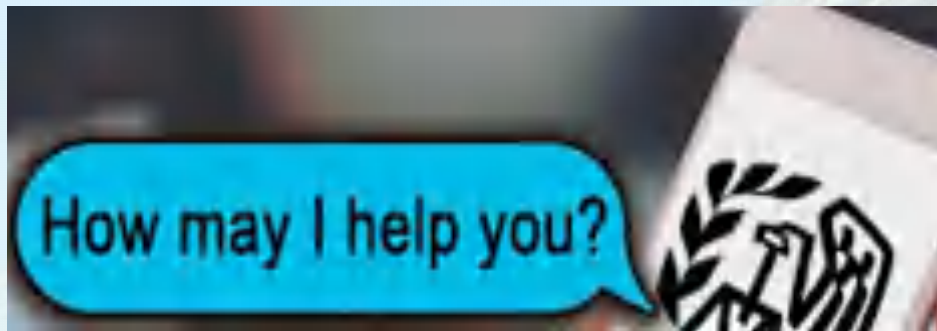
Currently at an advanced stage of development. Once fully operational, ITAS will significantly enhance the taxpayer experience by enabling:

- ❖ Online tax payments
- ❖ Electronic filing of tax returns
- ❖ Online TIN) applications
- ❖ Digital access to taxpayer accounts and history
- ❖ Automated reminders and notifications
- ❖ And many other end-to-end online services

Call center with kiosk

Online TV

Chatbox





Thank you