



**Adam Smith**  
International



Consortium for  
Development  
Policy Research



## **Behavioral Insights & Technology for Revenue Collection: Lessons and Options**

**Hosted by:** Sustainable Energy and Economic Development (SEED), Consortium for Development Policy Research (CDPR) and International Growth Centre (IGC)

**Date:** Thursday, 22<sup>nd</sup> February 2024

**Venue:** Crystal Ballroom B, Marriott, Islamabad

### **Agenda**

#### **Introduction**

**09:30 am – 09:45 am**

**Opening Remarks:** Dr. Ijaz Nabi, Country Director IGC and Executive Director CDPR

**Setting the Context:** Sakib Sherani, Senior Advisor, SEED

**Closing Remarks:** Dr. Omar Mukhtar, Team Lead SEED

#### **Session 1:**

**09:45 am – 11:00 am**

#### **Improving Provincial Efforts – Leveraging Behavioral Insights for Sales Tax on Services**

**Anchor Presentation:** Use of Behavioural Insights in Provincial Sales Tax Efforts: Reflection and Seizing New Opportunities.

**Presenter and Moderator:** Dr. Sher Afghan Asad, Assistant Professor, LUMS

#### **Discussants**

1. Fouzia Iqbal, DG Khyber Pakhtunkhwa Revenue Authority
2. Dr. Javed Iqbal Sheikh, Member Policy and Legal, Punjab Revenue Authority
3. Noor-ul-Haq Baloch, Chairman, Balochistan Revenue Authority
4. Dr. Wasif Ali Memon, Chairman, Sindh Board of Revenue
5. Fazal Amin Shah, Advisor Tax, Khyber Pakhtunkhwa Revenue Authority
6. Abdul Qayyum, Head MindLab BIU, Khyber Pakhtunkhwa
7. Ali Javed, Economic Advisor, FCDO

**Session 2:**

**11:00 am – 12:15 pm**

**Improving Provincial Efforts – Nudging the State Capacity**

**Anchor Presentation:** Issues, Opportunities, and Behavioural Insights in Provincial Property Tax.

**Presenter:** Dr. Mujtaba Piracha, Public Service Specialist

**Moderator:** Dr. Sher Afghan Asad, Assistant Professor, LUMS

Discussants

1. Fayaz Ali Shah, Secretary E&T Dept., Khyber Pakhtunkhwa
2. Ahmed Saeed, Director E&T Dept., Punjab
3. Hina Shaikh, Senior Country Economist, IGC Pakistan
4. Naveed Aziz, Senior Governance Advisor, FCDO
5. Dr. Jon Robbert Jellema, Senior Economist, World Bank

**Session 3: Tax Administration Reform**

**12:15 pm – 01:45 pm**

**Anchor Presentation:** Nudging Towards Digital Transformation in Provincial Tax Administration.

**Presenter:** Mansoor Sultan, Startup Mentor, Stanford Seed

**Moderator:** Syed Aftab Haider, CEO, Pakistan Single Window

Discussants:

1. Fayyaz Ali Shah, Secretary E&T Dept., Khyber Pakhtunkhwa
2. Ahmed Saeed, Director E&T Dept., Punjab
3. Abdul Hameed Memon, Senior Member, Sindh Board of Revenue
4. Dr. Sher Afghan Asad, Assistant Professor, LUMS
5. Dr. Mohammad Omar Masud, CEO, Urban Unit
6. Aisha Farooq, Director General International Taxes Operations, FBR
7. Naghma-e-Tehniat Jerral, SRO ReMIT

**Session 4: Beneficial Taxation**

**02:30 pm – 03:45 pm**

**Anchor Presentation:** Leveraging Behavioral Insights to Enhance Willingness to Pay.

**Presenter:** Mahnoor Kashif, Senior Research Associate, CERP

**Moderator:** Dr. Mujtaba Piracha, Public Service Specialist

Discussants

1. Dr. Syed Turab Hussain, Associate Professor, LUMS
2. Dr. Omar Mukhtar, Team Lead, SEED
3. Noor-ul-Haq Baloch, Chairman, Balochistan Revenue Authority
4. Farzana Noshab, Senior Economic Officer, Asian Development Bank
5. Taimur Khan, Institutional Development Advisor, SEED