



Daffodil
International
University

“The Role of Awareness Campaigns in Improving Holding Tax Collection: A Case Study on DSCC”

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“The Role of Awareness Campaigns in Improving Holding Tax Collection: A Case Study on DSCC”

LETTER OF TRANSMITTAL

Date: December 20, 2025

To

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “**The Role of Awareness Campaigns in Improving Holding Tax Collection: A Case Study on DSCC**”

Honorable Sir,

It is a great honor for me, I Md. Azim Uddin, to submit the internship report titled “**The Role of Awareness Campaigns in Improving Holding Tax Collection: A Case Study on DSCC**”. This report has been prepared as a requirement for the completion of the BBA program. I have given my best effort to compile all the relevant information, experiences, and insights gained during my internship at **Dhaka south city corporation**.

I sincerely hope this report meets your expectations and requirements.

Sincerely,



Md. Azim Uddin

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LETTER OF APPROVAL

This is to certify that the internship report entitled “**The Role of Awareness Campaigns in Improving Holding Tax Collection: A Case Study on DSCC**” has been prepared by Md. Azim Uddin, ID: 163-11-5303, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Marketing, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Ms. Farhana Noor

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DECLARATION

I am Md. Azim Uddin, a student of the Department of Business Administration, bearing ID: **163-11-5303**, Major in Marketing, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled **“The Role of Awareness Campaigns in Improving Holding Tax Collection: A Case Study on DSCC”** has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.



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In the first instance, I would like to Thank Almighty Allah for giving me energy, patience and all possible efforts in order to accomplish my internship report. I am also genuinely grateful to my family who have been supporting, encouraging and blessing me in all walking of success of life. I am grateful to Professor, my internship supervisor. Ms. Farhana Noor, for his precious supervision, constructive comments and continuous effort to supervise me throughout the report. His knowledge and guidance helped us to understand it all in a way that made sense.

I am grateful to for giving me the chance to work as a Intern at Dhaka south city corporation. I am appreciative of the valuable coaching, materials and inspiration provided in my traineeship that greatly enriched my learning process.



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EXECUTIVE SUMMARY

This study examines the awareness building process for holding tax collection in Dhaka South City Corporation (DSCC), an important urban local body to serve secondary level of city dwellers of southern part of Dhaka. Holding tax is a key revenue generator for the development and other basic amenities of the city, including sanitation, roads, health and town planning. However, in spite of its importance, DSCC has faced with significant difficulties to realize the collection of holding tax on time, mostly as a result of the unawareness among citizens about the necessity to pay tax and consequences in case they do not pay.

The main purpose of the report is to evaluate implementation of DSCC and role in improving tax compliance. The report reviews the effectiveness of such campaigns in enhancing tax payment rates by assessing different public outreach activities, and considers how they can contribute to a sustainable financial model for urban development. This study also seeks to uncover challenges faced by DSCC in undertaking these campaigns and offer recommendations to small fine-tune strategies for more success.

Internship enriched the practical knowledge and skills of city administration and finance. Some key tasks completed during my internship at DSCC are: Worked with managing tax data, assessing & distributing property taxes bills, supported public educational campaign and provided face-to-face assistance to taxpayers towards clarification of questions. During this training I learned about the operational and strategic sides of collecting taxes and citizen engagement.

This report is also informed by a combination of primary and secondary information sources, including direct observations made during the internship, interviews with DSCC staff, surveys upon local taxpayers and extensive reading DSCC internal reports and literature on tax compliance. The results have revealed the importance of enlightenment campaign for closing the information gap, sensitizing of taxpayers and increase in revenue generation. Finally, the report offers with suggestions on improving communication tactics and leveraging technology modes to increase further tax compliance and deepen sense of civic responsibility among its citizens.

Overall, this article emphasizes the need for public awareness for increase of holding tax collection and a study about an effective communication strategies that can help in increasing compliance, more revenue generation and contribute financial health of DSCC.

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CHAPTER ONE:

Introduction

1.1 Background of the Study

Dhaka South City Corporation (DSCC) is the local government for the southern part of Dhaka, the capital of Bangladesh. One of its major duties is the recovery of holding tax, which is a significant source of revenue for garbage disposal, public health, water supply, road repair and development works. Holding tax is applied to property owners, and its collection in time is essential to sustain the urban services.

But despite its significance, holding tax compliance is a major problem. Many residents do not know that they owe taxes, while others are reluctant to pay because of perceived complications in the payment process or difficulty understanding what services their tax payments provide. It is within this context that DSCC has engaged to wage another battle field of popularization campaign in order to rope the people about why they should pay their city tax and what impact it bears on the development of the city.

This brief looks at the effect of this awareness campaign on tax compliance and revenue generation for DSCC. Through examining DSCC's current strategy, the paper considers how public education campaigns could incite an additional sense of responsibility and duty to timely paying tax amongst taxpayers.

1.2 Statement of the Problem

Objectives of this paper the aim of this study is to find an overall lower holding tax recovery rate in DSCC (Dhaka South City Corporation, Bangladesh). Yet despite attempts by authorities to address the issue with public education, many citizens continue to ignore tax payment deadlines. This noncompliance is a significant threat to the fiscal health and therefore provision of needed services of the City. No regular tax payments, the DSCC has hardly any money to invest on service and infrastructure — in other words: the city suffers. Advisory campaign should, therefore, focus on the need to give pride of place to tax in revenue administration and compliance culture.

The reason people are not heeding it is to do with the fact that there has been a failure to

communicate and reassure people about this non-targeted approach. May not even be aware of the specific role that holding tax is playing in funding towards upgradation, or what would happen if they fail to pay their dues within a stipulated time. And the tax payment system isn't remotely user friendly to the new-to-the-city crowd still trying to understand it. This report therefore attempts to address these shortcomings by evaluating existing awareness raising

1.3 Objectives of the Study

Broad Objective:

To evaluate how awareness campaigns contribute to improving holding tax collection in Dhaka South City Corporation.

Specific Objectives:

1. To explore the various strategies and tools employed by DSCC in raising awareness about holding tax collection.
2. To assess the impact of citizen awareness on tax compliance rates and overall revenue generation.
3. To identify the challenges faced by DSCC in executing awareness campaigns and to provide recommendations for enhancing these efforts.

1.4 Methodology of the Study

The methodology for this report combines both **primary** and **secondary** research to provide a comprehensive evaluation of the role of awareness campaigns in improving holding tax collection.

Primary Research:

- **Interviews and Observations:** From my experience as an intern at DSCC, I had the opportunities to meet with staffs, tax collectors and people. Casual interviews with DSCC staff and volunteers gave us a firsthand look at the tactics and struggles of get-out-the-vote campaigns. Moreover, I was able to observe a number of public outreach activities, including community meetings, leaflet distribution and poster campaigns, which gave me an insight into the strategies for involving citizens.
- **Surveys:** information the level of awareness in the population was further explored through a small survey among a sample of taxpayers. Data were collected on respondents' knowledge about the holding tax system, perceived importance of the payment of taxes and efficacy of advertisements.

Secondary Research:

- **Document review:** In order for the Eat healthy project to become best practice, existing tools and strategies used by DSCC on tax awareness campaigns were systematically reviewed through consultation of official documents, internal reports and old campaigning materials. This involved a review of tax collection performance data, campaign reports and policy documents.
- **Literature Review:** Apart from the primary data, the Report contains secondary data from related literature related to tax compliance, public awareness campaign and municipal revenue collection. Different studies and research papers on awareness aspect for increasing tax collections from other cities were reviewed to compare & find out the best practices adopted at DSCC.

CHAPTER TWO:

Company Overview

2.1 Company Profile

The south city corporation is one of two municipal corporations in Dhaka, the capital of Bangladesh. DSCC manages the southern region of the city – home to more than five million diverse people. The scope of the corporation activities under municipal services in Kohima include solid waste management, maintenance of roads, public health activities like preventive and curative etc., water supply and drainage system etc which can be managed through revenue generated through various forms of taxed including holding tax.

Holding tax is a key source of income for city corporations through which DSCC finances urban infrastructure development, repairs city roads, ensures waste management and funds other essential public services. The mushrooming population of the city and growing needs of urbanized services have substantially increased the burden on municipal exchequer thus rendering it all the more important that DSCC does not slip in tax collection. As such, the tax collection system is for owners of properties and they are estimated on the value and size of the property owned by individuals within city limits.

DSCC is designed to run these services through different departments like revenue, health, town planning and drainage. The Revenue Department is the part of my internship and involved in tax collection especially at holding tax section that does several processes like assessment of taxes, preparation of bill, public awareness campaign etc.

The organization has slowly been moving towards the digitization of its collection process and the leveraging of technology to make taxpaying easier. But the problems persist, especially those of alerting the public to the need for on-time tax payments and their direct link to city services.

2.2 Mission

The function of DSCC is to make sure that the residents experience a good quality life with efficient and effective municipal services. Their mission is to promote the wellbeing of urban residents and their (mechanical) environment by fostering responsible legislation and fiscal

management in order to achieve high standards for animal housing, care, treatment, transportation and zoo facility conditions. DSCC is committed to ensuring transparency, accountability and in equable services for all.

The DSCC's objective pursuant to this mission is to implement a holistic management including waste management, road maintenance, water supply and sanitation, health care services and social awareness on civic obligations for payment of taxes. In this way, DSCC aims to create a lively, sustainable and inclusive city for all its people.

2.3 Vision

DSCC has a vision of leading Dhaka as a clean, cozy and comfortable city where quality of life is worth living. The city envisions Dhaka South as a financially vibrant area with the growth of an urban environment, efficient waste management, robust infrastructure and high level of people's participation in the governance of the city.

To achieve this vision, DSCC promotes creative solutions for the urban life and good governance in services delivery to make them affordable, transparent and accountable to citizens. In addition, the organization works to foster a sense of ownership in the city among its citizens, particularly their civic duty to pay taxes.

2.4 Core Values

The operations and activities of DSCC are guided by the following core values:

- **Honesty:** DSCC operates following principled business practices and always maintains a strong sense of transparency in all interactions with the public.
- **Openness:** Company is open and transparent in communication, makes information easily accessible to the public and supports trust.
- **Efficiency:** DSCC will work to efficiently provide municipal services to the citizens of the city directing available resources to those who need our assistance.
- **Non-Discrimination:** DSCC aims to make sure everyone, especially the poor and vulnerable, are entitled to a fair distribution of service and no one is excluded.
- **Adoption of Sustainable Practices:** the Company is committed to fulfill the demand for urban development, without neglecting environmental sustainability so that future generations can have access to a clean and safe city.

2.5 Services Offered

DSCC serves the people of Dhaka South with a range of services, which are:

- **Holding Tax Collection:** One of the major duties that awaits DSCC is to collect holding tax, which goes on to fund the basic services and development projects such as roads all over the city.
- **Cleaning services:** The volunteers of DSCC clean the city throughout to keep it neat and clean by doing garbage collection, waste disposal and providing sanitation services.
- **Public Health Services:** DSCC is engaged in public health related activities such as Health clinics, immunization program and public health awareness campaign to sustain the public health.
- **Urban Planning and Development:** We work on guiding land use, visiting boards for zoning changes and urban development that fosters sustainable growth.
- **Street Maintenance and Lighting** The corporation is in charge of the maintenance of roads and public lands, as well as street lights.
- **Supply and Drainage:** DSCC Control the water supply system of the city and overseeing the effective drainage control mechanism to keep up with flood protection and required sanitation.

2.6 History and Current Operations

Dhaka South City Corporation (DSCC) was formed to control the civic and infrastructure facilities in the southern part of Dhaka, a densely populated city in the world. At first, DSCC concentrated on routine services such as waste and public health. But as it grew, so did its obligations to not only maintain but hold onto tax collection that became a significant money-maker for the city in financing development projects.

DSCC in the past has difficulties to ensure collection of tax for lack of public awareness, ineffective manual processes and limited access to information. Accordingly, many citizens were uninformed about, or unwilling to pay their tax duties and the corporation's capacity to deliver critical services was compromised. The first steps to try and improve tax collection were held back by outdated forms of communication and lack of digital infrastructure.

Recognizing that changes had to be made, DSCC initiated a major modernization program in the early 2000s. It has also encouraged use of e-devices for record-keeping and online payment facility for easier tax paying process as well as to expand the tax base. DSCC also took a public campaign to educate people about the as well and role of labor taxes are playing or has been played in our city development. Meetings are one of the key ways to be involved in communities, and definitely were for my campaigns — which also used traditional media, such as newspaper ads and radio spots alongside community-organizing tactics like town-hall forums and going door-to-door.

DSCC has in recent years found ways to leverage both social media and mobile applications to attract more of the public, especially younger members of it. These initiatives have raised public

consciousness and have increased fiscal convenience. But barriers still exist, especially in delivering the technology to people who have poor access. The DSCC is working on this by installing local tax payment booths and planning awareness campaigns at the grassroots level.

Although it has taken the corporation a long way, there remains the chasm between assessments of taxes and the amount received. DSCC is currently investigating available technology solutions to automate the tax levies for increased production and reduced time delays. Notwithstanding these efforts, public awareness and participation through a sustained campaign is the first priority for DSCC to realize improvement of tax compliance rates as well its vision for sustainable development for Dhaka South.

CHAPTER THREE:

Internship Role and Responsibilities

3.1 Role and Responsibilities

During my internship as an intern in Dhaka South City Corporation (DSCC) at Revenue Department, Holding Tax Section, I performed different jobs which required me to gain knowledge on how a municipal tax collects taxes from the owners of holdings both single and multiple meet properly and organize accounts with effective public relation. I was largely responsible for helping the team to process tax returns, public outreach and education, interfacing with our clients to write down assessments.

What did you do at your internship? My specific internship duties were:

1. Data Entry and Record Keeping:

I helped to update the payment information for holding tax for individuals and organizations. This job required me to input tax collection information into the company's computerized management program and to maintain accurate and current records. habbo then mingled. I also assisted on daily summaries and monthly tabulations of tax collections which were sent to higher officers for study and analysis.

2. Tax Assessment and Billing Support:

And I supported the tax assessment effort, doing computations to figure a holding tax assessed by property category, size and location. Together with the team, we were preparing and sending tax bills to individuals and businesses in assigned wards. Th is included (i) verifying that all registration details pertaining to the property were captured correctly on the assessment and (ii) verification of the accuracy of the bills produced and dispatched to individual taxpayers.

3. Public Awareness Campaigns:

I have also joined in the awareness campaign organized by DSCC agitation movement to pay holding tax promptly. It included distribution of pamphlets, posters on the significance of paying holding tax and its implication for promotion city development. I also participated in community meetings and information sessions to engage residents and

educate them about the benefits of paying taxes on time, while sensitizing them to the implications of non-compliance.

4. Customer Service and Communication:

A big part of my internship was customer service, I would advise people on how to pay a past due amount and when the penalty occurred. I had to attend to queries and complaints about a tax assessment, payment receipt and discrepancies in the tax record. This position required me to gain excellent communication skills, and also gave me some light on the citizens access to government about tax matters.

5. Financial Documentation and Reporting:

I have dragged together financial statements, and I've done income reporting. That included examining receipts to verify that they had been paid, cross-referencing them to the official ledger and checking there were no discrepancies between those financial records and all financial activity being conducted in accordance with the friend group's own multipart rules on spending. I was also on the statement of revenue collection; I kept sending to them weekly/fortnightly how much made by me and similar that submitted to senior officers there there were checking orderliness whether tax has been collected or not.

6. Office Management and Administrative Support:

I maintained file, registers and official correspondences related to holding tax. Led in meetings and workshops with the goal of mapping road for better tax collection, and interference in internal audits and controls to analyze effectiveness of process and veracity of the tax's reports.

3.2 Rationale of the Roles and Responsibilities

- **Data Entry and Record Keeping:**

I participated in the revamping of payment information for retention tax for both individuals and companies. In this position I was responsible for typing tax collection data into the company's computer systems and to keep detailed records current habbo then mingled. I also assisted on daily summaries and monthly tabulations of tax collections which were sent to higher officers for study and analysis.

- **Tax Assessment and Billing Support:**

And I supported the tax assessment effort, doing computations to figure a holding tax assessed by property category, size and location. Together with the team, we were preparing and sending tax bills to individuals and businesses in assigned wards. Th is included (i) verifying that all registration details pertaining to the property were captured correctly on the assessment and (ii) verification of the accuracy of the bills produced and dispatched to individual taxpayers.

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- **Financial Documentation and Reporting:**

I have helped prepare financial statements and reports on collection of revenue. That included confirming payment receipts, reconciling them to the official records and lending an assist in making sure all financial documents met the friend group's own detailed rules on spending. I was also assisting in the preparation of revenue collection reports and I used to submit this on weekly/fortnightly to senior officers and there they monitored how we were performing in collecting tax.

- **Office Management and Administrative Support:**

I helped in management of records; registers and official correspondence pertaining to holding tax. I also helped to coordinate meetings and workshops for developing road maps for tax collection strategy enhancements, as well as participated in internal audits and inspections to review the effectiveness of processes and accuracy of tax records.

3.3 Examples of Tasks Completed

- **Tax Data Entry:**

I managed to post hundreds of properties hold tax payments and made an update in it to make the information correct from the one that we have in the official. This was important to trace payments and information in the system up-to-date.

- **Public Awareness Campaigns:**

I was also extensively involved in some of its public awareness campaigns including handing out leaflets and putting up posters within local neighborhoods. I also assisted with

information booths we set up in different locations throughout the City where citizens could learn more about how to hold their tax, ask questions, and get help filling out forms.

- **Customer Service Assistance:**

Among my responsibilities there was a lot of helping of the tax payer questions. I supported them in their tax payments, the due dates for payment options, the fines and assisted with any issues related to tax assessments and receipts. I was able to develop clear communication skills and problem-solving ability in this role, which ensured that tax payers would receive the best help as quickly as possible.

- **Revenue Collection Reporting:**

I assisted in preparation of weekly and monthly tax receipts reports for a clear view of the taxes received during a particular period. This required reconciling receipts, verifying that the system of record was up to date, and preparing reports on results for senior management.

- **Administrative Support:**

Apart from the responsibilities described above, I also helped in filing of official documents, update logs with tax payers' information's and dealt with internal audits. This in turn kept the department running smoothly and DSCC's financial protocols followed.

In conclusion, my internship at Dhaka South City Corporation (DSCC), Holding Tax Section has provided me some practical information on the issues of municipal tax collection and public dealing. Essential-task-wise, I did things like tax recording, calculation of how much companies and their employees have to pay as taxes; public relations. I saw firsthand how difficult, yet rewarding it could be to regard communications as the means for driving up levels of compliance.

That I also saw with my own eyes, how much great marketing and good communication will affect successful tax-collecting. My jobs have honed my technical knowledge, organized ability and taught me that public sector marketing (yes, those command-and-control campaigns too) is as important for changing behavior.

Well, if anyone does expect me to have less of public money and that I can steal from my lucrative industry which is sales and communication. Had because, but: it can't be incorrect. Clientele proliferation by stealing Oise.

CHAPTER FOUR:

Key Learnings and Experience

4.1 Important Learnings

My internship at (DSCC)– Dhaka South City Corporation Holding Tax Section/Revenue Department provided me with some invaluable learning perspective about municipal tax collection as well as public awareness-building initiative. Among the biggest takeaways are:

- **Awareness Campaigns and Tax compliance**

The greatest thing I learned from the sessions was how awareness campaigns can drive holding tax collection, he said. I watched as DSCC campaigns —focusing on flyers, posters and public meetings—helped educate the public about the necessity of paying their taxes in a timely fashion. All this brought home to me the need for open, ongoing engagement between government and citizens about the tax system.

- **Tax Assessment and Billing Process**

I learnt what is holding tax. That meant understanding what the tax would amount to depending on the type and size of property you own — and where it is located. What it showed me is that how difficult and complex it can be to make a decision on tax, because you have to impute the right data or else your expectations with the taxpayer would not marry up.

- **The Importance of Data Management**

The second was of dealing with taxpayers. Well for me, that was really important in my education. I knew the importance of good, honest straight forward friendly and helpful customer service. Jungle folks want to know how tax was figured, the kind of penalties and terms that applied; I don't think they got nothing' from me when I laid down some HONEST truth on all that. From that experience involving a range of publics I learned personal and social skills.

- **Public Interaction and Customer Service**

The second was dealing with the taxpayers. So, for me that was really important in my education. I apprehended the importance of providing good straight forward friendly and helpful customer service. A ton of Jungle citizens wanted to know how the tax was calculated,

what kind of penalties and payment options were available; think they got nothing from me when I dished out HONEST truth on that. I learnt personal and social skills by that experience from a variety of publics.

- **Insights into Municipal Governance**

Besides the lesson contained in that “statistic,” I learned what it really means for a city to work, how revenue is indispensable at its barest essentials. I know taxes are used to fund essential public services like trash pickup, sidewalk cleaning and city development. It re-proved that it was the duty of every man to pay his taxes for the good of the city and citizens.

4.2 Connection with Academia

The lessons I learned on the internship were very closely linked to what I studied at university in marketing. During the internship I used a few of my learned materials in both marcom, PR and customer engagement. Especially - the marketing strategies I've learned, like audience targeting, message framing and multi-channel communication loosely translated to public awareness campaigns.

In particular, I used marketing communication strategies to distribute information leaflets and prepare for community meetings. I was able to meet the public, answer their questions and teach them about the value of holding taxes. This lesson emphasized the value of communication strategies on building knowledge and delivering on organizational outcomes.

On the other side, my studies and participation in public activities have allowed me to link theory with practice in my using theories of PR, consumer behavior. It was important to understand the tax payer motives, civic or penalty fear, in order that these could be incorporated in messages developed during consciousness campaigns.

4.3 Example of Experience and Personal Growth

I think the best part of my internship was traveling to town halls with DSCC to educate audiences about hold-in taxes. I was also able to speak in person with constituents who inquire how their tax dollars are being re-invested into critical city services. That's allowed me to not just improve the way we communicate, but it felt really good to know we were helping inform and educate the city's residents about their place in the future of our city.

It was a real turning point for me. It made me more comfortable speaking in public and taught me how to translate complex things into a way that's digestible and easily understood. It also reinforced my belief that active listening is the way to creating public engagement. When answering a question or concern I learned patience and empathy.

These jobs have been formative for me as a person and a professional. I also developed my communication abilities and how to effectively work in a team and broadened my practical understanding of public sector applicable marketing theories. This internship equipped me with the right mentality and know-how to make a positive impact in marketing, and elsewhere.

In conclusion my work during an internship period with Dhaka South City Corporation (DSCC) enabled me to know the mode of collection, what impact will be generated after achieving social awareness program for tax paying. And I learned the importance of getting data right, communicating well with the public and providing clear information to taxpayers. I could put into practice what I learned in theory on marketing and could learn more with reference to communication skills and an insight about the working of public sector. This was not just a learning experience for me professionally, but personally as well and in my preparation for whatever I choose to endeavor in the marketing and PR world.

CHAPTER FIVE:

Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

My internship at Dhaka South City Corporation (DSCC) in the Holding Tax Section of Revenue Department was an enriching experience. While working for DSCC, I was able to relate theoretical knowledge acquired in my course of Marketing Studies into practical experimental media (such as increased public awareness and communication strategy to enhance holding tax collection.

The traineeship gave me practical experience in the handling of tax cases and had exposure in contribution to the tax campaign. I learned firsthand about the difficulties of tax administration and especially how important clear communication with citizens is to achieve increased compliance.

There were limitations to my, descriptive scenario-inducing sex. Not that I don't want to do these tasks, but it could have offered me more possibilities to actively contribute in crime prevention strategy planning of awareness campaigns. I wish I gained more exposure to the decisioning behind the campaigns in order to give input on marketing about what it takes to get citizens engaged.

5.2 Key Findings Faced During the Internship

During my internship at Dhaka South City Corporation (DSCC) in the Holding Tax Section, I faced several challenges that impacted my experience and learning process:

1. **Manual Record-Keeping and Data Entry:**

Although authorities at DSCC had taken steps to modernize many of its functions were still being carried out manually, including documentation relating to tax collection and data entry. As a result, the process was slow and laborious for taxpayers and the staff to track payments, as well as liabilities due.

2. **Lack of Transparency in Tax Assessment Communication:**

One of the tiara challenges was the Taxation gap that existed between members of DSCC and different sections in the society. Most common folk were unable to understand what they owed and how much could be charged for late payments leaving many confused even defiant towards making timely payments.

3. **Limited Resources for Outreach:**

While DSCC had already started the education efforts to inform the public, there was still a large void in communication, especially for communities that are often overlooked. These are the areas that were not fully covered by what the campaigns reached, and they would be impoverished, less informed areas and this had a negative effect on overall tax compliance.

4. **Time Constraints:**

My time was also short (it's only a 12-week internship) which meant that I didn't get to work on/complete big complex projects. This time constraint meant that I didn't have as much time to delve into the bigger picture of what goes into deciding, strategically, on a public campaign and its lasting impact.

5. **Inefficient Coordination Between Departments:**

Ineffective coordination between different departments and units of DSCC, primarily between Revenue Department and Public Awareness Team were some other issues observed during the internship. That delay has slowed the efforts of public health campaigns as the information shared between authorities was not always in sync fast enough, Coster said. This resulted in a confused message and delayed response to citizens' concerns.

6. **Limited Use of Data Analytics for Decision-Making:**

SUI's tax and revenue management wasn't anywhere near as sophisticated in terms of analytics --- forecasting, risk profiling or even showing who had cheated, or was likely to cheat. Yes, they were accruing data, but they did not turn the information that came out of it into a way to make decisions about targeted outreach or personalized communications. Without awareness data mining, campaigns are not personalized and as efficient as they could be and in tune with the decreasing efficiency of sensory drives. Tension in an act of coordination or integration are also lost opportunities to optimize compliance with the targeted and high-risk areas.

7. **Public Misunderstanding of Tax Obligations:**

One of the biggest problems, she said was that a lot of people just did not know what they owed in tax, particularly when it came to wipes, reliefs and how money was spent. It is this vagueness that caused tax payers to be skeptical and rebellious as many times, their homes were not connected with and even informed about the direct benefits for which they have contributed towards in growing the city through their tax dollars.

5.3 Learning from Challenges

From the challenges faced during my internship, I gained valuable insights that have contributed to my professional development:

1. **The Importance of Data Management and Technology:**

Read More and “What I learn from it: Why public sector agencies need good management data — and how difficult it is to get work done without that) data. The old method took even more work and still left far too much room for error — but it taught me that software that logs your milestones and auto-fills them in on tax forms can do the most to clean everything up. A type who would only err in showing or wouldn’t be able to stacked there.

2. **Effective Communication is Key:**

At that moment, I knew if candidates were to have open – honest & transparent communication with the public, government agencies such as DSCC ought to act in similar fashion. When the receiving and sending of letters from tax authorities to taxpayers was being rationed, detention on reigned; it is in those days that I learned caregivers should sow seeds of trust for communication to serve better and facilitate tax compliance.

3. **Adapting to Resource Limitations:**

It taught me to think creatively with limitations. Some of the worst hit are also some of the places with the least reach, and I knew in a way we don’t have all these outreach resources laid this is sort of do all when digital technology, you know social media, local community radio and shit stuff started working its magic there as way to kind of bridge — how might you make awareness easier for what was local but available to them.

4. **Strategic Planning and Time Management:**

I didn’t get to learn much as I had a short internship, but it was really important in terms of planning time and managing schedules! If I had had more time, maybe, just maybe, I would have been able to contribute something to the real design and execution of long-term work that actually taught me how to plan and execute sustained campaigns properly.

5.4 Analysis of the Study

I’m going into this section in depth because I focused on the specific objectives listed on my report and to how they match up with day-to-day assignments I received during the internship:

My project implemented various tools of DSCC to alleviate the visibility and boost compliance. Instead, they were designed so that a wide variety of citizens – traditionalists and digital natives included – might be served in an effort to mollify populations comfortable with traditional forms of information seeking and communication as well as the more digitally-savvy among us.

1. Traditional Communication Tools

- **Leaflets and Posters:**

Printed materials such as leaflets and posters were used by DSCC to inform people about the taxes being held, payment deadlines and what services were covered by these payments. The materials were created to be of low literacy and rurally-relevant.

- **How They Were Used:**

I was busy distributing leaflets in residential, shopping areas as well as parks. Posters were hung in high-traffic venues, like bus stops, markets and community centers.

- **Impact:**

The leaflets said the tax is, why it's necessary for the city and what services are funded by tax revenue. The posters were short but visually appealing and focused on the ill-effects of non-payment (e.g., Fines or cut-offs).

2. Community Meetings and Public Forums:

In-person meetings were organized by DSCC, where tax officers and public relations staff explained the importance of holding taxes directly to the community.

- **How They Were Used:**

I helped to organize these meetings in various wards and neighborhoods. These meetings were organized to foster a open line of communication between tax and homeowners. The DSCC would extend an invitation to members of the public to come and join in and ask questions about tax duties and benefits from paying taxes.

- **Impact:**

These activities facilitated direct questioning by citizens and this was instrumental in building trust and transparency. The meetings were particularly successful in areas with low uptake of services, as residents felt they could raise questions without risk of judgement or being misunderstood.

3. Digital Tools for Enhanced Outreach

- **SMS Campaigns:**

DSCC spread the word through SMS campaign to remind people of tax cutoff and penalties for non-release. This was particularly useful for reaching folks who are not as active on social media or those that prefer text messages to emails.

- **How They Were Used:**
In my internship I helped schedule SMS's that sent later. Property owners in the DSCC database received these messages with precise details on how to pay taxes and when taxes need to be paid.
- **Impact:** The SMS alerts worked as they were sent out to citizens on their mobile phones – A device the average person checks multiple times in a day. It reduced delinquencies and makes inside resources to whom the user do not know who can ask the queries directly to that person by replying to the SMS.
-
- 4. **Online Platforms (DSCC Website & social media):**
The DSCC website was a central source of information on taxation questions and services such as the ability to pay online. Facebook and Instagram were also used as social media for spreading awareness.
 - **How They Were Used:**
On the official DSCC website, there were categories where citizens could check their tax assessment details, learn about payment procedures and make payments online. I was also involved in monitoring the social media campaign, which shared informative videos and infographics detailing how it makes sense to pay your taxes on time.
 - **Impact:**
This web site allowed the citizens to look up tax information by their account number, which brought more communication out in the open. The younger, online demographic served by the social media posts on these platforms had led to positive engagement rates (n.b. rate includes likes, comments and shares), suggesting that more consumers of commenting or sharing DSCC content were present than in previous reporting periods.

I saw how this level of consciousness was impacting the citizen behaviour and tax compliance ratios. Here's a look at the impact:

1. **Increased Public Understanding of Tax Obligations**

- After engaging with leaflets, posters, and community meetings, many citizens reported a greater understanding of their tax obligations. They learned that their holding tax payments were not just a legal requirement, but also crucial for the improvement of city infrastructure (e.g., roads, waste management, etc.).
- **Impact:**
Many residents, especially those who had not been paying taxes regularly, expressed that the awareness campaigns helped them understand the benefits of

their contributions to the city. This led to an increase in tax payments, particularly in underperforming neighborhoods.

2. **Impact of Community Meetings on Compliance**

The town halls provided an environment where citizens could ask questions and express their discontent with the tax system, leading to enhanced understanding and compliance.

- **Impact:**

For instance, after a meeting in a low-compliance area, I observed that while many residents were previously not so willing to pay taxes, once they knew what was being done with the money (like construction of local schools and hospitals) it was hard for them to argue against compliance – because paying taxes was related to beneficial social changes also.

3. **Effectiveness of Digital Reminders**

The text reminders and web alerts were a reminder for many taxpayers who either were blithely ignorant of deadlines or forgot they owed the money.

- The online systems yielded a clear impact on early payments, and late payments noticeably decreased. I noticed that residents liked having reminders on their phones, and some told me they wouldn't have paid on time if not for these digital nudges.

4. **Engagement Through Social Media**

DSCC's work on social media helped educate a younger generation of voters about the need to hold taxes. Eye-catching graphics and infographics posted on Facebook and Instagram captured people's attention, and hundreds of citizens engaged with them, asking questions or sharing the posts with others.

- **Impact:**

The social media campaigns played a direct role in ensuring more people knew about their duty, particularly those who were previously unaware hoarding tax existed. The growth of digital engagement expanded the DSCC's reach beyond traditional communication tactics.

5. **Increased Compliance in Previously Non-Compliant Areas**

A standout result of the awareness drive has been growing compliance in places where tax has historically been low.

- **Impact:** Following the door-to-door and community-wide outreach in these neighborhoods, a substantial increase was observed in residents paying taxes. Transparency and an open dialogue translated into confidence in the system and encouraged people to obey.

5.5 Findings of the Analysis

1. Limited Reach in Low-Income Areas

The biggest problem about getting the word out on holding tax was getting leaflets and posters into the hands — well, often onto the walls really — of those who most needed to know it, namely people whose income was too low to support a modest full charge. There is scarce access to printed materials in these parts and many there either did not know about the materials or didn't give them notice. And, I added, some residents would throw out or overlook leaflets because they felt disconnected from the tax system. In many cases, the people in these areas were not even aware that holding tax was connected to improving basic public services, such as waste collection or road maintenance.

- **Example:** He has the characteristics of landlords who never would have been talking to me about where my loyalties lay 19 years ago: He was outed when I went door-to-door filtering a renter-majority area in my first campaign. In fact, many of them were unaware that they were the ones who were supposed to pay the holding tax, and it was thus a royal pain in the neck they could reasonably ignore. We needed more-targeted materials that would resonate with these residents, and which would help them connect the dots between paying taxes and receiving improved services right here in their neighborhood.

2. Digital Literacy Gaps

The use of digital tools including SMS reminders and the DSCC website expanded efforts to a broader audience, but less so for those who did not have ready access to technology. Older residents, especially those in the poorest neighborhoods, were often not able to use smartphones or the internet to access information or make payments.

- **Example:** I have personally seen the majority of residents were not even reading this SMS or they do not know how to register/ pay using DSCC website. Older generations struggled to use the online payments system. The reminders in SMS were only as useful as 'reminders' for citizens who had phones and even within this subset, some did not understand what to do with the message or engagement features on the website which lead to lack of interaction and payments being made late.

3. **Confusion Over Tax Rates and Payment Process**

Educational fliers did not clarify tax rates of the vehicle taxes when due and penalties for prepayment if they were paid late. It was beyond the capacity of most citizens to figure out how much they owed; and no one had explained the calculation behind taxes or what determined their size, including property size, location, and other factors.

- **Example:** In meetings of local communities, many residents have asked why all their neighbors don't pay the same rates as they do. or "How do I know if my tax rate is correct?" Confusion between these two circumstances occurred most commonly in fast-growing communities whose residents had no previous contact whatsoever with the tax system. On those fronts, better visuals and infographics explaining how taxes were calculated might have lent a little more on those fronts.

4. **Cultural and Language Barriers**

Another issue was the diversity of cultures and language difficulties within DSCC area. Although most of the materials were in Bengali, some people, particularly those with substantial immigrant populations, spoke other languages. Yet many of them were not comfortable reading in Bengali, and as a result had trouble following the tax information.

- **Example:** In one of the meetings when I observed that some people couldn't understand the presentations in Bengali. Many were not Bengali speakers and did not understand the material at all. I suggested that DSCC develop nickels to make their messages accessible to more communities, especially in immigrant communities.

5. **Challenges in Reaching Rural Areas**

The distance to rural areas within the DSCC orbit made logistics of approaching days-long trips. These communities generally lack infrastructure, are hard to reach using traditional outreach methods. Door-to-door campaigning wasn't always feasible because of the distance and absence of ways to get around.

- **Example:** I supported the dissemination of materials to rural areas, but I learned that leaflets would sometimes be abandoned in remote places where there was nobody to collect them. Public meetings were also difficult to arrange because the residents were scattered over vast distances, and many of them could not travel great far from home. As a consequence, awareness and adherence in these disciplines declined.

6. **Inconsistent Messaging Across Communication Channels**

However, inconsistency across channels was also a barrier in sharing the information. The leaflets, the posters and the website content on DSCC website were not always aligned. Language in the various materials was inconsistent, therefore making it challenging for residents to connect information across mediums.

- **Example:** Some posters highlighted tax benefits (like road repairs), while the leaflets tended to dwell on the penalties for non-payment. At one community meeting, residents spoke of their confusion because the message received from posters did not square with what was said at the meeting. This contradiction made some residents confused about what was required.

7. **Lack of Personalization in Outreach**

The specific outreach strategies that were employed were generally mass and generic, such that it was challenging to reach certain population with more targeted interventions. For instance, wealthy homeowners would likely be more willing to pay taxes if they knew their money was going toward development in their neighborhood. But the campaign didn't always single out groups that were most likely to comply.

- **Example:** In one of the districts, a neighborhood with some high-priced homeowners big enough to have property managers expressed little interest in the outreach effort — mostly because it hadn't been aimed at yard owners per se. A more customized approach—say sending direct mail or custom messages to individual property owners—would have been more successful at getting this particular group to notice the campaign and take action.

8. **Resistance to Paying Taxes in Certain Communities**

Awareness campaigns for tax payments even in the best setting did not prevent some communities to resist paying taxes for the obvious reason that their trust levels when it came to governance was actually low. Some residents didn't feel their tax dollars were being invested well into developing the city. This skepticism was most widespread in communities that had long received less good stuff from the city.

- **Example:** In one struggling area, many residents expressed their anger about paying taxes when they believed the money was not going toward the betterment of their own neighborhoods. “Why should I pay for improvement if I don't see any?” was their often-repeated question. Dealing with these concerns just needed further education, though, on the specifics of how taxes make your life better: improved public resources and city infrastructure.

CHAPTER SIX:

Conclusion

The Internship In Dhaka South City Corporation (DSCC) in Holding Tax Section, has had a value addition on me in terms of Realization of Municipal Taxes, Public Awareness Campaign, and to be Customer-centric. Was largely tax-aid over collecting taxes/PR w Public/F for working with Tax assessors and F upfront Customer service towards the citizens. Not only did those responsibilities keep me from using all I have learned in school (I am a marketing major) but also it taught me a couple wide-reaching lessons about government bureaucracy, and more generally the importance of public input when it comes to promoting tax compliance.

I learned about the significance of tax in relation to the financial health of a city, and what it could do for our community. Instead, what I discovered was the extent to which fairness played a crucial role in incentivizing tax compliance: That is, getting citizens' perceptions around what they owed in taxes to better align with reality made them more likely to fork over their money voluntarily. It is knocking on doors, speaking to people who deliver a newspaper, attending community meetings and paying my own tax bill that has taught me the importance of transparency in the delivery of public services.

Although it has had some issues, such as little exposure to strategic planning and still lots of manual labor in some areas, the internship was very rewarding. Practical experience in handling tax records², awareness campaign participation has developed my communication, organization and customer support skills. It also acquainted me with digital tools and the work to modernize the tax collection system one city at a time, which showed me where cities head.

Overall, this internship has helped further my professional development and has increased my awareness on how the components of marketing can be adapted to the public sector in an effort to inspire civic engagement. It is amazing to be able to experience it and see how hard work makes a difference in the lives of so many. No matter what, this internship brought me closer to my community and taught me more about how municipalities generate income, as well as effective communication skills working with an organization. As I continue my career, the tactics from DSCC trainings will be invaluable for marketing, communication and service to our community.

CHAPTER SEVEN:

Implications

7.1 The Effect of the Internship

I have learnt a lot about professional behavior from my internship at DSCC (Dhaka South City Corporate) as well as the lesson of being more systematic. This has given you an insight into the processes on municipal collection of taxes and role of awareness in increasing tax productivity. It was clear that good Marketing and communication were central to voluntary compliance.

I am a Fellow of the Holding Tax Section and had the opportunity to witness directly how DSCC solicits all forms of tax plus reaches out to the public. I was part of one of those campaigns, and in it I have learned how Public Relations/marketing could bridge the gap between the Nigerian government and her citizens. I was also able to separate the taught at school and the usable in the outside world - that's cream there for every one of us who interact with clients from advertising strategy to customer service.

On an individual level, the internship became a turning point for me in career decision. I came to the conclusion that I am passionate about using my marketing skills in some capacity to improve the delivery of public services. As I witnessed public organizations in action, and the direct correlation between marketing efforts and citizen behavior, I have sought an opportunity to utilize my marketing know-how in Public Service focus area Communication, PR or Community Engagement.

So overall, this internship that gives me a glimpse of what it's like to work in an industry about the dichotomy between marketing and public service has been fun too. How it's shaped my career aspiration and confidence to apply for roles where I can support improve how public sector works using strategic marketing and communication.

7.2 Recommendations

Based on the findings and problems identified during the internship, I suggest the following recommendations to improve the efficiency of DSCC's tax collection process and public awareness campaigns:

Targeted Outreach in Low-Income and Remote Areas

DSCC should implement a **targeted outreach strategy** for **low-income** and **remote areas** where traditional awareness methods (like leaflets and posters) may not be effective.

- **Action Plan:**

- Use mobile teams to distribute materials in hard-to-reach areas. These teams could include volunteers who are familiar with the neighborhood to improve trust and engagement.
- Develop localized content that speaks to the specific needs and concerns of these areas (e.g., how taxes will improve waste management or local roads).
- Organize community meetings in central locations or offer home visits to ensure that residents in these areas are reached effectively.

Enhance Digital Literacy and Access

To bridge the **digital divide**, DSCC should implement initiatives that improve **digital literacy** among residents, particularly the **elderly** and **low-income groups**.

- **Action Plan:**

- **Workshops and training sessions:** Host sessions in community centers to teach citizens how to use SMS systems and the DSCC website for tax-related services. These sessions could be conducted in partnership with local organizations.
- **Digital support desks:** Set up digital support booths in public spaces, such as libraries or local government offices, where people can receive assistance in using online platforms to pay taxes or access information.
- Offer basic digital tools for low-income households, such as low-cost mobile phones or subsidized internet access, to ensure they can access digital services.

Simplify Communication and Tax Information

Simplify the tax communication to make it **more understandable** and **accessible** to the general public.

- **Action Plan:**

- Use visual aids such as infographics, charts, and simplified flowcharts to explain the tax calculation process, payment deadlines, and penalties. These should be included in all communication materials.
- Create tutorial videos or animated explainer videos that break down the tax payment process in a simple and engaging manner, ensuring people from all educational backgrounds can understand.
- **Multilingual resources:** Ensure that all printed and digital materials are available in multiple languages (especially those spoken by large communities within the

jurisdiction), addressing the cultural diversity within DSCC.

Consistency and Clarity Across Communication Channels

Ensure that messaging is consistent and clear across all **communication channels**—from **posters** to **websites** to **community meetings**.

- **Action Plan:**
 - **Standardize key messages:** Create a centralized communication strategy that includes consistent messaging, language, and visuals across all platforms, ensuring that all materials align with the same core message.
 - Develop a style guide for DSCC’s materials to ensure all communications—whether online or offline—use simple, clear, and jargon-free language that is easy for the average citizen to understand.
 - Set up a **feedback loop:** After each campaign, gather feedback from citizens on what they found clear or confusing and use this information to improve future communications.

Personalized Communication for High-Priority Taxpayers

Implement a **personalized communication approach** targeting high-priority taxpayers (e.g., **delinquent tax payers** or those in **high-value properties**) to increase engagement and compliance.

- **Action Plan:**
 - Use DSCC’s tax data to segment citizens based on income, property value, and payment history. Design personalized messages and send direct mail to individuals in high-priority groups explaining the specific benefits of paying taxes and offering tailored payment plans.
 - For delinquent payers, set up personalized reminders (via SMS or email) that highlight outstanding balances and late fees, offering special incentives like discounts for paying by a specific date.
 - Assign dedicated tax officers to high-priority accounts to provide personalized assistance, answer queries, and guide them through the payment process.

Increase Transparency and Build Trust

To address skepticism and build trust, DSCC should provide greater transparency in how **tax revenue is used** and the **direct benefits** of paying holding taxes.

- **Action Plan:**
 - Create a public dashboard on the DSCC website where taxpayers can see how their taxes are spent, such as on road maintenance, waste management, and public health

services.

- Organize public reports or quarterly updates that provide clear data on how tax revenues have been allocated and what improvements have been made as a result.
- Host community feedback sessions where residents can ask questions directly to tax officers or government officials about how their tax dollars are spent and provide suggestions for improvement.
-

Improve Coordination Between Departments for Effective Campaigns

Improve coordination between the **Revenue Department** and **Public Awareness Teams** to ensure campaigns are executed in a more synchronized and efficient manner.

- **Action Plan:**

- **Centralized Communication Platform:** Set up a shared digital platform (like a project management tool) where both teams can update and track the progress of tax collection campaigns, ensuring that all departments are aligned.
- **Regular Inter-Departmental Meetings:** Implement regular meetings or briefings between the Revenue and Public Awareness teams to discuss strategies, timelines, and ensure that everyone is working towards the same goals.
- Develop a timeline system to align the awareness campaigns with tax deadlines so that information is distributed in a timely and efficient manner.

Leverage social media and Modern Digital Platforms

DSCC should increase its focus on using **social media** and **modern digital platforms** to engage younger citizens and ensure a wider reach.

- **Action Plan:**

- Invest more heavily in social media advertising on platforms like Facebook, Instagram, and Twitter to reach younger and more tech-savvy audiences. Create engaging content such as short videos, polls, and interactive posts to increase user participation and spread awareness.
- Use data analytics to track engagement on social media platforms and tailor content specifically to the interests and preferences of various demographic groups.
- Encourage residents to share posts about the importance of paying taxes to increase the campaign's visibility through organic outreach.

7.3 Relevance to Academic Learning

This internship was related to what we were learning in the classroom when we did the marketing on products and used them. A lot of my classes were in marketing communications, consumer insights and marketing research — all that overlapped in terms of how you think about reaching people and bringing them along in a government context.

I found opportunities that I could actually use the audience segmentation skills they taught me in my marketing classes-taking for example my participation with DSCC's public outreach. I learned tons just from looking at how DSCC used targeted messaging / media in its push-out to various demos (especially ones with low tax liability...). And then of course suddenly I had the realization, the theory of marketing communication that, oh my gosh! I could get how you would do that - just by what it can do for messages going across lines of business and out to multiple constituencies.

The internship also offered a perspective on public relations and how it is different from traditional marketing. Public-sector campaigns are generally more to inform citizens and inspire a sense of civic duty, than to convince them of the merits of buying goods or services. I have it - the would-be romance, the management of government and own people are critical to be responsive driven by not a charity. From personal experience I knew that the nature and impact of trust building in PS PR was important, direct communication a prerequisite for any PS company. I developed also an insight into the market research, public campaigns. I've seen DSCC taking Citizens about Taxpayers and turning it in to better communication plans. And, finally, it has supported my view that research is required to create effective public campaigns and for messages to be heard by their intended recipient.

7.4 Organizational Impact

On the organizational side, this was helpful to DRM's continuous work in enhancing citizen engagement and increasing tax compliance. My distribution of pamphlet, visits to localities and meeting public directly helped in city corporation achieving its goal of enhanced tax compliance. I observed how these programs can be used to inform and involve the public in ways that will end up generating more revenue for our city.

I also forwarded information about community service (including free tax help, retirement savings schemes for low-income workers and social security benefits) as a participant to continue DSCC's aim to raise awareness on the importance of paying taxes for our city's development and maintenance. Dealing with the tax collection team opened my eyes how much is data and its accuracy important be it tax assessment and collecting the same. That was a lesson that made it perfectly clear to us the need to maintain an efficient and transparent process which creates public confidence, thus encouraging promptly compliance.

I was intern-level, but I still contributed to "enabling those above me in the stack" at the corp. "I did the agitation during various campaigns to create awareness among people about taxes and their liabilities other than instilling civic sense," he said. I share some lessons from my work with DSCC that can inform the next several campaigns and steps we might take to both strengthen tax collection and public consent.

7.5 Lessons Learned

I've learned an awful lot on placement- professionally and in terms of personal development. Clarity, we needed to be much clearer, that was something we wanted to do. Re the discussion above on talking to a taxpayer, or notifying them of time limits and penalties, I was trained to believe that we should all keep in mind it is true that everyone needs simplicity of language. I will carry that communication lesson with me into my next role in marketing and PR.

I also slowly learned the importance of transparency and accountability in public service.” After all, DSCC has a vested interest in building trust and compliance, and it's not going to be able to teach the public through white lies. I also knew that it was key to be out building community connections in person. The governments need to continue to communicate with the citizens, listen to their fears and respond in kind. It is also the only way to build client-relationships that endure, and keep government in service.

What I learned is how important it is to be a team. While at DSCC, I interacted with all departments including customer service, tax assessment and public relations. I learned how critical it is for cross-sector teams to work together toward common objectives. It made me realize that really great public sector comps need group effort and everyone's part is as important as the other.

7.6 Skill Development

By the end of my internship, I had gained a number of valuable skills which will be useful in my future work. These include:

- **Communication Skills:**
Between the process of dealing with the people, who are taxpayers and public meetings, I have honed my skills in breaking down difficult information so it is easily understood. I know how to connect with people from different cultures, handle questions in a professional manner.
- **Data Management and Reporting:**
Data entry, recording- keeping and financial reporting developed my skill of organization. I had learnt how to keep records and make reports that aid in decision making.
- **Problem-Solving:**
Responding to tax inquiries and disputes based on assessed values, sharpened my ability to analyze and solve problems in a fast-paced environment. I know how to see everything as a problem that needs to be solved and how to deal with the situation when communication is the solution.

- **Teamwork and Collaboration:**

A team-oriented atmosphere with other departments that was great for my social and teamwork skills. I discovered the value of having solid working relationships with colleagues and collaborating across departments to give a project (or in this case campaign) a true boost.

In summary, this work placement training and experience at Dhaka South City Corporation (DSCC) was worth numerous petrol/ticket travelling expense to me as it afforded both theoretical knowledge in tax collection and noteworthiness of public awareness campaign. I have learned about managing communication, data management and customer service I also gained in-depth knowledge of how marketing strategies can be used in public sector. The internship had also taught me how communications and teamwork can play a key role in enhancing tax compliance and nurturing civic duty. In general, this experience has helped me to grow professionally and focus my career interest for future opportunities in public service or marketing.

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