

MRA Blood Donation 2025

2049 pints of blood

The Mauritius Revenue Authority (MRA) marks another milestone by collecting 2049 pints of blood this year, surpassing the 1816 pints collected in 2024 and reaffirming its commitment to serving the citizens of Mauritius beyond its fiscal responsibilities. This achievement reflects MRA's sustained dedication to social responsibility.



MRA donated 2049 pints of blood to the National Blood Transfusion Service (NBTS), contributing significantly to the national blood supply and reinforcing its role as a responsible and compassionate institution. This noble initiative is geared towards MRA's support to the nation, living by the motto, *"Helping people is like serving God."*

The MRA Blood Donation Campaign was launched on Wednesday, 16th July 2025, in the presence of the Chief Guest, Dr. Ashwamed Dinassing, who represented the Honourable Anil Kumar Bachoo, Minister of Health and Wellness. The Minister, who was initially scheduled to attend as Chief Guest, was unable to join us due to unforeseen urgent commitments. Also, in attendance were Mr. Tej Gujadhur, Chairman of the MRA, members of the MRA Board, Mr. Rohit Ramnawaz, Director-General of the MRA, the MRA Management Team, senior officials from the Ministry, staff, and voluntary blood donors.



1320 pints were collected on Wednesday, 16th July 2025, at three MRA locations in Port-Louis, the Custom House, Mer Rouge, Eham Court, and Belfort Tower.

On Friday, 18th July 2025, 729 pints were collected at the Integrated Customs Clearance Centre (ICCC), Le Chaland, Plaine Magnien and the SSR International Airport, Plaisance.



In his keynote address, Dr. Dinassing expressed gratitude to MRA for its unwavering commitment to organizing the annual event. He praised MRA's tireless efforts in facilitating blood donations, which he deemed essential to maintaining the blood stock levels at the National Blood Transfusion Service (NBTS). Dr. Dinassing highlighted that these donations play a vital role in supporting patients suffering from life-threatening illnesses and facing medical emergencies in hospitals. For instance, donated blood helps patients who require transfusions during surgery.



[Speech by Dr. Ashwamed Dinassing](#)

At his first official event, Mr. Rohit Ramnawaz, the newly appointed Director-General of the Mauritius Revenue Authority (MRA), addressed the attendees during the launching ceremony of the MRA Blood Donation and highlighted the significance of the initiative: *“The MRA Blood Donation 2025 is more than just a tradition; it reflects our deep commitment to public service. Coinciding with the MRA’s anniversary, this initiative underscores our conviction that the role of a modern revenue authority extends well beyond tax collection. It encompasses meaningful social engagement and contributing positively to the well-being of our community.”*



Mr. Ramnawaz further emphasised the role of taxation in national development, noting that without tax revenue, the government would be unable to fund public spending, whether for infrastructure projects, or the maintenance of law and order. He reaffirmed MRA's mission to collect taxes efficiently and remit them to the government to support financial assistance schemes and essential public services.

“MRA contributes significantly to national progress and helps enhance the quality of life for all citizens,” he said.



[Speech by Mr. Rohit Ramnawaz](#)

Speaking on taxation, Mr. Ramnawaz stated: *“MRA continues to lead by example in the African region, consistently setting high standards in efficiency, transparency, and innovation. Our tax administration model is widely recognised, and we are proud that many countries regularly undertake study tours to Mauritius to learn from our fiscal framework and best practices.”*

Mr. Ramnawaz reiterated the organization’s commitment to service excellence: *“At the MRA, we view the public not merely as taxpayers but as partners in building a better Mauritius. Guided by a strong ethical foundation and a people-centric approach, we are committed to fairness, transparency, and accountability in all our operations.”* He also expressed pride in MRA’s recognition as one of the most business-friendly institutions in the region. *“Our robust legal framework, along with investor-friendly tax policies, promotes economic growth and positions Mauritius as a key destination for investment,”* he added.



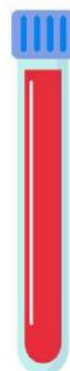
In his welcome address, Mr. Amick Teeluckdharry, Assistant Director at the Taxpayer Education and Communication Department (TECD), highlighted the Mauritius Revenue Authority's (MRA) key roles in national development: revenue collection, providing financial assistance to vulnerable groups, and organizing social initiatives such as the Blood Donation campaign. He emphasized that the success of the event was attributable to an effective communication plan.



[Mr. Amick Teeluckdharry](#)

Communication plan

The Taxpayer Education and Communication Department of the Mauritius Revenue Authority implemented a strategic outreach campaign, which included targeted radio and television broadcasts in collaboration with local media outlets, as well as direct engagement initiatives (canvassing) across the island.



SPREADING THE WORD

To mobilize support, MRA's strategic communication plan includes:

- Radio spots/ Programmes
- Live radio coverage during the event
- Posters and flyers for public outreach
- Social media awareness via Facebook, LinkedIn, X and YouTube channel
- LED displays at Municipal and District Councils
- WhatsApp and email alerts

In addition to its blood donation efforts, MRA prioritizes environmental sustainability and the promotion of a Green Mauritius. Since 2007, the organization has distributed over 21,000 plants to encourage a greener environment.

Continuing this commitment, MRA gifted approximately 2,000 plants for Blood Donation 2025. This initiative further reinforces MRA's dedication to both community health and caring for the environment.

Synergy of the team

The organization of the MRA Blood Donation event required months of preparation and collaboration between MRA and the Ministry of Health and Wellness through the National Blood Transfusion Service. Other ministries also joined forces to support the initiative. This joint effort ensured the event ran smoothly and effectively.



MRA extends its sincere appreciation to all the volunteers, donors, and stakeholders who played a vital role in making this annual event a success. Their dedication and support have not only saved lives but have also inspired many people to join the cause and become regular blood donors.

Strategic reforms to strengthen global competitiveness

At the end of the blood donation launching ceremony on 16th July 2025, members of the press were given the opportunity to interview Mr. Ramnawaz. During the interaction, he underscored the importance of evaluating operational strengths while addressing areas that require improvement. He further emphasized the need to modernize the fiscal framework to ensure Mauritius remains globally competitive, particularly in relation to jurisdictions such as Singapore and India. Among his key strategic priorities are strengthening the effectiveness of the Tax Treaty and adapting to ongoing developments in the digital economy and fintech landscape.

Leveraging technology and international forums to tackle tax evasion

Mr. Ramnawaz affirmed that, in its fight against tax evasion, MRA is bolstering its intelligence capabilities, reinforcing cross-border cooperation, and leveraging advanced analytics to identify irregularities and potential risks.

He also highlighted that active participation in international forums such as the Organisation for Economic Co-operation and Development (OECD), the International Monetary Fund (IMF), the Commonwealth Association of Tax Administrators (CATA), and the African Tax Administration Forum (ATAF) enables MRA to align with global best practices and benefit from knowledge exchange, technical support, and mutual assistance.

Staff outreach



The newly appointed Director-General Mr. Ramnawaz seized the opportunity of the blood donation event to conduct visits to various MRA offices, namely Custom House, Belfort Tower, the Integrated Customs Clearance Centre (ICCC), and the airport, establishing initial contact with staff. His immediate priorities are to ensure that the

MRA continues to uphold excellence, transparency, and service to the nation. *“We are evolving towards a more people-friendly, service-oriented culture; less enforcement, more enablement. It’s about building trust and being responsive to taxpayers’ needs,”* he stated.

