



National Communications Authority

- Press Release

NCA Observes World Consumer Rights Day with Consumer Roadshows

The National Communications Authority (NCA) marked this year's international World Consumer Rights Day (WCRD), with Road Shows in three regional capitals in the country. The WCRD which is celebrated on 15th March of every year, was held under a local theme, 'Empowering Consumers to make Informed Decisions' and a global theme, 'Making Digital Marketplaces Fairer'. This was aimed at educating and informing traders and commuters of their rights and responsibilities as consumers of telecommunication services.

Issues on Digital Migration, certified TVs and Set Top Boxes, Unsolicited Electronic Communications (UEC) as well as the Authority's Consumer Complaint Processes were addressed during the event.

The occasion was concurrently marked at the Dome market in Accra, the Central Market in Kumasi and the Market Circle in Takoradi.

Accra

In Accra, the roadshow begun with staff from the Authority moving through the market and educating the traders, commuters and workers within the premises on consumer issues. Informative flyers were also distributed to them during the face to face interactions.

Mavis Obeng Aidoo of the Authority's Consumer and Corporate Affairs Division emphasized the Authority's concern for consumers and encouraged the gathering to approach the Authority in any of its offices located nationwide with their unresolved complaints. Mavis spoke on the need for consumers and the public to be well informed of their right to an appreciable quality of service from their mobile service providers.



- *Mavis Obeng Aidoo speaking to the audience*

NCA branded souvenirs such as mugs, towels, pens and exercise books were given out to consumers and members of the public who came to the stand as well as those who answered questions on the educational information and winners of the dancing competitions.



- ***Audience at the Dome Market***

Baba Spirit was the MC for the event.



- ***Baba Spirit dancing with some market women***

Kumasi

Members of staff from the Regional and Head office with the help of Akrobeto as the MC, enlightened the traders and workers in the Kumasi Central Market on consumer related issues. Informative materials such as flyers and stickers were shared among the audience.



- *Akrobeto entertaining the audience*



- *A section of audience at the market*

Speaking to the audience, Mr. Gabriel Kwofie, Regional Manager of NCA Kumasi Office urged them to know their rights and responsibilities as telecommunications consumers. He further encouraged them to approach the Authority with their concerns without hesitation.



- ***Mr. Gabriel Kwofie speaking to the audience***

Takoradi

At the Market Circle in Takoradi, this year's WCRD was spectacularly marked. The Authority was represented by Management and staff from the Takoradi Office.



- *A section of audience at the Market Circle*

Traders, workers and shoppers were entertained while being educated by 'Too much and Alaska of Junka Town' fame. Mr. Isaac Kobina Kwarko, Regional Manager of the Takoradi Office, took them through the procedures for lodging a complaint and the need to know their rights and responsibilities as consumers.



- *Some Management and staff of NCA in a group photo at the event*

A lot of prizes such as branded mugs, towels and cash were given out to the consumers.

About World Consumer Rights Day (WCRD)

The World Consumer Rights Day (WCRD) is celebrated on 15th March worldwide. It is an occasion for expression of solidarity within the international consumer movement. It marks the date in 1962 when President John F Kennedy first outlined the definition of Consumer Rights.

Various countries take opportunity of the day to educate consumers and the general public on their rights to be respected and protected. Other countries also use the day to protest against consumer abuse and mishandling.

The WCRD was first formally observed on 15th March 1983, and has, since, being recognised by the United Nations, become an important occasion for mobilizing citizen attention and action. Internationally, the day was celebrated under the theme “Making Digital Marketplaces Fairer”

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Editor's Note

About NCA

The National Communications Authority, (NCA), was established by an Act of Parliament, Act 524 in December 1996, which has been repealed and replaced by the National Communications Authority Act, 2008 (Act 769). The Authority is the statutory body mandated to license and to regulate electronic communication activities and services in the country.