

Content

Description	Page No/s.
Chapter 1 : Our Vision, Mission, Corporate Goals and Corporate Values	01-03
Chapter 2 : Objects and functions of the Consumer Affairs Authority	04-05
Chapter 3 : The organization structure of the Consumer Affairs Authority and Consumer Affairs Council	06-07
Chapter 4 : Services provided by the Consumer Affairs Authority and Consumer Affairs Council	08-13
Chapter 5 : SWOT Analysis	14-15
Chapter 6: Review of the operating results	16-29
Chapter 7 : Corporate strategies	30-36
Chapter 8 : Action Plan 2020 to 2022	37-71
Chapter 9 : Implementation and progress review	72-73
Appendix I – Organization Structure	74

CHAPTER 1

Our Vision, Mission, Corporate Goals and Corporate Values

Vision

A well protected consumer with a disciplined business culture

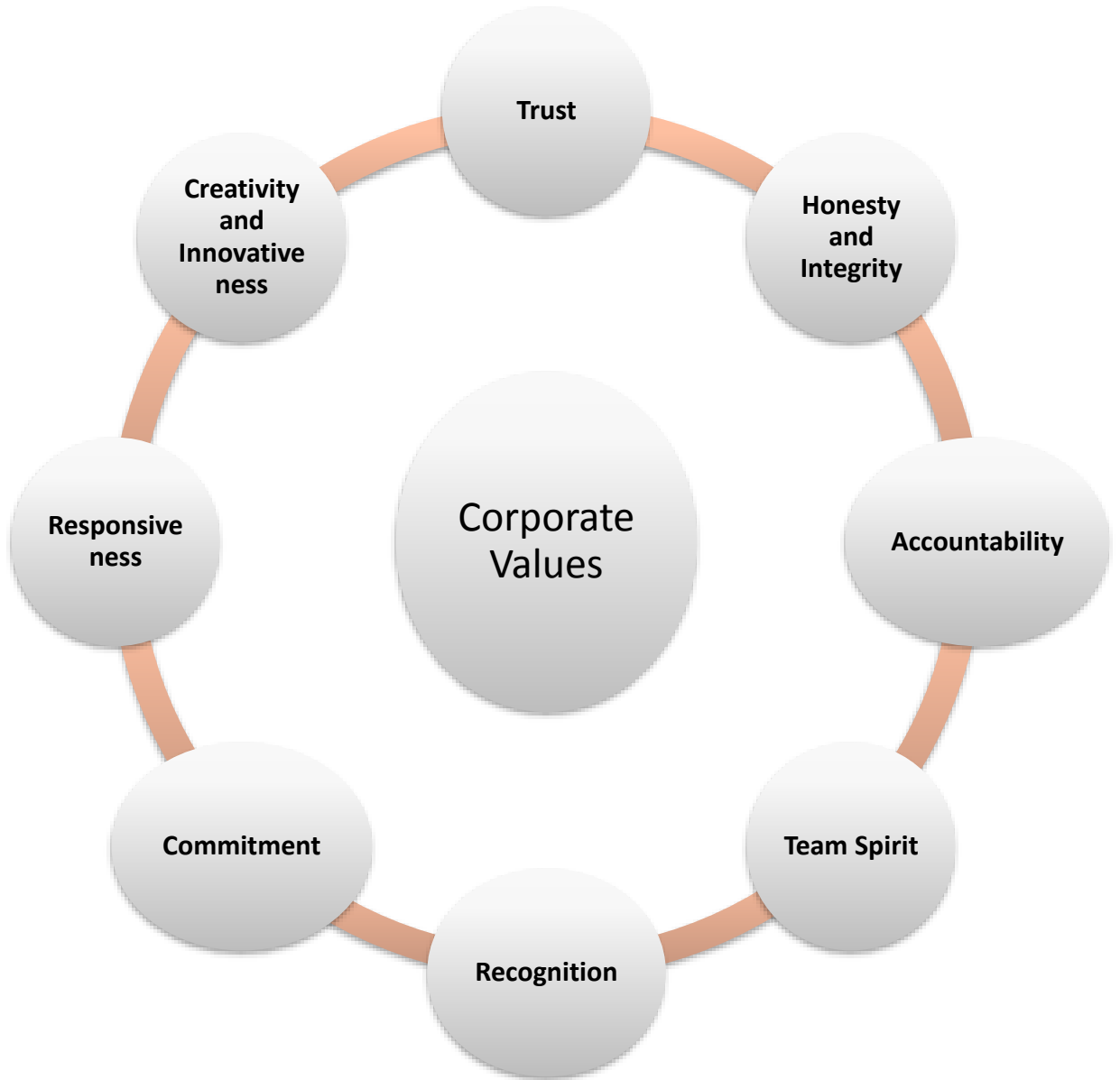
Mission

To safeguard consumer rights & interests through consumer empowerment, regulation of trade & promotion of healthy competition

Corporate Goals

-
- 01** To Enhance and Safeguard Consumer Interest through Provisions of the Act and Practices
 - 02** Control or Eliminate of Economic Concentration and Promoting Healthy Competition
 - 03** Promote Education and Awareness for Consumer and Other Stakeholders
 - 04** To Conduct Research and Development Studies to Promote a Healthy Society
 - 05** To Develop a Committed and Competent Workforce
 - 06** To Develop an Effective Administrative Mechanism to Execute the Functions of the Authority

Corporate Values



CHAPTER 2

Objects and Functions of the Consumer Affairs Authority

The Consumer Affairs Authority (CAA) has been established by the Consumer Affairs Authority Act (CAA Act) No. 9 of 2003 by repealing the Consumer Protection Act No 1 of 1979, the Fair Trading Commission Act No 1 of 1987 and the Control of Prices Act of 1950.

The overall objective of the CAA is to provide for the better protection of consumers through the regulation of trade and the prices of goods and services and to protect traders and manufactures against unfair trade practices and restrictive trade practices. Moreover, it is expected to promote competitive pricing wherever possible and ensure healthy competition among traders and manufacturers of goods and services.

The Objects of the CAA are to

- a) To protect consumers against the marketing of goods or the provision of the services which are hazardous to life and property of consumers
- b) To protect consumer against unfair trade practices and guarantee that consumers interest shall be given due consideration.
- c) To ensure that wherever possible, consumers have adequate access to goods and services at competitive prices
- d) To seek redress against unfair trade practices, restrictive trade practices or any other form of exploitation of consumers by traders.

The functions of the CAA and Consumer Affairs Council (CAC) are derived from the above core objects and described in detail in the section 8 of the CAA Act are as follows,

(a) control or eliminate;

- (i) restrictive trade agreements among enterprises;
- (ii) arrangements amongst enterprises with regard to prices;

- (iii) abuse of a dominant position with regard to domestic trade or economic development within the market or in a substantial part of the market; or
- (iv) any restraint of competition adversely affecting domestic or international trade or economic development;
- (b) investigate or inquire into anti-competitive practices and abuse of a dominant position
- (c) maintain and promote effective competition between persons supplying goods and services;
- (d) promote and protect the rights and interests of consumers, purchasers and other users of goods and services in respect of the price, availability and quality of such goods and services and the variety supplied ;
- (e) to keep consumers informed about the quality, quantity, potency, purity, standards and price of goods and services made available for purchase ;
- (f) carry out investigations and inquiries in relation to any matter specified in this Act ;
- (g) promote competitive prices in markets where competition is less than effective ;
- (h) undertake studies, publish reports and provide information to the public relating to market conditions and consumer affairs ;
- (i) undertake public sector and private sector efficiency studies ;
- (j) promote consumer education with regard to good health, safety and security of consumers ;
- (k) promote the exchange of information relating to market conditions and consumer affairs with other institutions ;
- (l) promote, assist and encourage the establishment of consumer organizations ;
- (m) charge such fees in respect of any services rendered by the Authority ; CAA Act, No.9 of 2003 5 Authority may undertake studies on the distribution of goods and services. Authority to issue directions to manufacturers or traders in respect of price marking, labeling and packeting of goods.
- (n) appoint any such committee or committees as may be necessary to facilitate the discharge of the functions of the Authority ; and
- (o) do all such other acts as may be necessary for attainment of the objects of the Authority and for the effective discharge of the functions of such Authority.

CHAPTER 3

The Organization Structure of the Consumer Affairs Authority and Consumer Affairs Council

Consumer Affairs Authority (CAA)

The CAA consists of a Chairman and a minimum of 10 other members who possess recognized qualifications and wide experience in the fields of Industry, Law, Economics, Commerce, Administration, Accountancy, Science, or Health. The Chairman and three members appointed as full time members of the Authority. Policy decisions required in order to achieve the objects of the Authority are taken by the Chairman and the Board members. These policy decisions are executed through the relevant operational divisions of the Authority by the Director General who is the chief executive officer of the Authority.

Figure 01: CAA Approved Organization Structure

Board of the Authority - Minimum 10 Members (Maximum As per the approval of the Minister.

1. Chairman
2. Full Time Members
3. Director General
 - 3.1 Director - Consumer Affairs and Information
 - 3.2 Director - Competition Promotion
 - 3.3 Director – Legal and Enforcement
 - 3.4 Director - Pricing and Management
 - 3.5 Director - Administration and Human Resources
 - 3.6 Director – Finance
4. Internal Auditor - Directly reporting to Chairman of the Authority

Consumer Affairs Council (CAC)

CAC established under Part IV of the CAA Act N0.9 of 2003. It consists of 3 members who have wide experience in the fields of commercial law, management of business enterprises and the trade practices and consumer affairs. One of the members shall nominate as the Chairman of the Council.

The Council consist a Secretary who is responsible for maintaining records of all proceedings of Council and sending out any notices required to be sent by the Council. The functions of the Council are to hear and determine all applications and references made to it under the section 19, 22, 37 & 38 of the Act.

Figure 2: CAC's approved Organizational Structure

Consumer Affairs Council

1. Chairman
2. Any other 2 Members
3. Council Secretary and Supporting Staff

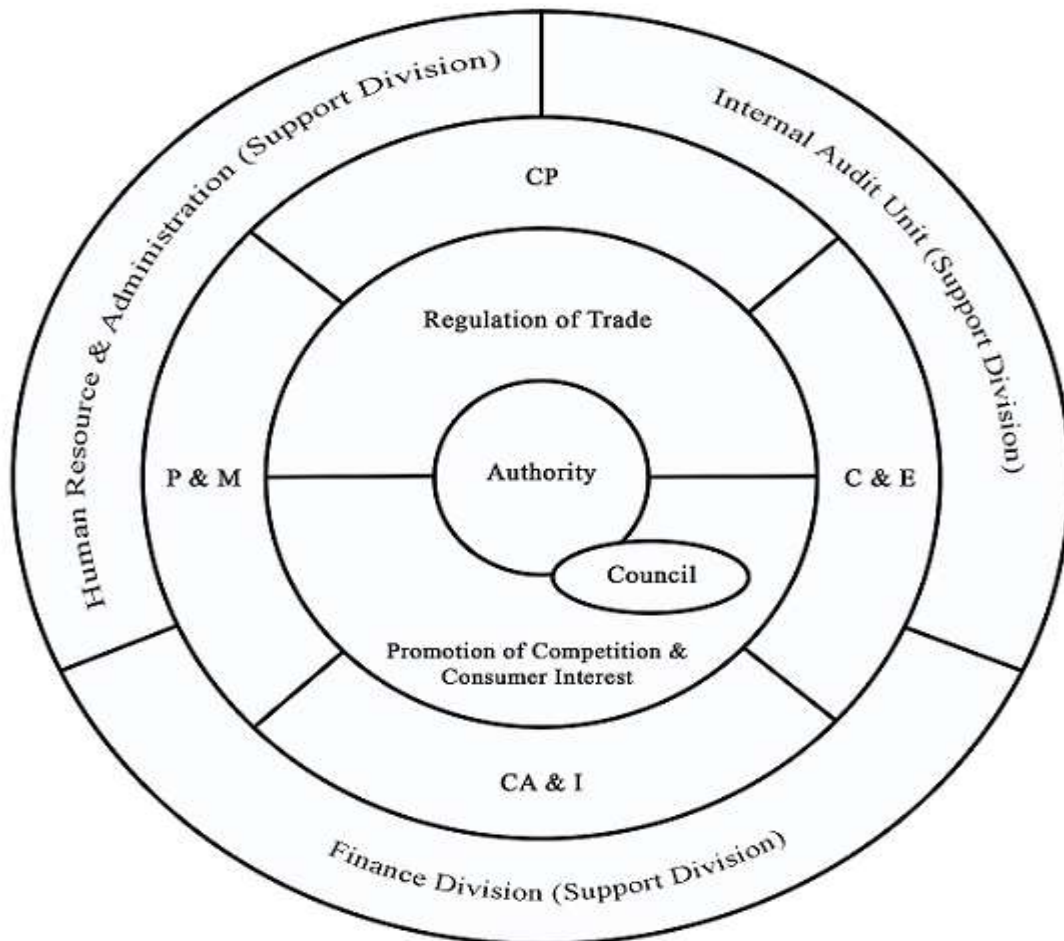
CHAPTER 4

Services Provided by the Consumer Affairs Authority and Consumer Affairs Council

4.1 CAA and Divisions

There are seven divisions functioning under Authority as given in the Figure 03. Services provided by the divisions are illustrated below.

Figure 03: Divisions of the Authority



As per the current organization structure, the Authority consists of 6 divisions operating under 6 directors. These divisions are designated as Consumer Affairs and Information Division, Legal and Enforcement division, Pricing & Management division, Competition Promotion division, Finance division and Administration and Human Resources division. These divisions have been introduced to the Authority at its inception in 2003. Internal Audit Division is functioning as an independent division reporting to Chairman of the Authority.

4.1.1 Board of the CAA

The CAA consists of a Chairman and a minimum of 10 other members who possess recognized qualifications and wide experience in the fields of Industry, Law, Economics, Commerce, Administration, Accountancy, Science, or Health. The Chairman and three members appointed as full time members of the Authority.

Policy decisions required in order to achieve the objects of the Authority are taken by the Chairman and the Board members. These policy decisions are executed through the relevant operational divisions of the Authority by the Director General who is the chief executive officer of the Authority

4.1.2 Internal Audit Division

Internal Audit Unit (IAU) has established under the Chairman as an independent unit of the CAA. It helps an organization to accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of the risk management, control and governance processes.

4.1.3 Legal & Enforcement Division

CAA intervenes in to consumer complaints based on the provisions granted in sections 13 and 32 of the Act.

Legal division of the Authority inquire in to complaints regarding sale of goods and to the supply of services which does not confirm to the standards and specifications determined under section 12 and sale of any goods which do not confirm to the warranty or guarantee given by implication or otherwise, by the manufacturer or trader.

After an inquiry in to a complaint, the Authority can order the manufacturer or trader to pay compensation to the aggrieved party or to replace such goods or to refund the amount paid for such goods or the provision of such service.

4.1.4 Consumer Affairs and Investigations Division

The Consumer Affairs Investigation divisions consists with 24 regional offices and mostly deal with following activities

- a) Malpractices done by the traders as offences such as
 - violating the labeling instructions,
 - selling above the marked price,
 - refusal to sell goods,
 - deny the possession of goods,
 - hoarding of goods,
 - increase of retail or wholesale price of certain goods without prior written approval of the Authority,
 - non-displaying of the price list,
 - non-issuing of receipts to purchasers,

- misleading or deceptive conduct and false representations done by the manufacturers/traders.
- b) The Authority conducts regular market surveillance and conduct raids on the violations of the Act. The erroneous traders are prosecuted in the respective magistrate courts and fines imposed based on the provisions granted in section 60 of the Act.
 - c) To encourage the good business practices and lawful business. i.e develop a set of criteria which a business should fulfill
 - d) The Authority conducts awareness programs to promote good business practices and safeguard consumer rights.
 - e) Ensure consumer safety and protection with emerging goods and services.

4.1.5 Competition Promotion Division

As per the provisions of the sections 34,35,36,37, 38, 41 and 42 in the Act, the Authority and the Council deals with the prevalence of any anti-competitive practice. Anti-competitive practice is defined in the Act as, where a person in the course of business, pursues a course of conduct which itself or when taken together with persons associated with him, has or is intended to have or is likely to have the effect of restricting, distorting, or preventing competition with the production, supply or acquisition of goods in Sri Lanka or the supply or securing of services in Sri Lanka.

Upon the conclusion of an investigation, the Authority may make an application to the CAC for purpose of determining on such matter. When an application is made to the CAC, CAC can order authorizing anti-competitive practice, if the CAC is satisfied that it does not operate against public interest.

If an anti-competitive practice operates against public interest, the CAC can order the termination of such anti-competitive practice and such other action necessary for the purpose of remedying or preventing the adverse effects of the anticompetitive practice.

The functions identified in the section 8(a), are control or eliminate restrictive trade agreements, arrangements amongst enterprises with regard to prices, abuse of dominant position, or any restraint of competition adversely affecting domestic or international trade or economic development.

The stakeholders have identified the requirement of strengthening the existing law in performing the above functions effectively. Accordingly, the required amendments to the CAA Act have been proposed with the view of strengthening the area of competition policy.

4.1.6 Pricing and Management Division

This division is established to regularize and monitor Maximum Retail Prices (MRP) of specified goods. The Authority has the power to determine MRP of goods and services under the provisions of section 18. If there is excessive price prevails in the market, Authority can regulate the market price under 19. Further, the Authority can enter in to written agreements with manufacturer or trader or with association of manufacturers or traders under the provisions of 14 of the Act.

4.1.7 Finance Division

Finance Department shall ensure availability of funds to activities to the Authority complied with the statutory and Public Sector Accounting Standard requirements. Ensure Payments to all internal and external stakeholders and timely reparation of annual budget, financial forecast and financial statements.

4.1.8 Human Resources and Administration Division

This division is consisting with two sub units, Human Resources and Administration

4.8.1. Human Resource Development and Management

4.8.2. Administration and Procurement

4.2 Consumer Affairs Council

CAC established under Part IV of the CAA Act N0.9 of 2003. It consists of 3 members who have wide experience in the fields of Commercial Law, Management of Business Enterprises and the Trade Practices and Consumer Affairs. One of the members shall nominate as the Chairman of the Council.

The Council consist a Secretary who is responsible for maintaining records of all proceedings of Council and sending out any notices required to be sent by the Council. The functions of the Council are to hear and determine all applications and references made to it under the section 19, 22, 37 & 38 of the Act.

CHAPTER 5

SWOT Analysis

The results of the SWOT analysis conducted by the Management Team of the CAA in the process of preparing the Corporate Plan are presented below.

Strengths and Weaknesses

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ State Institution established by an Act of parliament ▪ Having treasury funds as source of funding ▪ Availability of provisions in the Act to generate own income ▪ Access to the well-established district administrative setup of the government ▪ Powers of “Peace Officers “ entrusted to officials of the Authority ▪ Offences in the Act are recognized as “cognizable offences” ▪ Existence of the CAC with investigative and adjudicative powers ▪ Ability to serve the entire population of the country 	<ul style="list-style-type: none"> ▪ Having to follow bureaucratic procedures ▪ Draw backs in the present Act ▪ Non availability of our own office premises and other infrastructure facilities ▪ Not having laboratory to conduct spot test ▪ Not having multidisciplinary employees to interpret certain technical requirements of the product. ▪ Not able to retain well trained staff ▪ Lack of integrated system to monitor activities

Opportunities and Threats

Opportunities	Threats
<ul style="list-style-type: none"> ▪ Ability to obtain assistance and support from other institutions ▪ Capitalize our services to grass root levels. ▪ To develop a competent workforce ▪ Link with international similar types of organization and obtain state of art information and technology. ▪ To become a recognized competent authority within the nation ▪ Functioning as catalyst to the government on consumer related matters ▪ Give easy access to customers to raise their voice. 	<ul style="list-style-type: none"> ▪ Resistance by traders, manufactures, industries and various Chambers in implementation of the provisions of the Act ▪ Nonexistence of consumer pressure groups ▪ Non consultation of the CAA by decision making bodies where decisions have an impact on functions of the Authority ▪ Employee safety (When conducting raids) ▪ Duplication of activities by law of parliament ▪ Inadequacy of the Act

CHAPTER 6

Review of the Operating Results

This chapter briefly reviews the past performance of the CAA during the period of 2016 to 2018. The performance achieved during the said period with regard to the key functions/services of the CAA is presented in tables and graphs for easy reference.

5.1 Consumer Affairs and Information Division

5.1.1 Protect Consumers against Deceptive Conduct and Unfair Trade Practices (Market raids and Investigations)

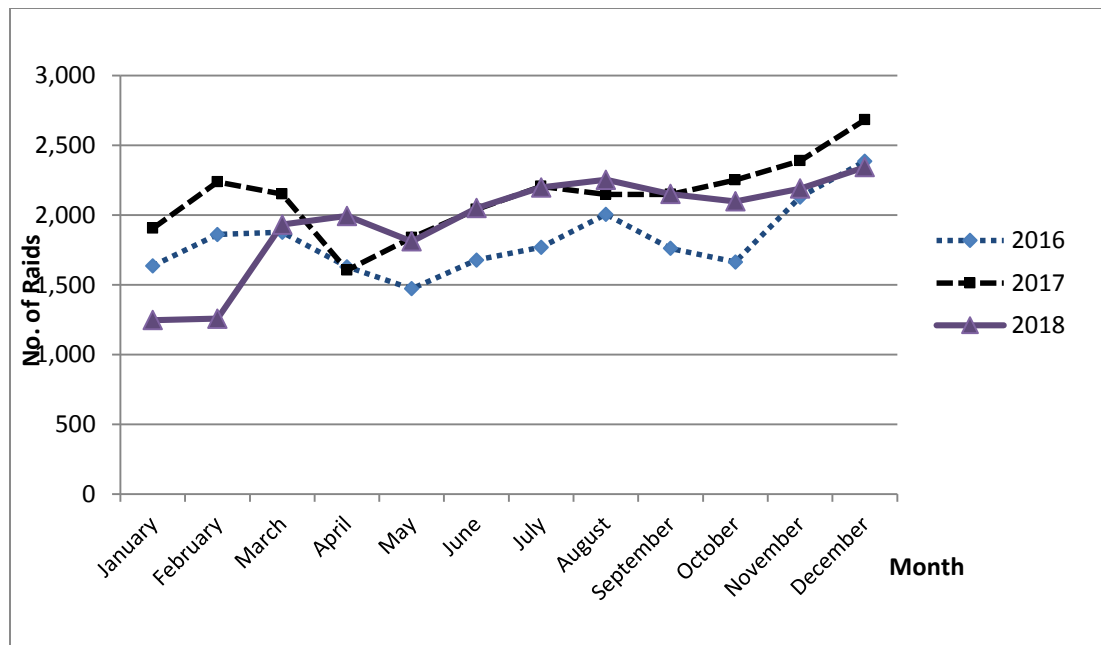
The objective of the market raids program is to protect the consumers from deceitful and unfair traders who exploit the consumers. The CAA conducts market raids by its own initiative and based on the consumer complaints received thorough out the country. Through the intensive market raids program implemented throughout the country the CAA could protect the consumers to a greater extent.

The market raids conducted and the cases filed by the CAA and fines imposed by the magistrate courts from 2016 to 2018 are presented in Tables & Charts 1,2 & 3 respectively.

Table 01 : Raids Conducted by CAA from 2016 to 2018

Month	2016	2017	2018
January	1,636	1,905	1,248
February	1,861	2,238	1,258
March	1,877	2,152	1,932
April	1,630	1,604	1,994
May	1,472	1,838	1,812
June	1,678	2,040	2,051
July	1,770	2,207	2,199
August	2,006	2,149	2,253
September	1,762	2,148	2,152
October	1,664	2,251	2,099
November	2,130	2,389	2,190
December	2,387	2,684	2,344
Total	21,873	25,605	23,532

Chart 01: Raids Conducted by CAA from 2016 to 2018



The results indicate that the CAA has improved the raids performance from 2016 to 2017 and there is a slight drop in 2018 due to the political instabilities taken place in early and later 2018.

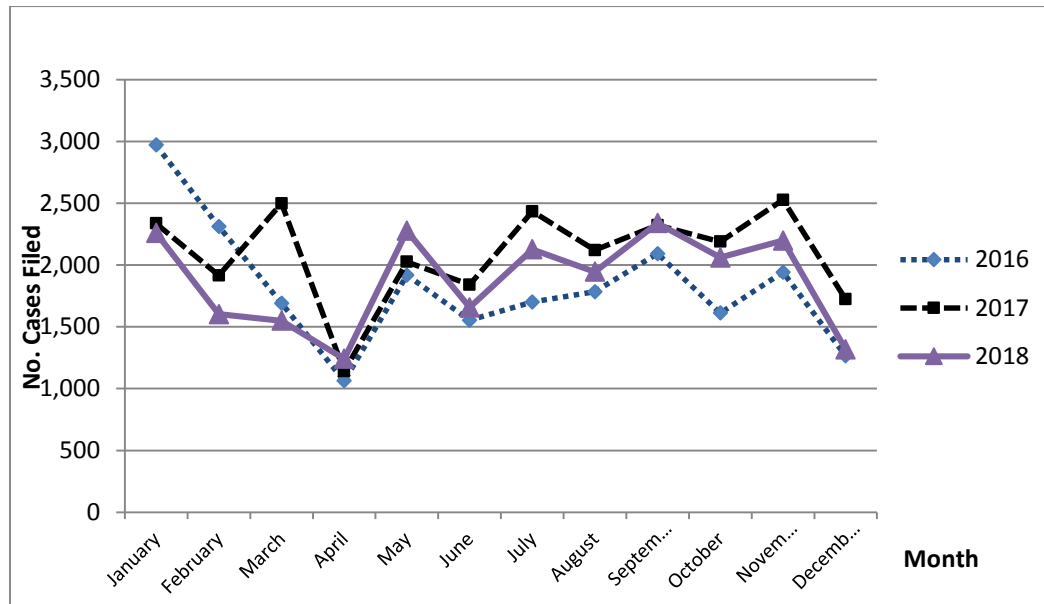
As per the provisions of the CAA Act, raids are being conducted for

1. violating the labeling instructions
2. selling above the marked price,
3. refusal to sell goods,
4. deny the possession of goods,
5. hoarding of goods,
6. increase of retail or wholesale price of certain goods without prior written approval of the Authority,
7. non-displaying of the price lists,
8. non-issuing of receipts to purchasers,
9. Misleading or deceptive conduct and false representations done by the manufacturers/ traders.

Table 02 : Cases Filed by CAA from 2016 to 2018

Month	2016	2017	2018
January	2,970	2,336	2,260
February	2,311	1,916	1,602
March	1,690	2,498	1,549
April	1,062	1,141	1,241
May	1,918	2,026	2,277
June	1,553	1,841	1,657
July	1,701	2,433	2,126
August	1,783	2,120	1,945
September	2,092	2,322	2,339
October	1,611	2,189	2,060
November	1,941	2,526	2,198
December	1,264	1,723	1,317
Total	21,896	25,071	22,571

Chart 02 : Cases Filed by CAA from 2016 to 2018

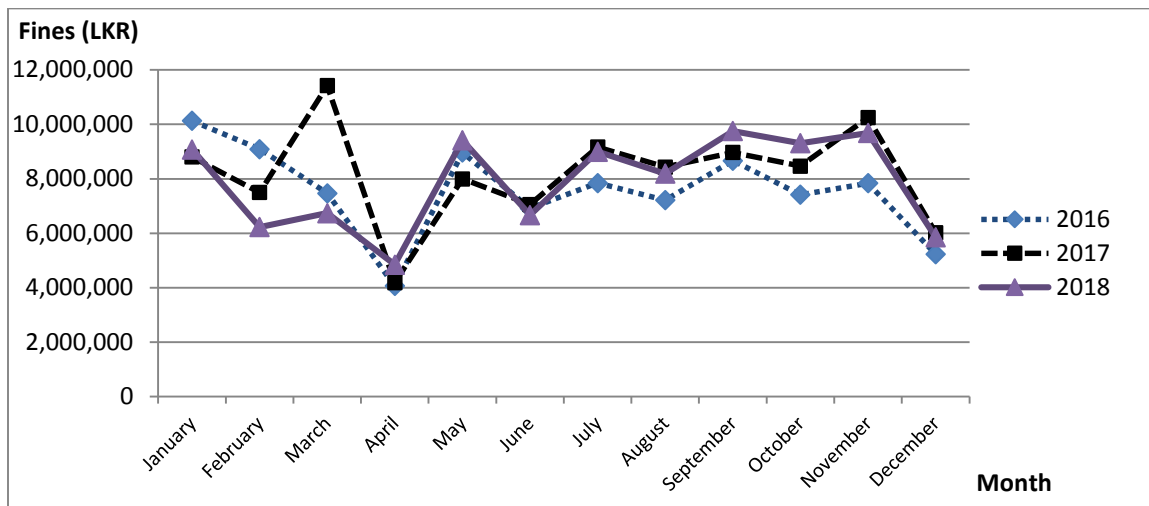


The above Table 02 and Chart 02 illustrate the number of cases filed within the period and there again a slight drop in number of cases filed by CAA in 2018 than 2017, which is obviously following the pattern of raids conducted by CAA. However, the noticeable drops in months of April and December are due to the court vacations taking place.

Table 03 : Fines imposed by courts from 2016 to 2018

(Fines in LKR)			
Month	2016	2017	2018
January	10,127,800	8,802,600	9,077,700
February	9,093,000	7,498,300	6,231,800
March	7,467,500	11,422,300	6,740,400
April	4,068,000	4,189,100	4,849,000
May	8,967,000	7,998,000	9,415,200
June	6,914,300	7,055,500	6,671,800
July	7,842,000	9,168,300	8,998,050
August	7,213,500	8,434,050	8,191,000
September	8,665,500	8,964,200	9,752,000
October	7,417,000	8,470,400	9,305,500
November	7,841,500	10,247,900	9,683,000
December	5,235,000	6,024,500	5,856,500
Total	90,852,100	98,275,150	94,771,950

Chart 03 : Fines imposed by courts from 2016 to 2018



The erroneous traders are prosecuted in the respective magistrate courts and fines imposed based on the provisions granted in Section 60 of the Act. Fines collected by the CAA are a source of income for the government. The amount of fines imposed by the magistrate courts from 2016 to 2018 are presented in Table 03 and Chart 03. The visible volatilities in fines imposed by courts are followed by the raids and cases filed during the period.

5.1.2 Consumer Awareness and Education

As an education unit of this authority, awareness programs are conducted to the Consumer and Traders. General public and schools come under the Consumer Awareness category in which audiences are enlightened on their rights as consumers and ways to protect them when the rights are violated by traders.

Education Unit through Trader Awareness notify and clarify Traders, producers, sellers and distributors on rules and regulations to be followed as per the authority act. They also notified about newly released gazettes under our act. We also check how they maintain the shops and stores and advise them to rectify the errors during the Trader Mobile awareness.

Awareness programs are conducted in all three languages according to the audience. The duration of an awareness program is 2-2.5 hrs.

Apart from awareness mentioned above, also engaged with public through major exhibition where quite a large number of audience can be reached. Following are the details of awareness programs conducted in the last three years

Table 04: Awareness Program 2016 to 2018

Year	2016		2017		2018	
Nature of Program	No of Programs	No. of Participants	No of Programs	No. of Participants	No of Programs	No. of Participants
Trader Awareness	330	10183	214	6315	608	15726
General Public Awareness	373	42874	255	14277	597	32810
School Awareness	209	14362	105	7064	247	20737
Exhibition	13	29900	13	27900	11	75660
Media Programs	535		152		40	
Total	925	97319	587	55556	1463	144933

Chart 04 : Awareness Programs - Total

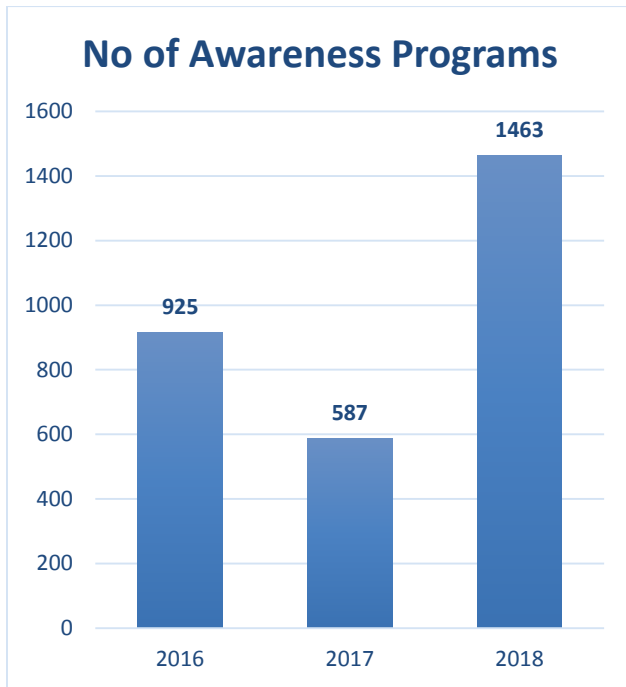


Chart 05 : Participants for Awareness Programs - Total

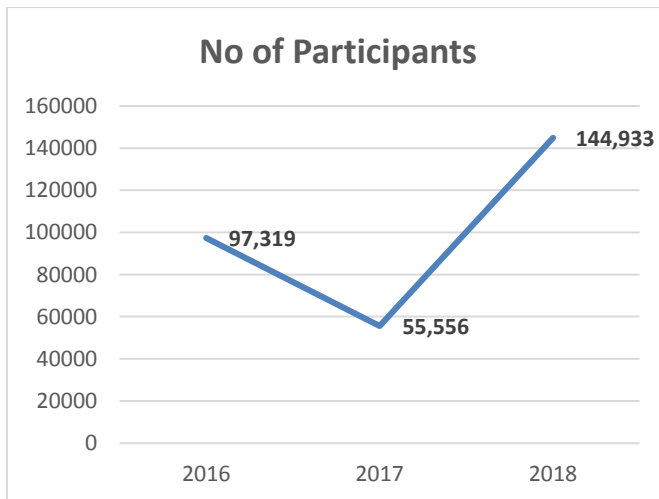


Chart 06 : Awareness Programs

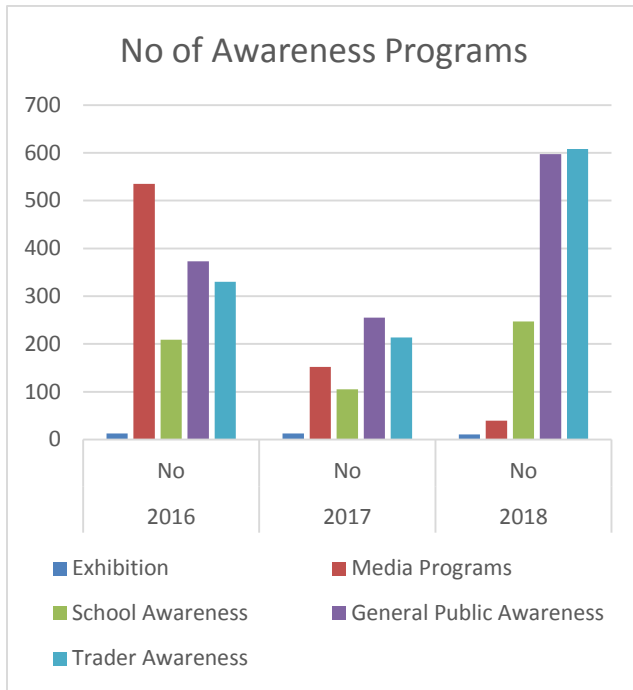
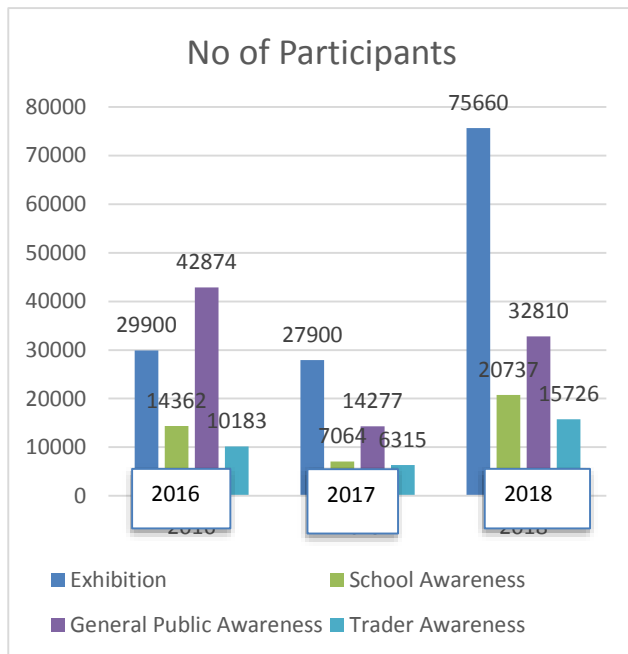


Chart 07 : Participants for Awareness Programs



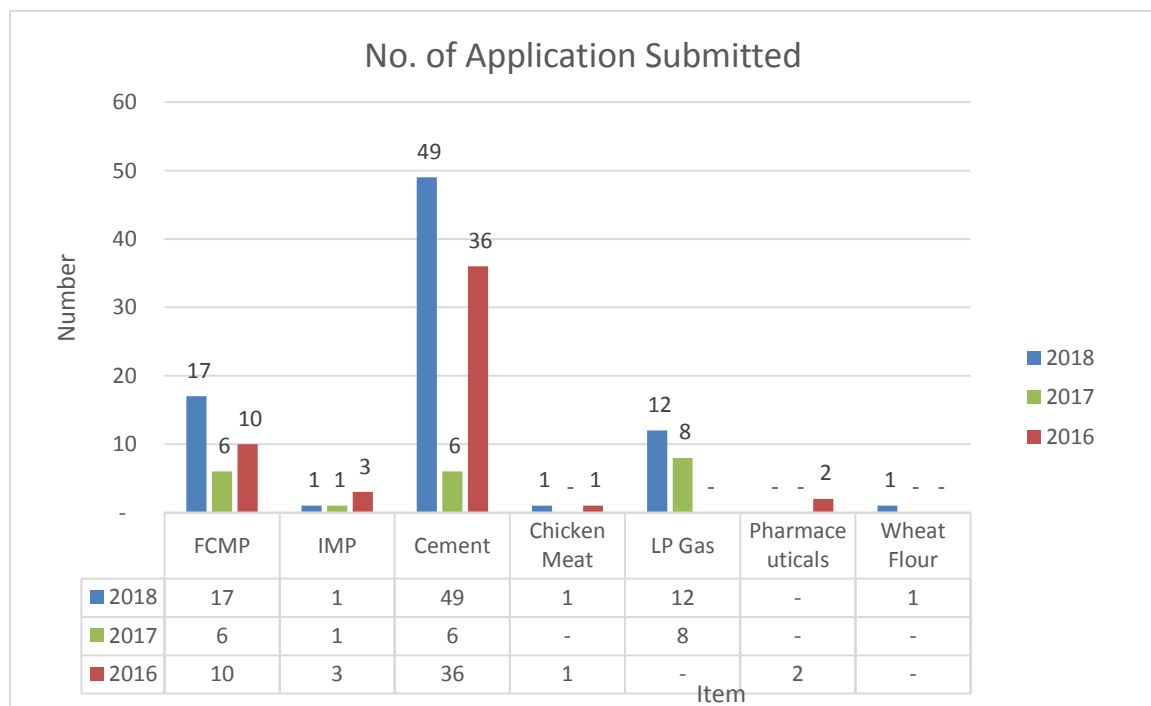
The numbers in 2018 have gone up as authority has utilized newly recruited Investigation officers (200) extensively.

5.2 Pricing & Management Division

Table 05: Price Revision Applications Received

Item	Number of Application Received		
	Year 2018	Year 2017	Year 2016
FCMP	17	6	10
IMP	1	1	3
Cement	49	6	36
Chicken Meat	1	-	1
LP Gas	12	8	-
Pharmaceuticals	-	-	2
Wheat Flour	1	-	-

Chart 08 : Price Revision Applications Received



Highest no of applications (81 applications) have been received in 2018 compared to the last 2 years, ie: 21 applications in 2017 and 52 applications in 2016.

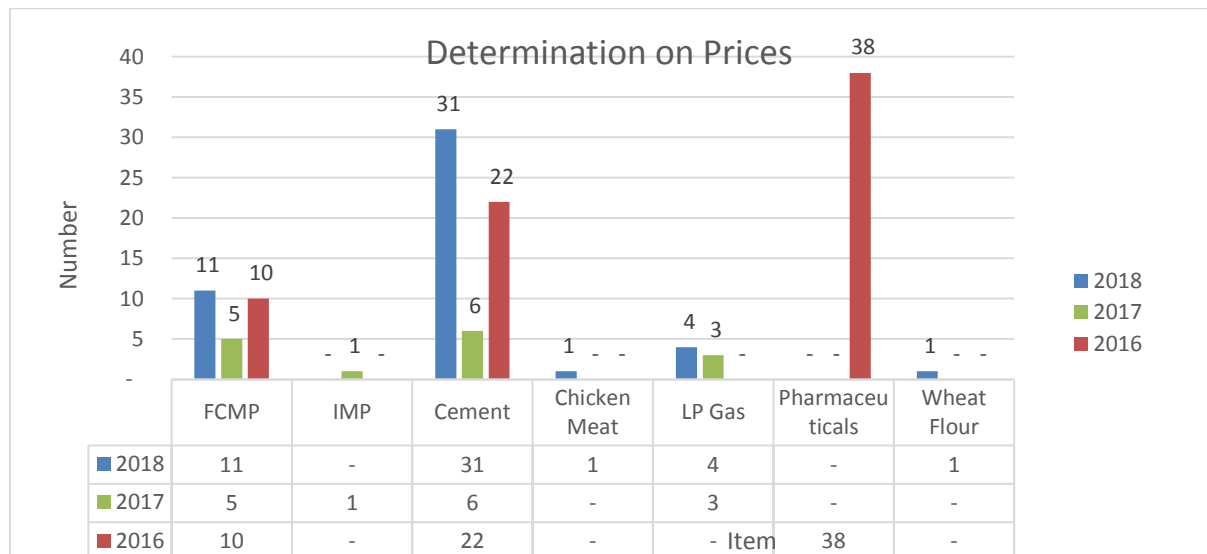
Out of 81 applications, 60% (ie: 49 applications) was for Cement and 21% for full Cream milk powder.

No Price revision applications on Pharmaceuticals have been recorded with CAA, with the establishment of National Medicinal Regulatory Authority in 2015.

Table 06: Determinations issued for Price Revision Applications

Determination on Prices	Year		
	2018	2017	2016
FCMP	11	5	10
IMP	-	1	-
Cement	31	6	22
Chicken Meat	1	-	-
LP Gas	4	3	-
Pharmaceuticals	-	-	38
Wheat Flour	1	-	-

Chart 09 : Determinations issued for Price Revision Applications

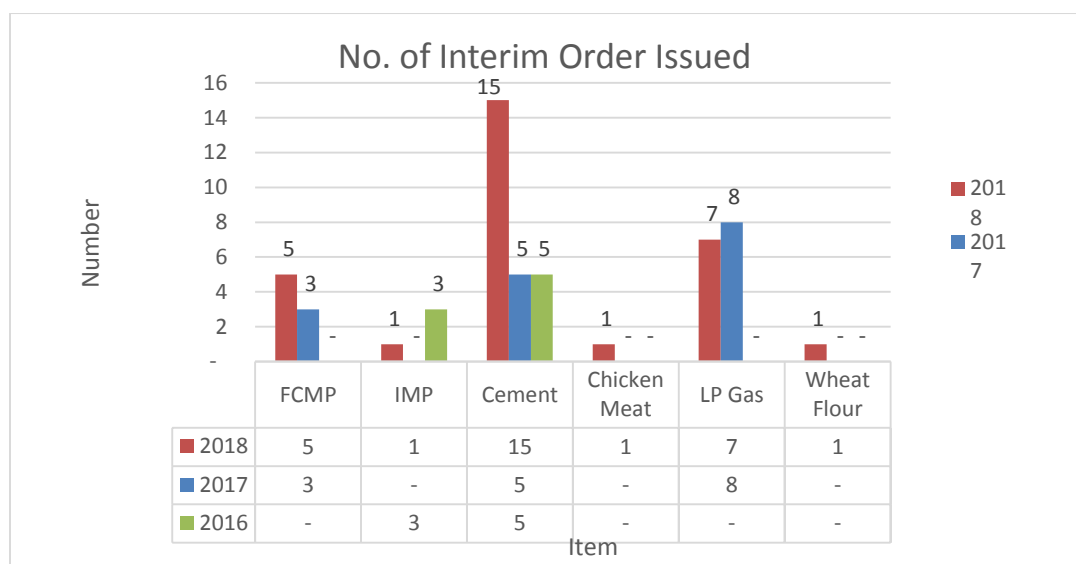


CAA was able to issue 48 determinations in 2018 and it was the year that highest number of determination issued for FCMP (11 determinations) and Cement (31 determinations) in comparing to the last two years.

Table 07: Interim Orders issued for Price Revision Applications

No. of Interim Order Issued	Year		
	2018	2017	2016
FCMP	5	3	-
IMP	1	-	3
Cement	15	5	5
Chicken Meat	1	-	-
LP Gas	7	8	-
Wheat Flour	1	-	-

Chart 10 : Interim Orders issued for Price Revision Applications



Non submission of required information for processing of application within specified time is the reason for issuance of Interim Order and Year 2018 was the year in which highest no of Interim Orders have been recorded. Additionally, Cement Industry was the mostly ignorant and affected industry on above matter.

5.3 Competition Promotion Division

Table 08: Progress from 2016 to 2018

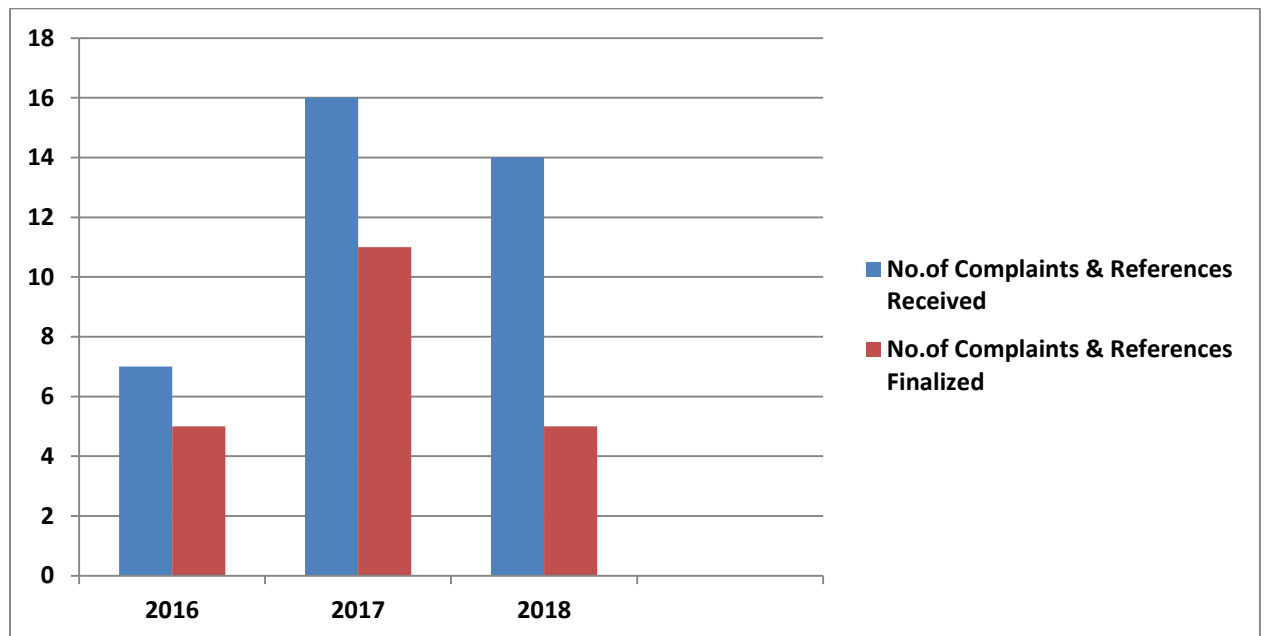
COMPETITION PROMOTION DIVISION PROGRESS LAST FOUR YEARS			
Activity	2016	2017	2018
01. Investigations into complaints from trade			
Complaints Received from previous period	1	4	9
Complaints Received during the period	28	25	25
Complaints transferred to the Council	2	1	3
Complaints disposed during the period	23	20	21
Complaints under progress	4	8	9
02. Maintaining level playing field for fostering competition			
Number of Applications Received	391	321	273
Number of Applications Processed	391	321	273
03. Price surveillance on essential commodities			
Report based on Essential Commodities Colombo & suburbs	12	12	11
District wise data analyzing and reporting	12	11	12
04. Price monitoring on food commodities - No of reports			
Reports on daily retail prices of Vegetables (25 Products)	255	276	160
Reports on daily prices of fruits (15 Products)	255	276	160
Reports on retail prices on essential goods (25 Products)	255	276	160
Reports on retails prices on fish	193	141	-
Special price Reports	79	224	200
05. Research study	2	2	0
Special Study	7	7	3
06. Identification of Market structure	Bi Annual Reports on 39 Products 1 Issued 1 In Progress	Bi Quarterly Reports on 39 Products 1 Issued 3 In Progress	Annual Reports on 39 Products 1 Issued (2017)
07. Awareness of Traders	11	7	10
08. 1977 Interactive Mobile Service	six day per week basis (5*60*3)+15	six day per week basis (5*60*3)+15	Five days for first four month and Three days for rest per week basis (5*60*3)+15

5.4 Consumer Affairs Council

Table 09: Complaints handled - from 2016 to 2018

Year	No. of Complaints & References Received	No. of Complaints & References Finalized
2016	07	05
2017	16	11
2018	14	05

Chart 11 : Complaints handled - from 2016 to 2018



Special Activities Carried Out:

- Council has finalized amended CAA Act and submitted Authority for further action.
- Following directions were issued during 2018,
 1. Proposed Maximum Retail Price for Bottled Drinking Water - CAC/MRP/28/2016
 2. Maximum Retail Price for White Nadu –CAC/MRP/47/2018
 3. Maximum Retail Price of Full Cream Milk Powder –AC/MRP/48/2018
 4. Maximum Retail Price for Sugar –CAC/MRP/50/2018
 5. Maximum Prices for White Sugar –CAC/MRP/53/2018

Organization Development

Amending Consumer Affairs Authority Act

Revisions to the CAA Act No 09 of 2003 are nearing completion and the Authority has received Draft of the amended Act on 11.08.2014 from the Legal Draftsman's Department. Following comparison of the amendment with the Original Act, further round of discussions were made and it is necessary to prepare schedules regarding on the spot fines to receive the final draft

CHAPTER 7

Corporate Strategies

**Goal 01 : To
enhance and
safeguard
Consumer**

**Interest through
the Provisions of
the Act.**

(01). Enforcement of the Provisions of the Act in order to grant redress to aggrieved Consumers

(02). Strengthening & enhancing of the existing powers to minimize barriers for enforcement to be in line with global policies & trends on consumer protection & healthy competition

(03). Make use of the powers of the Act to regulate the trade

(04). Systematization of Consumer Complaints through technology based system.

(05). Make use of provisions of the Act to deal with hazardous & substandard goods & services

(06). Regulate the trade through issue of Directions

(07). Post market intervention on quality of consumer items (food and non-food items)

(08). Market Investigation to identify the areas where Authority should Intervene

Cont/-

(09). Intervention for the facilitation of trade through Agreement under section 14 and determine MRP

(10). Regulation of MRP of specified goods and services under Section 18

(11). Regulation of MRP of goods and services of general economic importance under section 19

(12). Provide advisory services relating to prices of goods and services under section 23 and 24

Goal 02 :

Control or

(01). Identification the abuse of dominant position in the market

Eliminate of

(02). Identification of restrictive trade agreements among enterprises.

Economic

Concentration

(03). Protection local industry from Anti-Competitive Practices by tax evading imports of identified products.

and Promoting

Healthy

Competition.

(04). Identification of the prevalence of any anticompetitive practices.

(05). Educating traders on CAA activities and other regulations.

(06). Protection of traders and manufacturers against Anti-Competitive and unfair trade practices (Section 34 and Section 35)

Goal 03: Promote

**Education and
Awareness for
Consumer and Other
Stakeholders**

(01). Promote Consumer education on consumer rights & responsibilities, good consumer values, and on improving quality of life

(02). Promote to Establish and Activate Consumer Organization

(03). Ensure access to information on Consumer affairs and promote the exchange of information with other institutions (Centre for Consumer Information)

Goal 04:

To conduct research and development studies to promote a healthy society.

(01). Market Investigation to identify dominant position in the market

(02). Market Investigation to identify prices of essential goods specified under section 18 and 20 © where Authority should intervene

(03). Market investigation to identify prices of non- specified goods

(04). Strengthen the market intelligence network

(05). Intervention on efficiency study

Goal 05:

**To Develop a
Committed and
Competent
Workforce**

(01). Enhancement of Competencies of Employees.

(02). Grooming employees to make them successors for the next level.

(03). Improve Performance of Employees by conducting performance appraisal process

(04). Enhance productivity of the entity

Goal 06: To Develop an Effective Administrative Mechanism to Execute the Functions of the Authority	(01). Strengthening of human resources management functions.
	(02). Ensure operational reliability.
	(03). Supplying of goods and services
	(04). Awareness of administrative matters of the Authority and conducting ceremonies and events
	(05). Maintain Industrial harmony within Authority
	(06). Grievances handling systems is established.
	(07). Availability of automated systems.
	(08). Ensure operational reliability of Regional Offices (ROs) of the Authority.
	(09). Ensure and maintain financial requirement of the Authority, complying to reporting requirement of stakeholder and maintain true and fair view.
	(10). Providing independent assurance service to add value and improve the operational effectiveness of the Authority.

CHAPTER 8

Action Plan 2020 to 2022

Institutional Goal (01)		To Enhance and Safeguard Consumer Interest through Provisions of the Act and Practices					
Sustainable Development Goals		Ensure healthy lives and promote well-being for all at all ages, Ensure sustainable consumption and production patterns and promote peaceful and inclusive societies for sustainable development, Provide access to justice for all and build effective, accountable and inclusive institutions at all levels,					
Goals	Strategy	Activities	KPIs	2020	2021	2022	Responsible Officer
To enhance and safeguard consumer interest through the provisions of the Act	Enforcement of the provisions of the Act in order to grant redress to aggrieved consumers	Granting of redress to aggrieved consumers	No. of consumer complaints received	As per the actual complaints received.			D / L & E
			75% of consumer complaints resolved through mediation ¹	75%	75%	75%	D / L & E
			No. of inquiries conducted	65% of the listed inquiries			D / L & E

¹ No. of complaints concluded after screening has not been included due to the reason that performance is not measurable.

			Percentage of inquiries concluded.	60% of the conducted inquiries	D /L & E
			No. of orders issued.	Depends on other variables	D /L & E
			No. of orders enforced through the judiciary in the event of non-compliance	Dependent on other variables	D /L & E
			No. of court cases against orders	Dependent on other variables	D /L & E
	Strengthening & enhancing of the existing powers to minimize barriers for enforcement to be in line with global policies and trends on consumer protection and healthy competition.	Identify areas and propose amendments to the existing Act.	No. of amendments proposed	Dependent on other variables	D/L & E
	Make use of the powers of the Act to regulate	Screening and referring complaints on	No. of complaints referred	Dependent on other variables	D /L & E

	the trade	trade ²	95% of complaints resolved.	Based on above.			D /CA & I
	Systematization of consumer complaints through technology based system.	Streamline of a consumer helpline (1977)	No of trade complaints received.	Dependent on other variables.			DG
			No. of calls received for advisory services	Dependent on actual call receives for advisory service.			DG
		Introduction of a mobile App.	Operational within 12 months.	Completed	NA	NA	DG
			No. of users of mobile app.	NA	5,000	10,000	DG
		Complete separation of consumer affairs and investigation division	Establishment of a consumer information/investigation division to be completed. ³	NA	Completed	NA	DG / D/CA & I and D/HR
Registration of Traders under section 27	Prepare and approve a project plan	Project Plan is prepared and necessary approvals obtained.	Completed	NA	NA	D/CA&I	
		No. of Traders registered	NA	As per the project plan above		D/CA&I	

² Complaints received through CCU referred to CA&I have been taken into account as an activity.

³ Consumer Information Division to be established by 2021 and target to be achieved by the respective division. This refers separation of Consumer Affairs and Investigation Division. Director CP and CA & I shall prepare a work plan together with D/HR

Make use of provisions of the Act to deal with hazardous & substandard goods & services.	Conduct market investigations & raids	No. of market raids conducted.	26,000	28,000	30,000	D /CA & I
	Prosecute errant traders who violate the provisions of the Act	No. of cases instituted should be 90% of the Raids conducted.	23,400	25,200	27,000	D / L & E and D/ CA & I
	Action taken on regulation issued by Imports and Exports Department.	95% responses to information received.	Dependent on other variables			D/ L & E
	Market investigation on regulation of Imports and Exports Department ⁴	No. of market investigations conducted. ⁵	Dependent on other variables			D / CA & I
	Prosecution of violators	No. of prosecutions	Dependent on other variables			D / CA & I
Regulate the trade through issue of	Identify new products and services	No. of new products and services identified.	2	4	6	D /CA & I

⁴ Report from SLSI referred by L& E

⁵ SLSI report verifications.

	directions (Section 10 and 12)	Application of Regulatory Impact Assessment (RIA) for identified new products and services mentioned above.	No. of RIAs conducted	2	3	4	Overall Res: D/CP Functional Res: All(Ds)
			No. of directions issued	Dependent on other variables			D / L & E
	Application of RIA on request ⁶	No. of RIAs conducted	Dependent on other variables			Overall Res: D/CP Functional Res: D/CA&I, D/ L&E	
		No. of Directions issued	Dependent on other variables			D / L & E	
	Carryout periodical reviews of existing Directions	No. of periodical reviews carried out on Directions	5	8	10	Overall Res: D/CP Functional Res: D/CA&I, D/ L&E	
	Post market intervention on quality of consumer items (food and non-	Testing of relevant parameters such as physical, chemical &	No. of items tested against SLS standards	50	60	70	D /CA & I

⁶ This refers to request received from other institutions to issue directions. If request is received, Authority may apply RIA to identify feasibility of issuing the directions.

	food items)	biological parameters of food items against applicable Sri Lanka Standards which are not fit for human consumption or use by consumers.					
		Initiate legal action to file a case against manufacturer/importer/trader.	No. of legal action taken for noncompliance.	Dependent on other variables			D / CA & I
			No. of outcomes for the legal cases reported to relevant statutory institutions.	Dependent on other variables			D / CA & I
			No. of publications done on persons convicted.				
		Investigation of rejected consignments coming under the purview of	No. of reports received pertaining to rejection of consignment of SLSI.	40	45	50	D / CA & I

		Import Inspection Scheme of SLSI.	No. of inspections/investigations carried out	40	45	50	D / CA & I
		Establishment of testing laboratory subject to receiving of funds from Treasury.	Conducting feasibility study and obtain approval, procurement of land and building and equipment/recruitment of competent staff.	On-going	Completed	NA	DG
			Conduct trial run/validate test runs/commence Lab. Work and obtain accreditations.	NA	NA	Relevant activities are completed .	
	Intervention for the facilitation of trade through agreement under section 14 and determine Maximum Retail Price	Receive product details from different sources.	No. of request received.	1	2	3	D /PM
		Review details and prepare pricing formula.	No. of pricing formulas prepared.	1	2	3	D /PM

	(MRP)	Preparation and execution of agreements	No. of agreements entered as per the necessity	1	2	3	D /PM and D / L & E
	Regulation of MRP of specified goods and services under section 18	Receive price increase applications.	No. of price increase applications received	50	55	60	D /PM
		Received and reviewed of applications.	No. of Price Determination Committees (PDC)held	35	35	35	D /PM
			No. of determination issued.	50	55	60	D /PM
		Create and update data bases on world market sources, world market prices, etc	Update market prices and No. of reports prepared	On going			D/ PM
			No. of reports submitted to PDC	24	24	24	D/PM

			No. of value added recommendations.	19	20	21	D/ PM
			No. of violation reported through monitoring of market survey reports	Dependent on other variables			D/PM
			No. of response letters received with actions.	Dependent on other variables.			D /CA & I
		Prosecute traders for non-compliance of section 18	No. of cases filed per annum	Dependent on other variables			D /C & I
	Regulation of MRP of goods and services of general economic importance under section 19	Intervention on excessive pricing	No. of products and services referred to CAC	4	4	4	D/ PM
No. of investigations conducted			4	4	4	C/CAC	
No. of RIAs conducted			4	4	4	Overall Res. C/CAC, Functional Res. D/PM and D/CP and relevant D.	

			No. of gazette notifications issued.	Dependent on requirement			D / L & E
			No. of violations reported through monitoring of market survey reports to CA & I	Dependent on other variables			D/PM
	Carryout periodical reviews of existing orders	No. of periodical reviews carried out on orders.	2	4	6	D/ PM and D/CA & I	
		No. of recommendations submitted to CAC	2	4	6	D/PM	
		No. of investigations conducted	2	4	6	C/CAC	
		No. of RIA conducted	2	4	6	Overall Res; C/CAC, Functional Res. : D/PM and D/CP	
		No. of Gazette Notifications rescinded/amended	2	4	6	D/L&E	

	Provide advisory services relating to prices of goods and services (section 23 and 24)	Carry out activities under Minister request ⁷	No. of request received	Dependent on other variables	NA
			No. of Committees conducted ⁸	Dependent on request received.	D/PM, CA&I, CP
			No. of report submitted	Dependent on request received.	D/PM, CA&I, CP

Positions: - Chairman (‘C), Director General (G), Director (D), Secretary (S), Deputy Director (DD), Internal Auditor (IA)

Divisions: - Consumer Affairs and Information (CA&I), Consumer Affairs Council (CAC), Competition Promotion (CP), Legal and Enforcement (L&E), Finance (F), Administration and Human Resources (A&HR), Pricing and Management (PM), Internal Audit Unit (IAU)

⁷ If any request received from any other Ministries and task completed, performance can be included under this category.

⁸ Refer Board Paper No. CAA/DG/01/2019, Accordingly, Authority decision shall convey.

Institutional Goal (02)		Control or Eliminate of Economic Concentration and Promoting Healthy Competition					
Sustainable Development Goals		Ensure sustainable consumption and production patterns and Promote peaceful and inclusive societies for sustainable development, Provide access to justice for all and build effective, accountable and inclusive institutions at all levels					
Goals	Strategy	Activities	KPIs	2020	2021	2022	Responsible Officer
Control or Eliminate an Economic Concentration	Identification the abuse of dominant position in the market	Conduct investigations	No. of investigations carried out	1	2	2	D/CP and S/CAC
	Identification of restrictive trade agreements among enterprises.	Conduct investigations	No. of Investigations conducted.	1	2	3	D/CP and S/CAC
	Identification of the prevalence of any anticompetitive practices	Conduct investigations based on own motion or complaints	No. of complaints resolved/orders issued	1	2	2	D/CP and S/CAC

	Educating traders on CAA activities and other regulations	Conduct advocacy programs for traders	No. of programs conducted	4	6	8	D/CP and S/CAC
Promotion of Competition	Protection local industry from anti-competitive practices by tax/levy evading imports of identified products.	Implementation of regulation No. 12. (5 HS Codes)	No. of reference Nos. issued against applications received.	300	400	350	D/CP
		Monitor the declared/certified MRP of those imports of the market.	No. of brands of the identified products monitored at the warehouse.	100%	100%	100%	D /CA&I
			No. of brands of the identified products monitored at the open market	30	45	60	D/CP and D/CA&I9

⁹ Functional responsibility is with CP (Procedure has to be established) and overall responsibility is with CA & I.

	Protection of traders and manufacturers against Anti-Competitive and unfair trade practices (Section 34 and Section 35)	Carryout investigations and intervene into complaints on anti-competitive and unfair trade practices	No. of investigations carried out.	30	35	40	D/CP
			No. of disputes resolved.	27	31	36	D/CP
			No. of investigation reports referred to CAC	3	4	4	D/CP
			No. of investigations conducted	3	4	4	C/CAC
	Issue orders against anticompetitive practices which operate against public Interest	No. of order issued	As per the requirements.			C/CAC	

Institutional Goal (03)		Promote Education and Awareness for Consumer and Other Stakeholders					
Sustainable Development Goals		Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Ensure sustainable consumption and production patterns					
Goals	Strategy	Activities	KPIs	2020	2021	2022	Responsible Officer
Promote Education and Awareness for Consumers and Other Stakeholders	Promote consumer education on consumer rights & responsibilities , good consumer values, and on improving quality of life	Conduct generic awareness programs on consumer protection, rights, values and responsibilities	No. of programs conducted.	300	330	360	D /CA & I
		Conduct awareness programs for school children on consumer rights.	No. of school programs conducted	150	165	180	D /CA & I
		Conduct best business practice programs to traders/manufactures /importers (at least one program for two months)	No. of programs on best practices covering trader awareness	150	165	180	D /CA & I and D / CP
			No. of interventions used through social media.	300	330	360	D / F

		Updating of CAA website with using current activities/findings/updates etc.	No. of updates published on times	365	500	700	D / CP
		Participations in exhibitions.	No. of exhibitions participated.	4	6	8	D / CA & I. and D/ CP
		Issue of newsletter in the name of "Consumer"	No. of newsletters issued	4	4	6	DG
		Promote consumer education among other stakeholders.	No. of discussions/ programs conducted.	10	11	12	D/ CA & I
		Mobile programs conducted.	No. of mobile programs conducted	5	10	15	D /CA & I
	Promote to Establish and Activate Consumer Organization	Promote to establish consumer societies	No. of societies listed.	20	20	20	D /CA & I
		Encourage to establish consumer circles in the schools	No. of Consumer Circles registered	100	100	100	D/ CA & I

		Conduct Annual National Consumer Convention on Consumer Circles.	No. of events conducted.	01st July	NA	NA	DG
		Conduct Annual National Consumer Convention	No. of events conducted.	NA	01st July	01st July	DG
	Ensure access to information on consumer affairs and promote the exchange of information with other institutions (Centre for Consumer Information)	Information of MRP of commodities	Online information	Ongoing			D /CA & I and D / CP
		Consumer information through social media	No. of subscribers increased	5,000	15,000	50,000	D/F
		Publish details of persons convicted under this Act	No. of publications on persons convicted ¹⁰	Dependent on other variable			D/L & E and D/CA & I
		Consumer awareness through mass media.	No. of mass media programs conducted ¹¹ .	Dependent on other variable			DG
		Consumer awareness on directions, orders.	No. of press releases.	Dependent on other variable			Overall Res. D/CP and Functional Res. All (Ds)

¹⁰ This refers provisions of Sec 60 (6), which refers, **Authority may** publish or cause to be published in such manner as **it shall deem fit**.

¹¹ Programs have done through most common platforms of newspapers, magazines, radio and television.

Institutional Goal (04)		To conduct research and development studies to promote a healthy society					
Sustainable Development Goals		Ensure healthy lives and promote well-being for all at all ages					
Goals	Strategy	Activities	KPIs	2020	2021	2022	Responsible Officer
Goal 4: To conduct research and development studies to promote a healthy society	Market Investigation to identify dominant position in the market	Prepare list of Traders' of identified products and services	No. of Products (P) and Services (S) identified.	5 (P), 1 (S)	6 (P), 2 (S)	7 (P), 3 (S)	D/CP
		Identification of market structure	No. of Market Share report issued	2	2	2	D/CP
		Conduct study / research to understand the market situation. ¹²	No. of Research/studies Conducted	2	2	2	D/CP
	Market Investigation to identify Prices of essential goods specified under section 18 and 20(c)where Authority should	Collection of data of MRP of essential goods specified under section 18 and 20 © within Colombo.	No. of data collection reports generated on items specified under Section 18 and 20 (5)	24	24	24	D/CP
		District wise data Collection on items specified under Section 18 and 20 (5)	No. of data collection reports generated on	24	24	24	D/CA & I

¹² Market studies in respect of dominant position in the market as a result of market share report.

	Intervene		items specified under Section 18 and 20 (5)				
		Compiling of data and preparing of report	No. of report circulated per annum (All island)	24	24	24	D / PM
	Market Investigation to identify Prices of non-specified goods.	Market Price collection through 1977 for selected items (Vegetable, Fruits and Commodities)	No. of data collection reports generated on selected items.	12	12	12	D / CP
		Identify/study new products based on Legal and Enforcement Division.	No. of new products/services is Identified	5	5	5	D/PM
			No. of studies conducted	5	5	5	D/ PM
	Strengthen the market intelligence network	Collect market intelligence information ¹³	No. of Market Intelligence Surveys Conducted.	2	3	4	D /CP and D/CA &I
			No. of reports submitted based on above.	2	3	4	

¹³ This covers section 9 of the Act and related studies mentioned therein.

		Contribution on consumer protection laws at other related to stakeholder institutions/fora	No. of consultations/ meetings	Dependent on requirements	D /L & E
		Review and study of policies and laws on consumer protection and competition	No. of reviews done.	Dependent on requirements	D /L & E
		Participating technical committee meetings on regulatory affairs.	No. of technical committees attended.	Dependent on requirements	D / C & I, CP and PM
	Intervention on Efficiency Study	Carryout a public sector and private sector efficiency study and submit a report to Minister	No. of request made by Minister.	Dependent on requirements	Functional Res: Based on the subject matter, relevant (D)
No. of studies carried out.			Based on the above		
No. of report submitted to Parliament.			Based on the above		

Institutional Goal (05)		To Develop a Committed and Competent Workforce					
<i>Sustainable Development Goals</i>		<i>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</i>					
Goals	Strategy	Activities	KPIs	2020	2021	2022	Responsible Officer
To Develop a Committed and Competent Workforce	Enhancement of competencies of employees.	Identification of training needs	No. of training need report received	10	10	10	All (Ds) and IA
		Preparation of Training Plan	Completed Annual Training Plan	1	1	1	D/A&HR
		Conduct Training Programs	No. of training committees conducted.	24	24	24	D/A&HR
			No. of Local Training Programs provided	40	50	60	D/A&HR
			No. of employees attended local training programs	20%	30%	35%	D/A&HR
			No. of divisions covered	All Divisions			D/A&HR
No. of District Offices covered	All Districts			D/A&HR			

		Conducting efficiency bar examinations	No. of EB tests conducted.	Based on requirements and ongoing.			D/A&HR
			No. of employees attended foreign training programs	12 ¹⁴	12	12	D/A&HR
	Grooming employees to make them successor for the next level	Identify employees to be Promoted/trained under competency gap development programs.	Identify No. of employees to be promoted	10	10	10	Overall Res. D/A&HR Functional Res. All /(D) and IA
		Co-ordinate and appoint committees to assess competency gaps of employees ¹⁵ (Conduct Competency Gap Interviews)	No. of reviews/interviews conducted.	As per the requirements			Overall Res. D/A&HR Functional Res. All /(D) and IA
			Competency gap report completed by end of Oct every year	1	1	1	D/A&HR
			Prepare Competency Gap	1	1	1	D/A&HR

¹⁴ Depends on invitations and offers received and availability of funds

¹⁵ Committee shall appointed by Board to evaluate and report training needs of the employees. Accordingly interviews or any other assessment method shall be followed to identify competency gaps of employees.

			Training Plan by end of December every year				
			Completed Training as per the previous year Competency Gap Training Plan	Based on Competency Gap Training Plan			D/A&HR
			No. of postgraduate studies offered.	02	02	02	D/A&HR
			Zero vacancies in all critical positions.	NA	NA	0	D/A&HR
			No. of employees develop to hold key positions of the Authority.	5	5	5	D/A&HR
	Improve Performance of Employees by conduction Performance Appraisal Process	Conduct Performance Evaluation(PE)	No. of performance evaluation reports received	2 PE reports of each employee	2 PE reports of each employee	2 PE reports of each employee	All (Ds) and IA
Convey performance evaluation marks to each employee by end of August and End of Feb each year			NA	NA	NA	D/A&HR	
Payment of incentives as per the performance			01	01	01	D/A&HR and D/F	

			evaluation scheme ¹⁶ .				
Improve productivity of the entity	Review of scheme of recruitment(SOR) to suit the need	No. of meetings conducted on SOR	1	1	1	D/A&HR	
		No. of reports submitted on overall assessment on SOR to the Management Committee Meeting	1	1	1	D/A&HR	
		No. of report incorporated.	Based on requirements			D/A&HR	
	Enhance the existing process of activities by removing bottlenecks	No. of bottleneck identified and improved.	Based on requirements			All (Ds) and IA	

¹⁶ Dependent on availability of funds and necessary approvals.

Institutional Goal (06)		To Develop an Effective Administrative Mechanism to Execute the Functions of the Authority					
<i>Sustainable Development Goals</i>		<i>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</i>					
Goals	Strategy	Activities	KPIs	2020	2021	2022	Responsible Officer
To develop an effective administrative mechanism to execute the functions of the Authority.	Strengthen of human resource functions.	Recruiting new staff	No. of cadre positions reviewed	12	12	12	D/A&HR
			No. of vacancies identified	As per the requirements			D/A&HR
		No. of reports submitted to management committee (Update to Committee on every two months)	6	6	6	D/A&HR	
		No. of vacancies filled.	As per the requirements			D/A&HR	
		Outsourcing relevant services	No. of outsourcing services reviewed	As per the requirements			D/A&HR

			No. of outsourcing agreements entered/renewed on time.	As per the requirements			D/A&HR
Ensure operational reliability	Providing all transport requirements	Renewal of agreements, obtain revenue license and insurance on time.	NA	NA	NA	D/A&HR	
		No. of regular service carried out	Based on vehicle availability			D/A&HR	
		Availability of regularly updated vehicle history	Based on vehicle availability			D/A&HR	
		No. of running charts received	Dependent on other variable.			D/A&HR	
		Submission of running charts to Government Audit on time	12	12	12	D/A&HR	
	Receive and resolve utility	No. of issues received	Dependent on other variables			D/A&HR	

		management ¹⁷ related issues and facilitate resolutions of the same	No. of issues settled.	100%	100%	100%	D/A&HR
		Providing speedy delivery of mails and parcels. i.e. within one working day from the receipt of the letter.	No. of letters and parcels sent.	Dependent on other variables			D/A&HR
			No. of days delayed.	Dependent on other variables			D/A&HR
		Providing secure and safe environment to employees	Installation of fire-fighting equipment's	Installa tion Comple ted	NA	NA	D/A&HR
			Repair and replace firefighting equipment	NA	As per the requirements.		D/A&HR
			No. of unauthorized entry and exist reported	Actual Nos. reported			D/A&HR

¹⁷ Electricity, Water and Sewage, Trash and Cleaning, Internet, Telephone, cable, inventory and any others

			No. of reviews conducted on availability of security personals and their service requirements	2	2	2	D/A&HR
Supplying of goods and services	Updating of Authority procurement manual		No. of new amended received and incorporated.	Dependent on other variables			DD/A&HR
	Procurement of Goods and Services		Availability of approved procurement plan beginning of the year.	1	1	1	DD/A&HR and D/F
			Co-ordination and appointment of procurement committees within two weeks of beginning of the year.	Completed on time	Completed on time	Completed on time	DD/A&HR
			Percentage of procurements completed against	25%	25%	25%	DD/A&HR

			Procurement Plan ¹⁸ within 4 months.				
			Percentage of Procurements completed against Procurement Plan ¹⁹ within 8 months.	75%	75%	75%	DD/A&HR
			Percentage of Procurements completed against Procurement Plan ²⁰ within 12 months.	100%	100%	100%	DD/A&HR
			No. of procurement committees conducted.	As per the requirement			DD/A&HR
		Ad-hoc purchase of goods and services	No. of goods and services purchased, not included in the PP.	As per the requirement			DD/A&HR

¹⁸ Targeted procurements shall be completed within every three months. Progress shall report against estimated value of procurement and contract entered.

¹⁹ Targeted procurements shall be completed within every three months. Progress shall report against estimated value of procurement and contract entered.

²⁰ Targeted procurements shall be completed within every three months. Progress shall report against estimated value of procurement and contract entered

		Update registry of suppliers	Availability of updated suppliers' database.	As per the requirement			DD/A&HR	
		Maintenance of Stores	Percentage of technical specification verified against goods purchases	50%	75%	90%	D/A&HR	
				No. of GRNs raised	As per the requirement			D/A&HR
				No. of GDN (Goods Delivery Notes) issues.	As per the requirement			D/A&HR
				Updating of Assets register.	Ongoing			D/A&HR
				No. of physical verifications conducted.	2	2	2	D/A&HR
				Awareness of administrative matters of the Authority and conducting ceremonies	Issue circulars to the employees	No. of circulars issues	As per the requirement	
	Implementation of Operation Manual	Preparation of operation manual	Completion of Operation Manual		NA		Overall Res. D/A&HR and Adm, Fun.Res: All (D)	

	and events		No. of update submitted to management committee for approval.	As per the requirement			Overall Res. D/A&HR, Fun.Res: All (D)
			No. of amendments incorporated.	As per the requirement			D/A&HR
		Conducting events, ceremonies and staff welfare programs	No. of events and ceremonies conducted.	As per the requirement			D/A&HR
	Maintain Industrial harmony within Authority	Conducting regular meeting with trade unions and ensure zero level disputes	No. of meetings conducted with unions	3	3	3	D/A&HR
			No. of meeting organized with Unions and Management.	As per the requirement.			D/A&HR
		Providing medical insurance to employees	Procurement of Medical Insurance completed by month of Feb every year	Providing Medical Insurance Scheme on Time			D/A&HR and D/F

			No. of employees benefited from indoor and outdoor medical insurance scheme	As per the requirement.	D/A&HR
Grievances ²¹ handling systems is established.	Received and resolved grievances.	No. of grievances received.	As per receipt of grievances	D/A&HR	
		No. of grievances resolved on informal approach	As per receipt of grievances	D/A&HR	
		No. of grievances resolved on formal approach	As per receipt of grievances	D/A&HR	
Availability of automated systems	Developing of integrated system	ERP system is developed and implemented	Based on approvals and availability of funds.	DG	

²¹²¹ Safety in the workplace, Staff development or training, Leave allocation, Supervision, Hours of Work, Performance appraisal, Transfer or Promotion, wage or salary and any other.

Ensure operational reliability of Regional Offices (ROs) of the Authority.	Decentralization ROs Administrative and human resources and administration (HRM) functions.	No. of progress reports on HRM.	12	12	12	D/CA & I ²² and D/A&HR
Ensure and maintain financial requirement of the Authority, complying to reporting requirement of stakeholders and maintain true and fair view.	Management of financial requirement of the Authority	Preparation and submission of annual budget on time	As per the requirements of Ministry of Finance			D/F, All (Ds) and IA
		Percentage of recurrent expenditure met against Budget	100%	100%	100%	D/F and All (Ds)
		Percentage of capital expenditure met against Budget	100%	100%	100%	D/F and All (Ds)
	Submission of Financial Statements and Progress reports	No. of monthly reports submitted to the Board of the Authority	12	12	12	D/F

²² D/CA & I has to develop a report enabling to obtain monthly report.

			Completed annual financial statement by end Feb each year.	1	1	1	D/F		
			Submission of Annual Report to Parliament on time.	1	1	1	DG/DF		
			No. of physical and financial progress report submitted to treasury and stakeholders	12	12	12	DG		
Providing independent assurance service to add value and improve the operational effectiveness of the Authority.	Preparation of risk based Annual Audit Plan	Prepared and submitted Annual Audit Plan (AP)	As per the requirement of Ministry of Finance				IA		
				Perform Audit Assignments and follow-up	Percentage of audit assignments completed in the AP within a year.	100%	100%	100%	IA
					No. of special audit assignments completed and reported	As per the requirements			IA
					No. of Audit Committee Meetings	4	4	4	IA

			conducted.				
			No. of reports submitted to Authority Board on Audit Committee report recommendations	As per the requirements			IA

Positions: - Chairman (‘C), Director General (G), Director (D), Secretary (S), Internal Auditor (IA)

Divisions: - Consumer Affairs and Information (CA&I), Consumer Affairs Council (CAC), Competition Promotion (CP), Legal and Enforcement (L&E), Finance (F), Administration and Human Resources (A&HR), Pricing and Management (PM), Internal Audit Unit (IAU)

Notes :

01. Committee recommended that, Sec 10 (2) is one activity in the implementation process of Section 10. Accordingly, compliance shall be monitored as part of the activity of execution of said provision.
02. Committee recommended that, section 29 of the provision of the Act outdated with the time, due to the reason of difficulty of displaying no. of directions and orders issued by the Authority.

CHAPTER 9

Implementation and Progress Review

Progress Monitoring & Performance Evaluation

The respective Heads of Divisions shall implement proposed plan of the year. Each division shall submit progress report to the Director General on following basis.

1. Monthly
2. Quarterly basis.

Progress shall be discussed at the monthly management meeting before submission of the progress report to Authority. Reason for deviation, proposed plan to achieve the target during the year shall be indicated clearly.

Management Committee is reviewing the monthly performance of each division, identifies bottlenecks and proposing corrective measures if required.

At the end of each year Annual Progress Reports of the divisions will be prepared by the Director General. Annual Progress Report is circulated to all the required institutions to fulfill the statutory requirement.

At the end of each year, Management Committee of the CAA reviews the annual progress and identifies the new changes to be incorporated for the next year's action plan. This new action plan will be added to the Corporate Plan of the CAA and the Corporate Plan will be continued as a rolling plan with incorporating new changes based on new challenges identified and changing requirements of the stakeholders.

Key Priority Areas which needs the Intervention and support of other State Institutions

Being a government institution, CAA has to depend on the support and assistance of other policy making government Institutions in implementation of some of its projects.

Implementation of the proposed Organization Structure with the regional network

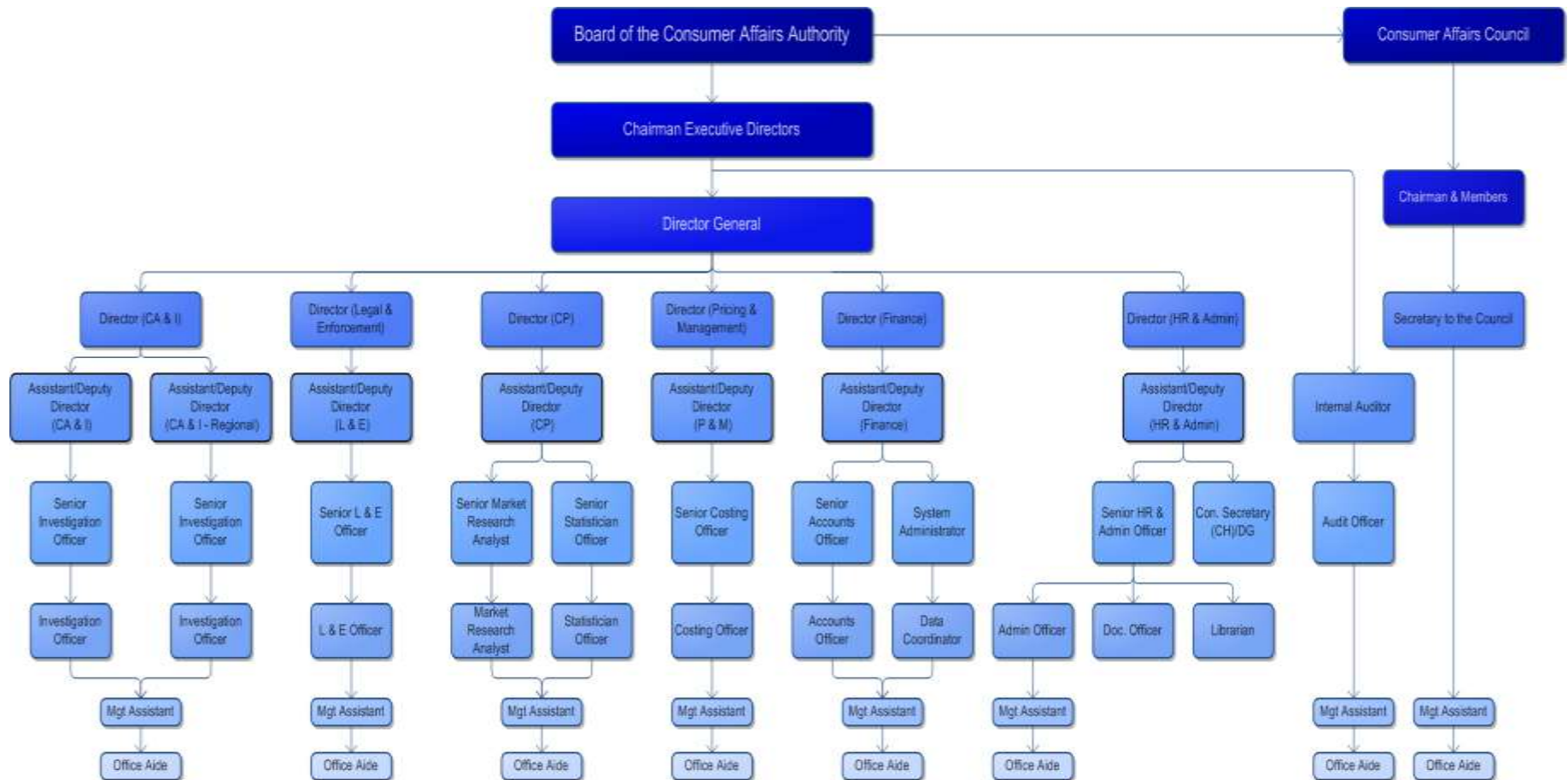
CAA has identified the strengthening of its regional network as a top priority in order to deliver its services to the grass root level consumers more effectively. Moreover some new proposals have been proposed to the existing organizational structure with the intention of molding it as a more customer oriented service provider. CAA is in the process of negotiating and persuading the relevant policy making institutions; Department of Management Services, Salaries and Cadre Commission etc to get the approval for the implementation.

Incorporating Amendments to the existing Act

Currently the CAA is functioning under the provisions granted in the CAA Act No 9 of 2003. While delivering our services, the staff of the Authority specially the senior Management team have identified that our services can be further improved by incorporating certain new additions to the existing Act. Accordingly, after several brainstorming sessions, Compliance and Enforcement division has drafted a set of amendments, discussed and finalized with the Legal Draftsman's Department.

Appendix 01:

Organization Structure of the Authority



**Corporate
Plan Team**

Dr. Lalith N Senaweera - Chairman/Chairman Corporate Plan Team

Mr. A.R.B.Nihmathdeen - Full Time Member

Mr. M. A. Anzil - Full Time Member

Mr. V. Jayathilake - Full Time Member

Mr. M. S. M. Fouzer - Director General /Co-chairman Corporate Plan Team

Ms. Deepthi Tissera - Director - Legal & Enforcement

Mr. W.M. Priyantha - Director - Finance

Mr. K.A.R. S. Angulugaha - Director - Administration & Human Resources

Ms. M.M.S.K. Karunarathne - Director - Competition Promotion

Mr. W.W.A.K. Bandara - Director - Consumer Affairs & Information

Ms. N. Jeganathan - Director - Pricing & Management

Ms. R. Kondaramage - Secretary – Consumer Affairs Council

Ms. R. S. Wijesekara - Internal Auditor

**Supporting
Team**

Ms. W.S.K.Weerasinghe - Assistant Director

Ms. G. Ranasinghe - Senior Legal Officer

Mr. U.K. Nanayakkara - Senior Investigation Officer

Ms. M.P.S.H. Sumathipala - Costing Officer

Ms. Ms. V.L.C. Vithanege - Costing Officer

Ms. S. Lekhamwasam - Investigation Officer

Mr. M. Gunasinghe - Statistician

Ms. T. I. Hettiarachi - Management Assistant

Mr. N.M.P.G. Kumara - Office Aid

Ms. G. Subasinghe and and Team, engaged in arrangement of meetings.
