



Year 2018-2020

Corporate Plan

Vision

A well protected
consumer with a
disciplined business
culture

Mission

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

Values

1. **C**ommitment
2. **T**ransparency
3. **A**ccountability
4. **I**ntegrity
5. **O**perational Autonomy
6. **P**rofessional Competence
7. **C**ollaborative
8. **A**ccessibility
9. **S**ervice Excellence

Values

1	Commitment	Providing leadership to the consumer, results and outputs.
2	Transparency	Being ready to explain rationale behind our actions
3	Accountability	Being responsible for our policy advises and regulations
4	Integrity	Ethically discharging duties to interest of the consumer and businesses.
5	Operational Autonomy	Organizational freedom for objective decision.
6	Professional Competence	Continuous development of knowledge, skills and competencies to be excellent in what we do.
7	Collaborative and	Ensure team relationships, maximum level of co-operation and participatory work practices within the institution and between the institutions
8	Accessibility	Increase and ensure accessibility of consumer and traders
9	Service Excellence	Being efficient and effective

Introduction

The Consumer Affairs Authority has been established by the Consumer Affairs Authority 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 Consumer Affairs Authority 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. Accordingly, Consumer Affairs Authority is playing unique role in the open market economy. The regulations and policy directions have very impact to the consumers and traders in the country. The Objects of the Authority are specifically given the Act are as follows,

- 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.
- e) This strategic plan is providing direction and enables to achieve its objectives with the fast faced environment to the Authority together with Consumer Affairs Council, affiliated body functioning under the Authority.

Our Role

1. Authority

1.1 Board of the Authority

The Consumer Affairs Authority 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

1.2 Internal Audit Unit

Internal Audit Unit has established under the Chairman as an independent unit of the Consumer Affairs Authority. 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.

1.3 Consumer Affairs and Investigations Division and District Officers

The Consumer Affairs Investigation division is 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.

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.

b). To encourage the good business practices and lawful business. i.e develop a set of criteria which a business should fulfill

c). The Authority conducts awareness programs to promote good business practices and safeguard consumer rights.

- d). Ensure consumer safety and protection with emerging goods and services.

1.4 Legal & Enforcement Division

Consumer Affairs Authority 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.

1.5 Competition and Promotion Division

This division is established to regularize promotion of competition and consumer interest as per the provisions of the sections 34,35,36,37, 38, 41 and 42 in the Act.

The functions identified 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.

1.5 Pricing and Management

This division is established to regularize and monitor Maximum Retail Prices of specified goods. The Authority has the power to determine Maximum Retail Prices 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,

1.6 Data and Statistics (Proposed)

This division is established to empower consumer to supply information relevant to consumer for decision making and key economic and demographic data to support effective decision-making of policymakers, businesses, and the Sri Lankan public.

1.7 Finance Department

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

1.8 Human Resources and Administration Division

This division is consisting with two sub units, Human Resources Management and Development and Administration and Procurement Unit.

1.8.1 Human Resource Development and Management

1.8.2 Administration and Procurement

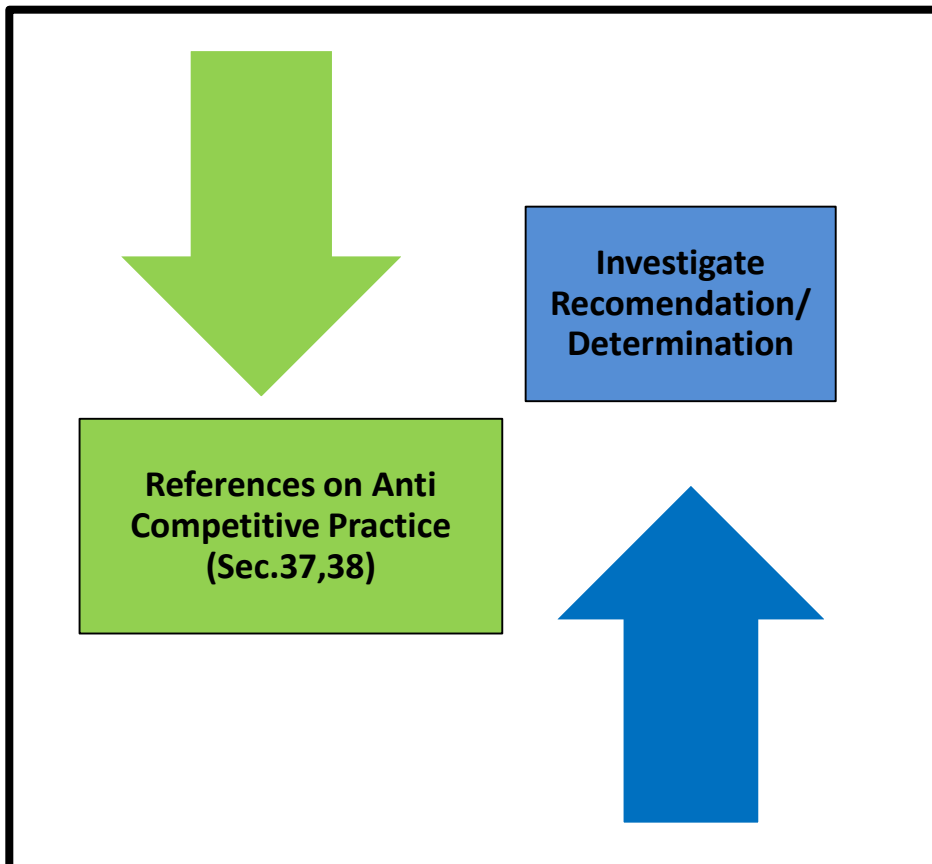
2. Consumer Affairs Council

Consumer Affairs Council established under Part IV of the Consumer Affairs Authority Act NO.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.

Function of the Council

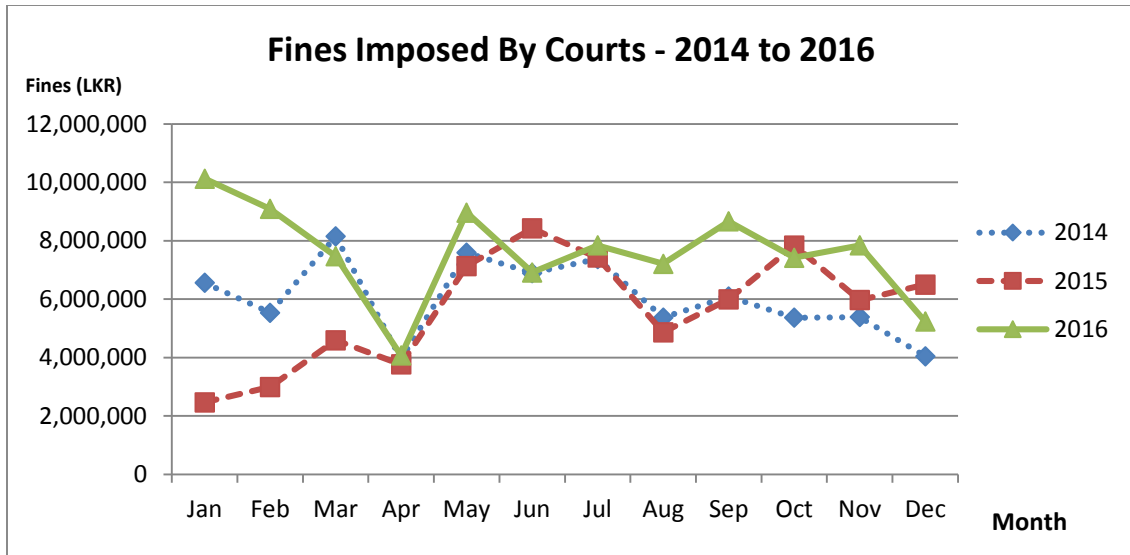


Brief Summary of Work Done of Last 3 Years

1. Consumer Affairs and Investigation Division

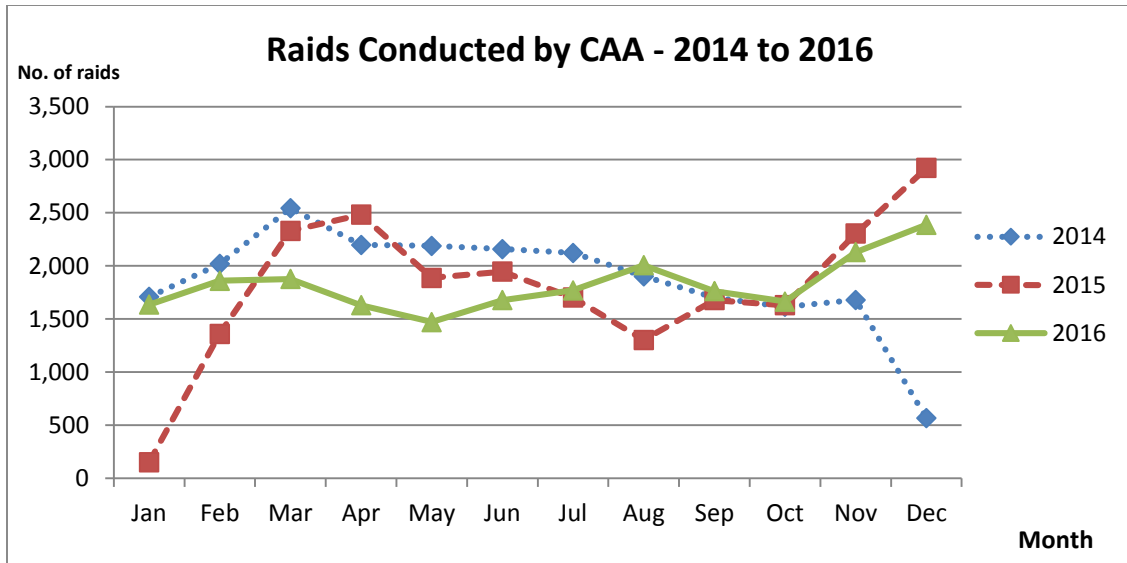
Raids and Fines Comparison 2014 to 2016

Month/Year	<i>Fines (LKR)</i>		
	2014	2015	2016
Jan	6,558,250	2,465,000	10,127,800
Feb	5,532,550	2,992,500	9,093,000
Mar	8,148,000	4,590,700	7,467,500
Apr	3,949,050	3,764,500	4,068,000
May	7,591,400	7,134,400	8,967,000
Jun	6,894,500	8,422,400	6,914,300
Jul	7,377,250	7,425,500	7,842,000
Aug	5,367,750	4,862,500	7,213,500
Sep	6,086,100	5,995,000	8,665,500
Oct	5,362,600	7,836,500	7,417,000
Nov	5,386,020	5,968,000	7,841,500
Dec	4,043,400	6,499,500	5,235,000
Total	72,296,870	67,956,500	90,852,100



No. of Raids

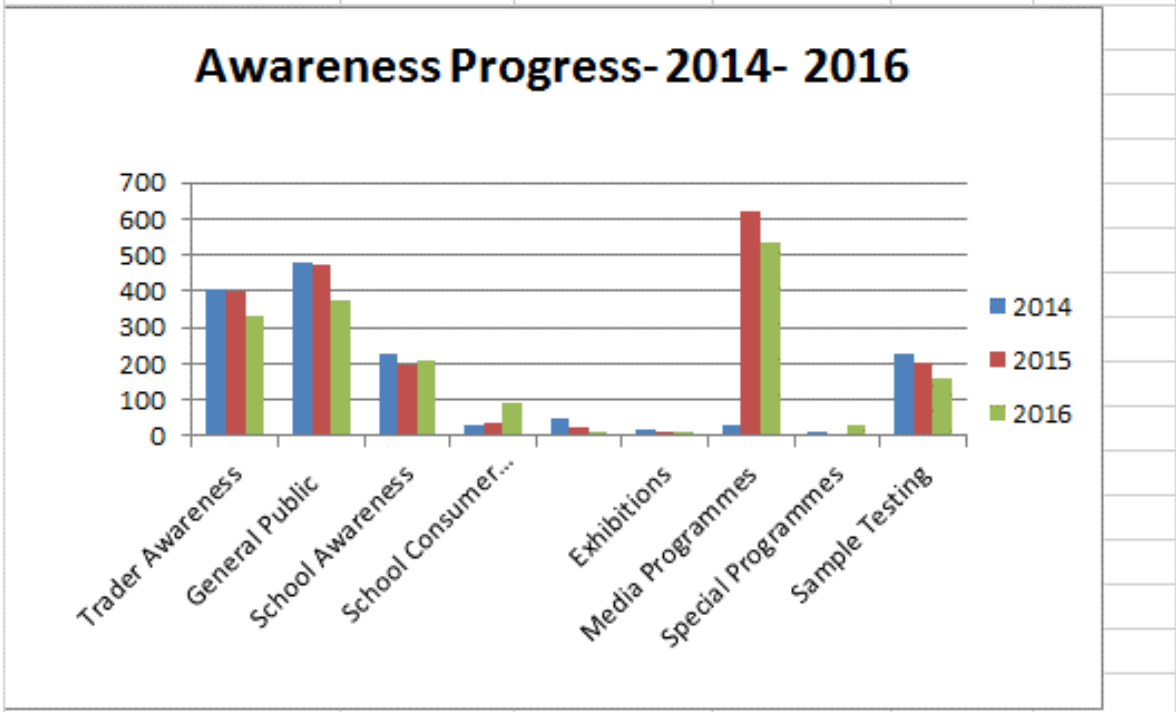
Month/Year	2014	2015	2016
Jan	1,709	153	1,636
Feb	2,018	1,361	1,861
Mar	2,543	2,330	1,877
Apr	2,198	2,483	1,630
May	2,189	1,888	1,472
Jun	2,158	1,947	1,678
Jul	2,123	1,703	1,770
Aug	1,902	1,303	2,006
Sep	1,701	1,678	1,762
Oct	1,615	1,630	1,664
Nov	1,679	2,305	2,130
Dec	567	2,923	2,387
Total	22,402	21,704	21,873



Special Raids

2014	
1	Raid conducted on sprats unfit for human consumption
2	Raid on local fairness cream fraudulently labeled as Indian products
3	Cumin seeds mixed with "sathakuppa" raided when kept for sale
4	Raided when fake joss-sticks were prepared for sale
5	Conducted a raid on chillie powder mixed with fabric dye
2015	
1	Dried fish not suitable for human consumption was raided
2	Raid conducted when animal suited rice is prepared for sale for human consumption
3	Raids on fruits unfit for consumption
4	Stock of expired "rulan" found while repacking
5	Taken legal actions to destroy a stock of expired dates
2016	
1	Taken legal action for hording of expired bags of fertiliser
2	Raid conducted on water bottles with fake SLS certificate
3	A warehouse with expired coffee was raided
4	Raid conducted when repacking rice unfit for consumption
5	Conducted a raid on expired pharmaceuticals

Awareness Progress- 2014- 2016			
	Year		
	2014	2015	2016
Trader Awareness	407	402	330
General Public	477	472	373
School Awareness	229	194	209
School Consumer Organization Established	30	36	93
	49	23	12
Exhibitions	16	13	13
Media Programmes	32	622	535
Special Programmes	14	5	33
Sample Testing	230	204	158



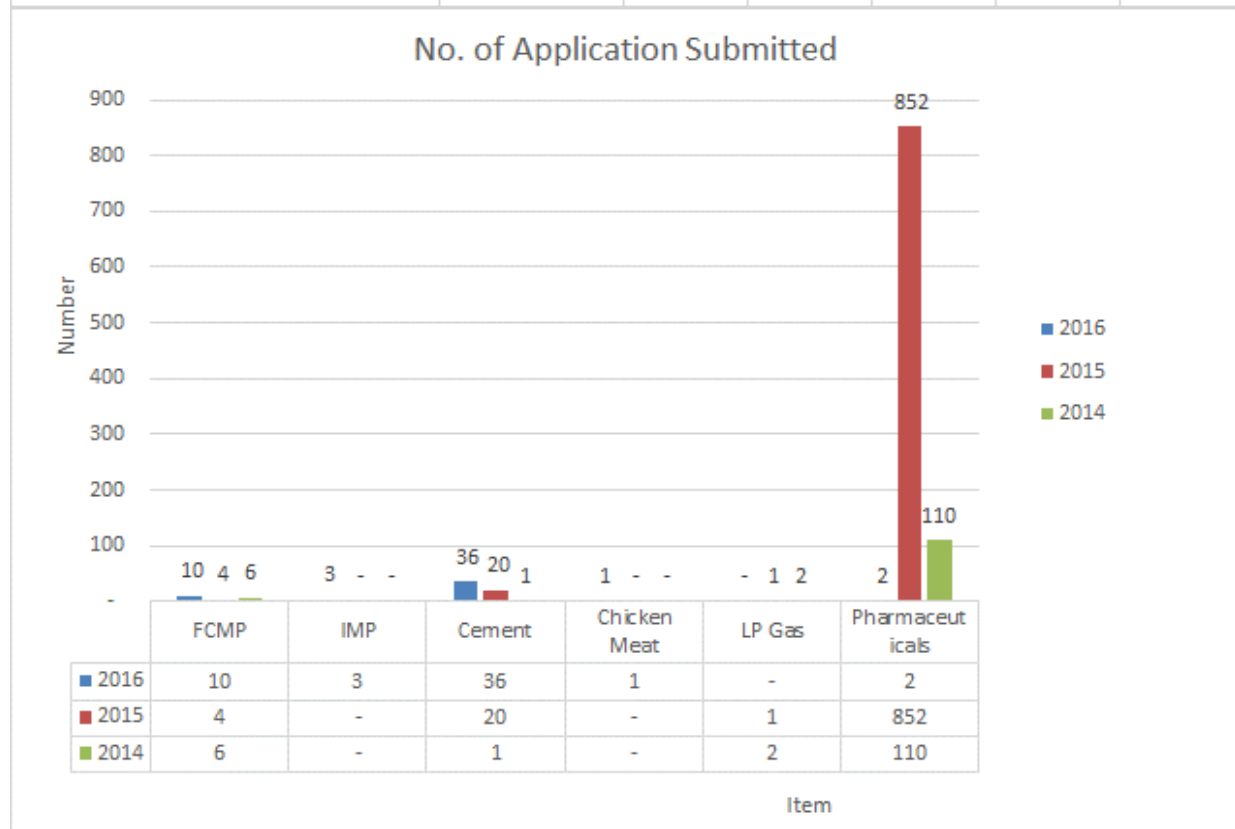
2. Consumer Enforcement Division

Comparison of the Progress for the period 2014- to October2017			
Legal &Enforcement Division			
Description	2014	2015	2016
Complaints Received	1423	1428	1981
By Post	1147	1128	1651
By Phone Calls	276	602	330
Discussions held prior to inquiries	634	664	884
Settlement at Discussions	677	499	972
Complaints Received From CCU(Complaints reffered for inquiries)	149	139	210
Inquiries Held	230	178	350
Inquiries continued from previous months	88	99	221
New Inquiries	142	79	129
Inquiries Settled	28	19	66
Inquiries for Orders	42	30	88
Court Cases Filed(Legal Action)	48	39	120
Court Appearances	523	625	728
Total Trials Conducted	124	148	196
Court Cases against the CAA(appearances)	143	132	109
Directions issued	4	7	3
Orders issued	4	7	1
Monitoring of Substandered Goods	72	199	140

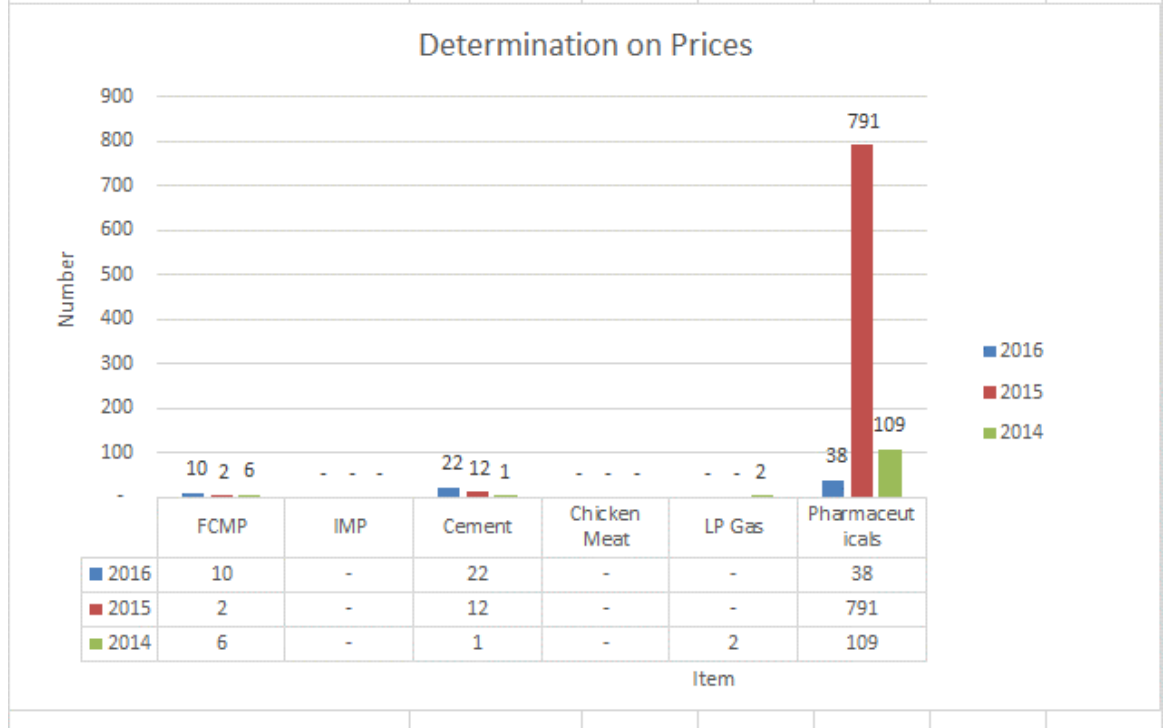
3. Pricing and Management Division

Progress Report from 2014 to 2016

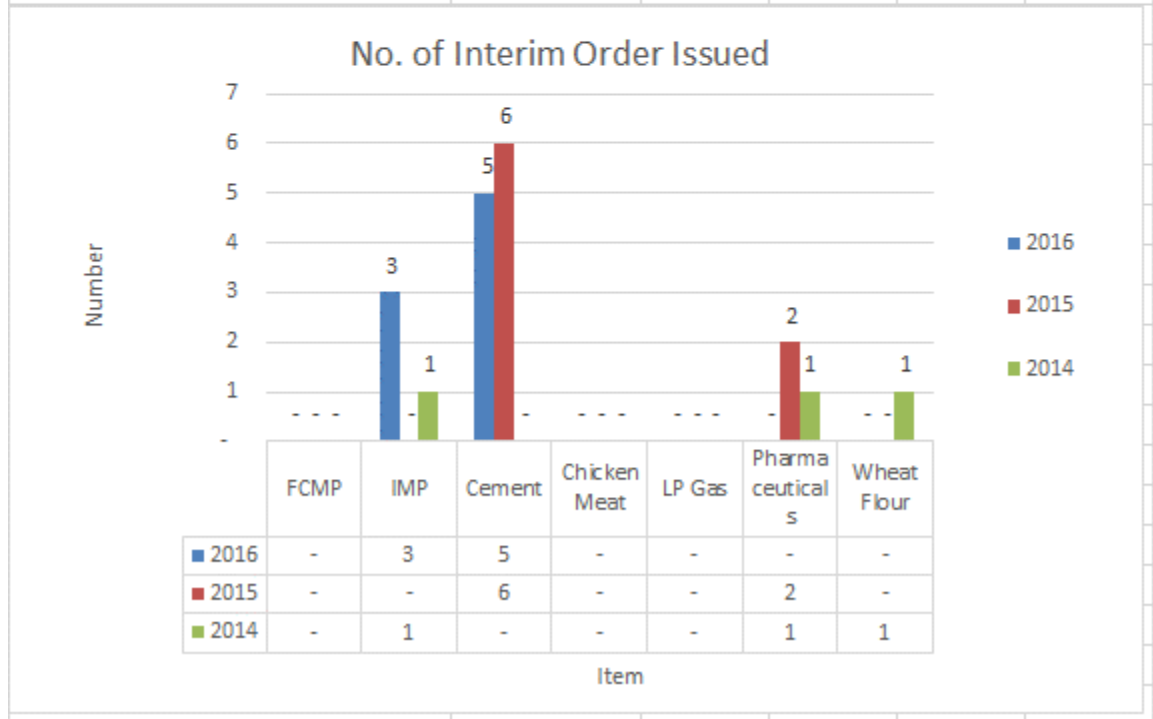
Item	Year		
	2016	2015	2014
FCMP	10	4	6
IMP	3	-	-
Cement	36	20	1
Chicken Meat	1	-	-
LP Gas	-	1	2
Pharmaceuticals	2	852	110



Determination on Prices	Year		
	2016	2015	2014
FCMP	10	2	6
IMP	-	-	-
Cement	22	12	1
Chicken Meat	-	-	-
LP Gas	-	-	2
Pharmaceuticals	38	791	109



No. of Interim Order Issued	Year		
	2016	2015	2014
FCMP	-	-	-
IMP	3	-	1
Cement	5	6	-
Chicken Meat	-	-	-
LP Gas	-	-	-
Pharmaceuticals	-	2	1
Wheat Flour	-	-	1



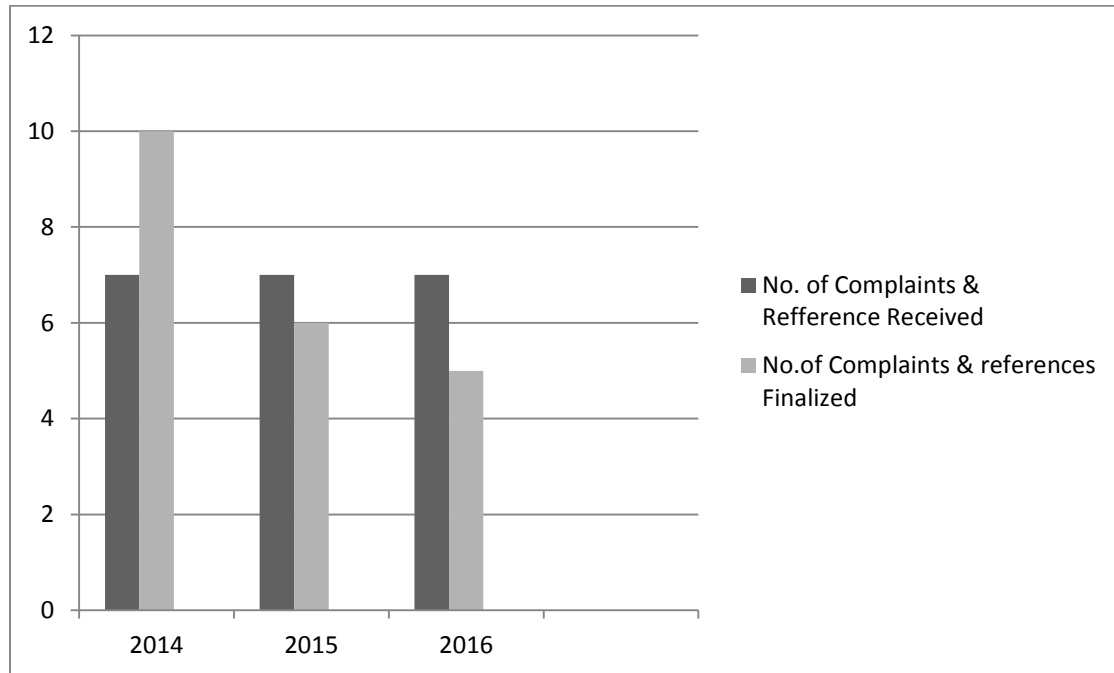
4. Competition Promotion Division

Name of the Project/Programme	Activities	2014	2015	2016
Investigations into complaints from trade	Complaints Received from previous period	3	4	1
	Complaints Received during the period	21+3 (3 MRP)	20	28
	Complaints transferred to the Council	5	1	2
	Complaints disposed during the period	18	22	23
	Complaints under progress	4	1	4
Maintaining level playing field for fostering competition	Received Application	313	344	391
	Processed Application	313	344	391
Price surveillance on essential commodities	Report based on Esencial Commodities Colombo & suburbs	12	12	12
	District wise data analyzing and reporting	-	12	12
Price monitoring on food commodities	Reports on daily retail prices of Vegetables	172	236	255
	Reports on daily prices of fish	-	-	255
	Reports on retail prices on essential goods	1	225	255
	Reports on retail prices on fish	152	182	193
	Special price Reports	23	33	79
Research study		1	1	2
Special Study		1	1	7
Identification of market structure		By annual on 40 products	By annual on 39 products	By annual on 39 products
Conduct Awareness		-	1	1
1977 Interactive mobile service	Data upload – five retail markets for 60 products		Six days per week basis (5×60×3)+15 of entries	Six days per week basis (5×60×3)+15 of entries
	Authorization		For all above entries	For all above entries

5. Human Resources and Administrative Division

6. Consumer Affairs Council

Year	No.of Complaints & References Received	No.of Complaints & references Finalized
2014	07	10
2015	07	06
2016	07	05



Environmental Scan

Strengths	Weaknesses
<ul style="list-style-type: none"> • Statutory Authority established by an Act of Parliament • Access to the well established District Administrative Setup of the Government • Offences in the Act are recognized as “cognizable offences” • Ability to serve the entire population of the country with a well established network 	<ul style="list-style-type: none"> • Draw backs in the present Act • Non availability of proper infrastructure facilities to carry out functions assigned to the Authority
<ul style="list-style-type: none"> • Ability to obtain assistance and support from other institutions/regulations • Exposure to the international modalities • Ability to use the network of community based organizations in promoting consumer rights 	<ul style="list-style-type: none"> • Resistance by the business community and the industry in the implementation of the provisions of the Act • Non existence of consumer pressure groups • Non consultation of the CAA in decisions by the State having an impact on the consumers
Opportunities	Threats

Positive factors

Negative factors

Positive factors

Negative factors

|

Key Challenges

1. Covering all the retail shop in the country with the limited staff.
2. Covering all the industry and trade
3. Constrains in the Act
4. Political intervention and compel to follow Bureaucratic Procedure
5. Obtaining information from traders
6. Large no. of commodity with different qualities in determining prices

Strategic Directions

Authority has identified following goals and strategic direction to achieve the goals. Activity plan together with Key Performance Indicators for the respective strategy is given as Appendix I.

Goal		Strategy
01.	A Delighted and An Empowered Consumer	01. Enforce consumer protection orders and regulations to the trade/ traders 02. Consumer Awareness and Education 03. Control and Monitor prices of essential goods 04. Center for Consumer information
02.	Consumer Redress	01. Center for Consumer Complain and Redress 02. Enforcement of Direction
03.	Promotion of Healthy/Fair Competition	01. Protection of traders and manufactures 02. Protect public interest on anti-competitive practices. 03. Prevention of abuse of dominant market position. 04. Enhance efficient market practices 05. Center for traders information 06. Trader Awareness and establishing industry networks
04.	Develop a Contended Workforce to enhance productivity.	01. Recruitment and succession planning. 02. Provide quality of service and working environment to the staff. 03. Provide high quality training and learning opportunity. 04. Provide transport facilities for all official requirement efficiently. 05. Effective Financial Management. 06. Provide Management Audit Services to improve productivity.

Consumer Affairs Council has identified following goals and strategic direction. Activity plan together with Key Performance Indicators for the respective strategy is given as Appendix II.

Key Performances Indicators

01	Percentage of Complain Resolved.
02	Percentage of Complaints continued from received from previous period.
03	Percentage of complaints referred.
04	Increase/decrease in the no. of raids conducted.
05	Percentage of cases filed.
06	Growth in payments received through fines.
07	Growth of participants in awareness program
08	Percentage of price determinations issued
09	Growth in consumer organization
10	Growth in efficiency studies conducted

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 reviews the monthly performance of each division and identifies bottlenecks if any and proposes corrective measures required.

At the end of each year Annual Progress Reports of the divisions will be prepared by the Heads of the divisions and Annual Progress Report of the Consumer Affairs Authority is prepared. 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 Consumer Affairs Authority 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 Consumer Affairs Authority 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.

