

CHAPTER 9




ACTION PLAN 2010

Consumer Affairs and Information Division

Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
1. A delighted Consumer through regulation of the trade	1.1 Make use of provisions of the Act to deal with hazardous & substandard goods & services with the assistance of other regulatory bodies.	1.1.a. Identify new products to be gazette under section 12				
		1.1.b. Identify and issue Special and General directions under section 10				
		1.1.c. Carryout periodical reviews and revise Directions	Review will be done twice a year			
	1.2 Enforcement of the Provisions of the Act to regulate trade through prosecution	1.2.a. Conduct market investigations & raids and prosecute errant traders who violate the provisions of the Act.				
		1.2.b Publishing of names and addresses of convicted traders for the information of the consumers				

	<p>1.3 Encourage model shops with Consumer friendly feature</p>	<p>1.3.a. Introduce the model shop concept through district network</p> <p>1.3.b. Popularize the concept among consumers and traders</p>				
	<p>1.5 Regulation of prices of specified goods and services</p>	<p>1.5.b. Carryout market investigations and prosecute traders for non compliance</p> <p>1.5.d. Periodically review and revise the items specified under section 18</p>	<div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;">Review will be done twice a year</div>			
	<p>1.6 Intervention on excessive Pricing</p>	<p>1.6.c. Create and update data bases on world market sources, world market prices, etc</p>				
	<p>1.7. Strengthen the market intelligence network</p>	<p>1.7.a. Collect market intelligence information</p> <p>1.7.b. Maintain and update data bases</p>				

3. Consumer Empowerment through education and awareness	3.1 Promote Consumer education on consumer rights & responsibilities, good consumer values, and on improving quality of life	3.1.a. Design consumer education material for different target groups				
		3.1.b. Conduct awareness programs for identified target groups.				
		3.1.c. Conduct regular publicity programs on the services rendered by the CAA				
		3.1.d. Coordinate with other Government and community service organizations for the promotion of consumer awareness				
		3.1.e. Popularize good consumer values				
	3.2 Establishment & formulation of a mechanism to ensure the sustainability of Consumer Organizations	3.2.a. Identify prerequisites for the sustainability sustainable Consumer Organizations				
		3.2.b. Identify priority sectors and areas for the establishment of Consumer Organizations				
	3.3 Ensure access to information on Consumer affairs and promote the	3.3.a Constant updating of the Authority Web site				
		3.3.b. Instant updating of the public on consumer				









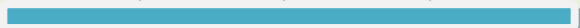







	exchange of information with other institutions	Affairs				
5 Organizational Development through capacity enhancement	5.1 Strengthen the powers of the Authority	5.1.a. Periodical review of the provisions of the Act and propose amendments	Review will be done once in 2 years			
	5.2 Implementation of the approved organization Structure	5.2.a. Introduce the approved organization structure 5.2.b. Identify the existing deviations and regularize the structure 5.2.c. Review and make proposals for further improvements.				
	5.3 Decentralization of the services of the CAA	5.3.a. Strengthen the district setup by recruiting required employees				
	5.4. Enhancement of the competencies of the employees	5.4.a. Identification of training needs through performance evaluation and other means				

		<p>5.4.b. Provide training for staff</p> <p>5.4.c. Training Evaluation</p>				
	<p>5.5. Promote additional avenues to improve the financial status</p>	<p>5.5.b. Identify the service areas of the CAA and introduce a fee structure</p>				
	<p>5.6 Preparation of a manual of Procedures</p>	<p>5.6.a. Preparation and submission of a Manual of Procedures</p> <p>5.6.b. Implementation of the Manual of Procedures after obtaining necessary approvals</p>				

Competition Promotion Division

Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
1 A delighted Consumer through regulation of the trade	1.1 Make use of provisions of the Act to deal with hazardous & substandard goods & services with the assistance of other regulatory bodies.	1.1.c. Carry out periodical reviews and revise Directions	Review will be done twice a year			
	1.5 Regulation of prices of specified goods and services	1.5.d. Periodically review and revise the items specified under section 18 1.5 f. Carry out market surveillance	Review will be done twice a year			
	1.6 Intervention on	1.6.c. Create and update data bases on world				

	excessive Pricing	market sources, world market prices, etc				
	1.7. Strengthen the market intelligence network	1.7.a. Collect market intelligence information 1.7.b. Maintain and update data bases				
3. Consumer Empowerment through education and awareness	3.1 Promote Consumer education on consumer rights & responsibilities, good consumer values, and on improving quality of life	3.1.a. Design consumer education material for different target groups 3.1.b. Conduct awareness programs for identified target groups. 3.1.c. Conduct regular publicity programs on the services rendered by the CAA				
	3.2 Establishment & formulation of a mechanism to ensure the sustainability of Consumer Organizations	3.2.b. Identify priority sectors and areas for the establishment of Consumer Organizations				
4. Protection of traders and manufacturers against anti-competitive trade	4.1 Intervention on anti competitive practices which operate against public interest	4.1.a Carryout investigations and intervene in to complaints on anti competitive practices				

<p>practices & promotion of healthy competition</p>						
	<p>4.2 Control or Eliminate restrictive business activities of firms/enterprises</p>	<p>4.2.a. Research on restrictive business activities</p> <p>4.2.b. Conduct awareness among trade and major stake holders on restrictive business activities</p>				
	<p>4.3 Identification of deficiencies in the market and elimination or prevention of abuse of dominant position</p>	<p>4.3.a. Plan, design and conduct market research to identify abuse of market dominance</p>				
	<p>4.4 Protecting, upgrading, educating and empowering traders through awareness</p>	<p>4.4.a. Identification of target groups and conduct awareness seminars, discussion etc. for stake holders</p>				
	<p>4.5 Identification of market structure of major industries to</p>	<p>4.5.a. Examination of market share on identified industries</p>				

	identify market imperfections and manipulations	4.5.b. Identify market dominance and abuse and recommend suitable remedial action based on results				
5 Organizational Development through capacity enhancement	5.1 Strengthen the powers of the Authority	5.1.a. Periodical review of the provisions of the Act and propose amendments	Review will be done once in two years			
	5.2 Implementation of the approved organization Structure	5.2.a. Introduce the approved organization structure 5.2.b. Identify the existing deviations and regularize the structure 5.2.c. Review and make proposals for further improvements.				
	5.4. Enhancement of the competencies of the employees	5.4.a. Identification of training needs through performance evaluation and other means 5.4.b. Provide training for staff 5.4.c. Training Evaluation				
	5.5. Promote additional avenues to improve the financial status	5.5. a. Prepare a data base of traders required for the registration of traders project 5.5.b. Identify the service areas of the CAA and introduce a fee structure				

	5.6 Preparation of a manual of I Procedures	5.6.a. Preparation and submission of a Manual of Procedures 5.6.b. Implementation of the Manual of Procedures after obtaining necessary approvals				
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Compliance and Enforcement Division

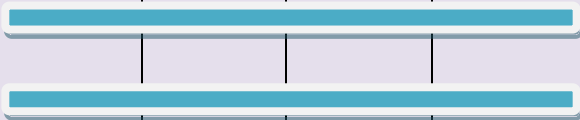



Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
1 A delighted Consumer through regulation of the trade	1.1 Make use of provisions of the Act to deal with hazardous & substandard goods & services	1.1.a. Identify and gazette products under Section 12				
		1.1.b. Identify and issue Special and General Directions under Section 10				
		1.1.c. Carryout periodical reviews and revise Directions				
	1.2 Enforcement of the Provisions of the Act to regulate trade through prosecution	1.2.a. Conduct market investigations & raids and prosecute errant traders who violate the provisions of the Act.				
		1.2.b Publishing of names and addresses of convicted traders for the information of the consumers				






	1.4 Intervention for the facilitation of trade	1.4.c. Periodical review of the agreements 1.4.b Preparation and execution of agreements	<div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;">Review will be done twice a year</div>				
	1.5 Regulation of prices of specified goods and services	1.5.b. Carryout market investigations and prosecute traders for non compliance 1.5.c. Defending the Authority in the event of challenging any price fixing or revision in a Court of Law 1.5.d. Periodically review and revise the items specified under section 18					
	1.6 Intervention on excessive Pricing	1.6.b. Fixing MRP in the case of excessive pricing					
2. Provide Redress to Consumers affected by unfair trade practices	2.1. Enforcement of the Provisions of the Act in order to grant redress to aggrieved Consumers	2.1.a Maintain and update data base on consumer complaints 2.1.b. Settlement of consumer complaints through mediation 2.1.c. Conduct inquiries on consumer complaints and grant redress to aggrieved parties 2.1.d. Enforcement of orders through the judiciary in the event of non compliance					
	2.2. Ensure redress						












	to aggrieved consumers through an effective adjudicating structure	2.2.a. Coordinate with Ministry of Justice for setting up of consumer courts and effective functioning of them				
3. Consumer Empowerment through education and awareness	3.1 Promote Consumer education on consumer rights & responsibilities, good consumer values, and on improving quality of life	3.1.a. Design consumer education material for different target groups 3.1.b. Conduct awareness programs for identified target groups. 3.1.c. Conduct regular publicity programs on the services rendered by the CAA 3.1.d. Coordinate with other Government and community service organizations for the promotion of consumer awareness				
	3.2 Establishment & formulation of a mechanism to ensure the sustainability of Consumer Organizations	3.2.b. Identify priority sectors and areas for the establishment of Consumer Organizations				
5. Organizational development through capacity enhancement	5.1 Strengthen the powers of the Authority	5.1.a. Periodical review of the provisions of the Act and propose amendments	Review will be done once in two years			
	5.2	5.2.a. Introduce the approved organization				

	Implementation of the approved organization Structure	<p>structure</p> <p>5.2.b. Identify the existing deviations and regularize the structure</p> <p>5.2.c. Review and make proposals for further improvements.</p>				
	5.4. Enhancement of the competencies of the employees	<p>5.4.a. Identification of training needs through performance evaluation and other means</p> <p>5.4.b. Provide training for staff</p> <p>5.4.c. Training Evaluation</p>				
	5.5. Promote additional avenues to improve the financial status	5.5.b. Identify the service areas of the CAA and introduce a fee structure				
	5.6 Preparation of a manual of Procedures	<p>5.6.a. Preparation and submission of a Manual of Procedures</p> <p>5.6.b. Implementation of the Manual of Procedures after obtaining necessary approvals</p>				


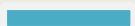



Pricing and Management Division








Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
1. A delighted Consumer through regulation of the trade	1.4 Intervention for the facilitation of trade	<p>1.4.a Identify priority areas for trader agreements</p> <p>1.4.c. Periodical review of the agreements</p>				
	1.5 Regulation of prices of specified goods and services	<p>1.5.a. Evaluation and recommendation of prices on price revision applications</p> <p>1.5.d. Periodically review and revise the items specified under section 18</p> <p>1.5.e. Develop guidelines for Pricing under section 18</p>	 <p>Review will be done once in two years</p> 			
	1.6 Intervention on excessive Pricing	<p>1.6.a. Conduct investigations in to matters on excessive pricing and recommend price ceiling for goods and services</p> <p>1.6.b. Fixing MRP in the case of excessive pricing</p>				

		1.6.c. Create and update data bases on world market sources, world market prices, etc				
	1.7. Strengthen the market intelligence network	1.7.c. Conduct efficiency studies in private and public sectors	Review will be done once a year			
3. Consumer Empowerment through education and awareness	3.1 Promote Consumer education on consumer rights & responsibilities, good consumer values, and on improving quality of life	3.1.a. Design consumer education material for different target groups 3.1.b. Conduct awareness programs for identified target groups. 3.1.c. Conduct regular publicity programs on the services rendered by the CAA 3.1.d. Coordinate with other Government and community service organizations for the promotion of consumer awareness	   			
	3.2 Establishment & formulation of a mechanism to ensure the sustainability of Consumer Organizations	3.2.b. Identify priority sectors and areas for the establishment of Consumer Organizations				
5 Organizational Development through capacity enhancement	5.1 Strengthen the powers of the Authority	5.1.a. Periodical review of the provisions of the Act and propose amendments	Review will be twice a year			




	<p>5.2 Implementation of the approved organization Structure</p>	<p>5.2.a. Introduce the approved organization structure</p> <p>5.2.b. Identify the existing deviations and regularize the structure</p> <p>5.2.c. Review and make proposals for further improvements.</p>				
	<p>5.4. Enhancement of the competencies of the employees</p>	<p>5.4.a. Identification of training needs through performance evaluation and other means</p> <p>5.4.b. Provide training for staff</p> <p>5.4.c. Training Evaluation</p>				
	<p>5.5. Promote additional avenues to improve the financial status</p>	<p>5.5.b. Identify the service areas of the CAA and introduce a fee structure</p>				
	<p>5.6 Preparation of a manual of Procedures</p>	<p>5.6.a. Preparation and submission of a Manual of Procedures</p> <p>5.6.b. Implementation of the Manual of Procedures after obtaining necessary approvals</p>				

Human Resources and Administration Division

Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
3. Consumer Empowerment through education and awareness	3.2 Establishment & formulation of a mechanism to ensure the sustainability of Consumer Organizations	3.2.b. Identify priority sectors and areas for the establishment of Consumer Organizations				
5 Organizational Development through capacity enhancement	5.2 Implementation of the approved organization Structure	5.2.a. Introduce the approved organization structure 5.2.b. Identify the existing deviations and regularize the structure 5.2.c. Review and make proposals for further improvements.		  		
	5.3 Decentralization of the services of the CAA	5.3.a. Strengthen the district setup by recruiting required employees				

	<p>5.4.Enhancement of the competencies of the employees</p>	<p>5.4.a. Identification of training needs through performance evaluation and other means</p> <p>5.4.b. Provide training for staff</p> <p>5.4.c.Training Evaluation</p>				
	<p>5.5. Promote additional avenues to improve the financial status</p>	<p>5.5.b. Identify the service areas of the CAA and introduce a fee structure</p>				
	<p>5.6 Preparation of a manual of I Procedures</p>	<p>5.6.a. Preparation and submission of a Manual of Procedures</p> <p>5.6.b.Implementation of the Manual of Procedures after obtaining necessary approvals</p>				

Finance Division

Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
3. Consumer Empowerment through education and awareness	3.2 Establishment & formulation of a mechanism to ensure the sustainability of Consumer Organizations	3.2.b. Identify priority sectors and areas for the establishment of Consumer Organizations				
5 Organizational Development through capacity enhancement	5.2 Implementation of the approved organization Structure	<p>5.2.a. Introduce the approved organization structure</p> <p>5.2.b. Identify the existing deviations and regularize the structure</p>		 		







		5.2.c. Review and make proposals for further improvements.				
	5.4. Enhancement of the competencies of the employees	5.4.a. Identification of training needs through performance evaluation and other means 5.4.b. Provide training for staff 5.4.c. Training Evaluation				
	5.5. Promote additional avenues to improve the financial status	5.5. a. Prepare a data base of traders required for the registration of traders project 5.5. b. Identify the service areas of the CAA and introduce a fee structure				
	5.6 Preparation of a manual of Procedures	5.6.a. Preparation and submission of a Manual of Procedures 5.6.b. Implementation of the Manual of Procedures after obtaining necessary approvals				

Consumer Affairs Council

Goal	Strategy	Action	Implementation Period			
			1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
1 A delighted Consumer through regulation of the trade	1.6 Intervention on excessive Pricing	1.6.a. Conduct investigations in to matters on excessive pricing and recommend price ceiling for goods and services				
3. Consumer Empowerment through education and awareness	3.1 Promote Consumer education on consumer rights & responsibilities, good consumer values, and on improving quality of life	3.1.b. Conduct awareness programs for identified target groups. 3.1.c. Conduct regular publicity programs on the services rendered by the CAA 3.1.d. Coordinate with other Government and community service organizations for the promotion of consumer awareness				
	3.2 Establishment	3.2.b. Identify priority sectors and areas for the				

	& formulation of a mechanism to ensure the sustainability of Consumer Organizations	establishment of Consumer Organizations				
	4.1 Intervention on anti competitive practices which operate against public interest	4.1.a Carryout investigations and intervene in to complaints on anti competitive practices 4.1.b Issue orders and ensure redress against anti competitive practices which operate against public interest				
	4.3 Identification of deficiencies in the market and elimination or prevention of abuse of dominant position	4.3.a. Plan, design and conduct market research to identify abuse of market dominance				
	5 Organizational Development through capacity enhancement	5.1 Strengthen the powers of the Authority	5.1.a. Periodical review of the provisions of the Act and propose amendments	Review will be once in two years		
	5.2	5.2.a. Introduce the approved organization				

	Implementation of the approved organization Structure	<p>structure</p> <p>5.2.b. Identify the existing deviations and regularize the structure</p> <p>5.2.c. Review and make proposals for further improvements.</p>				
	<p>5.4. Enhancement of the competencies of the employees</p>	<p>5.4.a. Identification of training needs through performance evaluation and other means</p> <p>5.4.b. Provide training for staff</p> <p>5.4.c. Training Evaluation</p>				
	<p>5.5. Promote additional avenues to improve the financial status</p>	<p>5.5.b. Identify the service areas of the CAA and introduce a fee structure</p>				