



CONSUMER AFFAIRS AUTHORITY



MINISTRY OF CO-OPERATIVES AND INTERNAL TRADE

CORPORATE PLAN

2014 - 2016

TABLE OF CONTENTS

Table of Contents	Page No
Annexes	3
Corporate Planning Team	4
CHAPTER 1	
Our Vision, Mission, Corporate Goals and Corporate Values	5
CHAPTER 2	
Objects and Functions of the Consumer Affairs Authority	9
CHAPTER 3	
The Organization Structure of the Consumer Affairs Authority and Consumer Affairs Council	10
CHAPTER 4	
Services provided by the Consumer Affairs Authority	11
CHAPTER 5	
Review of the Operating Results	15
CHAPTER 6	
Current Resources and Infrastructure Facilities	32
CHAPTER 7	
SWOT Analysis	36
CHAPTER 8	
Corporate Strategies	37
CHAPTER 9	
Action Plan - 2014-2016	39
CHAPTER 10	
Implementation and Progress Reviews	53

ANNEXES

- Annex I - Staff Training and Development 2011-2013
- Annex II - Budget 2014
- Annex III - Organization Structure of the Consumer Affairs Authority

Corporate Planning Team

Mr. J M A Douglas SLAS Class I MPM (Master of Public Administration) SLIDA B. Sc. (Business Administration) USJ	- Director General
Mrs. Chandrika Thilakaratne [M.Sc(Mgt)] ,B.Sc.Agri (Sp)Hons]	- Director (Consumer Affairs and Information)
Mrs. Deepthi Tissera [M.PA.(PIM-Sri J),Attorney –at-Law]	- Director (Compliance and Enforcement)
Mrs.Shanthini Thiruneelakandan [ACEA]	-Director (Competition Promotion)
Mr.W.M. Priyantha [MPM, B.Com.(Sp) Hons, AIPFM (UK)]	-Director (Finance)
Mr.Sampath Angulgaha [B.com.(Sp)Hons, AIPM(SL),Dip.in PM]	-Director (Human Resources & Administration)
Miss. Lekha Aryaratne [Attorney –at –Law]	- Secretary, Consumer Affairs Council

CHAPTER 1

Our Vision, Mission, Corporate Goals and Corporate Values

Our Vision

A Well
Protected
Consumer
within a
Disciplined
Business
Culture

Our Mission

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

Our Corporate Goals

- A delighted consumer through regulation of trade
- Provide redress to Consumers affected by unfair trade practices
- Consumer empowerment through education and awareness
- Protection of traders and manufacturers against anti competitive trade Practices and promotion of healthy competition
- Organizational Development through capacity enhancement

Our Corporate Values

 Trust

Maintaining consistency of performance and ensuring dependability

 Honesty and Integrity

Being sincere and be fair and righteousness in all activities

 Accountability

Maintaining transparency and be accountable and responsible in whatever task that is performed

 Team Spirit

All employees working together to achieve common goals improving mutual understanding, respecting and trusting each other with proper communication and flexibility

 Recognition

Admire and appreciate outstanding performance of employees

 Commitment

Dedication towards accomplishment of given tasks

 Responsiveness

Willingness and readiness to provide services

 Creativity and Innovativeness

Generating new ideas for continuous improvement in all aspects

CHAPTER 2

Objects and Functions of the Consumer Affairs Authority

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. (Chapter173).

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. 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 Authority 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 Consumer Affairs Authority and Consumer Affairs Council are derived from the above core objects and described in detail in the section 8 of the Consumer Affairs Authority Act.

CHAPTER 3

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

Consumer Affairs 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.

Consumer Affairs Council

Establishment and constitution of the Consumer Affairs Council is described in part IV of the Act. Consumer Affairs Council consists of 3 members who have a wide experience in the fields of Commercial Law, Management of Business Enterprises and Trade Practices and Consumer Affairs. The function of the Council is to hear and determine all applications and references made to it under the Act. Council consist a secretary who is responsible for maintaining records of all proceedings of the council and sending out any notices required to be sent by the Council.

As per the section 37 of the Act, the Authority upon the conclusion of an investigation under section 34 (Investigations in to Anti- Competitive practices), may make an application to the Council for the purpose of determination.

Under the provisions of section 19, Director General in consultation with the Authority can refer matters on excessive pricing, market manipulation or other market imperfections to the council for investigation. In referring such mattes it is necessary to consider whether the sale of such goods or the provision of such services is of general economic importance or any category of consumers are significantly affected by such excessive price.

Moreover, any member of the public or any association of persons or any organization can request the Director General to refer the matters on excessive pricing to the Council for investigation as per the provisions in section 22.

Current Organization Structure 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, Compliance and Enforcement division, Pricing & Management division, Competition Promotion division, Finance division and Human Resources and Administration division. These divisions have been introduced to the Authority at its inception in 2003.

CHAPTER 4

Services Provided by the Consumer Affairs Authority

Protect Consumers against hazardous and substandard Goods and Services

The Authority can issue directions for the protection of consumer as per the provisions given in section 10 of the Act. Authority can issue general directions to manufacturers or traders in respect of labeling, price marking, packeting, sale or manufacture of any goods and moreover, Authority can issue special directions to any class of manufacturers or traders specifying the times during which and the places at which such goods may be sold, and any other conditions as to the manufacturing, Importing, marketing, storing, selling and stocking of any goods.

Consumer Affairs Authority makes use of this provision in order to protect the consumers against hazardous and substandard goods. In introducing new directions, the Consumer Affairs Authority grants a reasonable grace period during which the manufacturers and traders can introduce necessary improvements required in order to comply with the new requirements. After publishing the gazette, The Consumer Affairs Authority publishes a notice in at least one Sinhala, one Tamil and one English newspaper in order to make aware the business community and the consumers about the details and how to comply with the new requirements.

For the purpose of protecting the consumer and ensuring the quality of goods, the Authority can determine the standards and specifications prescribed by the Sri Lanka Standards Institute relating to the production, manufacture, supply, storage, transportation and sale of any goods and to the supply of any services. This provision is granted by the section 12 of the Consumer Affairs Authority Act. Once the items are gazetted under section 12, complying with the Sri Lanka Standards becomes mandatory.

The manufacturers/traders that violate the directions/orders are prosecuted at the respective magistrate courts with the view to correct them and direct them to conduct business activities complying with the law and thereby assuring consumers rights.

Furthermore the Consumer Affairs Authority promotes and assists in the development of standards and specifications for identified goods & services by representing Technical Advisory Committees appointed by the Sri Lanka Standards Institute.

Protect Consumers against deceptive conduct and unfair trade Practices

The Consumer Affairs Authority Act has identified a set of common malpractices done by the traders as offences. Some of the malpractices identified in the Act are 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.

If any person has contravened any of the provisions of the Act or any directions, in the case of first contravention, the Authority has power to send warning in writing.

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.

To encourage the good business practices and lawful business, the Consumer Affairs Authority has introduced “Model Shop” concept and has developed a set of criteria which a business should fulfill in order to become a model shop. The Authority conducts awareness programs for the trader associations, chamber of commerce and companies on the current consumer law and Model shop concept in order to promote good business practices and safeguard consumer rights. The “Model Shop” concept is first introduced to the Cooperative enterprises and it is planned to extend this to the private sector as well.

Provide redress to Consumers affected by unfair trade practices

- **Handling of Consumer Complaints**

Consumer Affairs Authority intervenes in to consumer complaints based on the provisions granted in sections 13 and 32 of the Act. The Authority can 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.

A complaint has to be made to the Authority in writing within three months of the sale of such goods or the provision of such service. Moreover, a consumer can forward a complaint if the product falls within the warranty/guarantee period declared 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. An order has to be made in writing and be communicated to such manufacturer or trader by registered post. If any manufacturer or trader fails or refuses to comply with an order such manufacturer or trader shall be guilty of an offence. The Authority can make an application to the relevant Magistrate Courts and recover this as a fine.

Consumer empowerment through education and awareness

As per the section 8 of the Act, consumer education has been identified as one of the main functions of the Authority. Promote consumer education with regard to good health, safety and security of consumers, promote, assist and encourage the establishment of consumer organizations, keep consumers informed about the goods and services made available for purchase, has been identified as key activities.

The Consumer Affairs Authority uses electronic and print media, seminars and workshops, exhibitions, consumer rights day programs to educate the public on their consumer rights and responsibilities, current consumer law, good consumer values and good business practices etc.

Protection of traders and manufacturers against anti competitive

trade Practices and promotion of healthy competition

- **Investigation in to anti-competitive Practices**

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 Consumer Affairs Council for purpose of determining on such matter. When an application is made to the Council, Council can order authorising anti-competitive practice, if the council is satisfied that it does not operate against public interest.

If an anti-competitive practice operates against public interest, the Council 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 Consumer Affairs Authority Act have been proposed with the view of strengthening the area of competition policy.

Ensure reasonable pricing

- **Management of retail or wholesale price of certain goods and certain services**

As per the provisions in section 18 of the Act, where the Minister is of the opinion that any goods, or any service is essential to the life of the community, the Minister in consultation with he Authority may prescribe the identified goods or service as specified goods by order published in the Gazette.

Once the items are gazetted, no manufacturer or trader shall increase the retail or wholesale price of gazette items, except with the prior written approval of the Authority. A manufacturer or trader, who seeks to obtain the approval of the Authority, has to make an application to the Authority. After holding an inquiry, the Authority will take a decision on the pricing application and communicate that to the applicant within thirty days of the receipt of such application.

The Authority has the power to make an interim order preventing the said manufacturer or trader from increasing the price, until the Authority makes its decision on the application, when the manufacturer or trader to give any assistance required by the Authority in carrying out its inquiry and they were failed to submit the requested information in time.

- **Enter in to agreements with Manufacturers and Traders**

As per the provisions in section 14 of the Act, the Authority can, enter in to written agreements with manufacturer or trader or with association of manufacturers or traders on maximum price, standards and specifications or on any other conditions of manufacture, import, supply, storage, distribution, transportation, marketing, labeling or sale of any goods.

- **Fixing the Maximum Price for Identified Goods**

As per the provisions in section 19 & 20 of the Act, where it appears that any goods are being sold or any services are being provided by a manufacturer or trader at an excessive price and such goods/service is of economic importance or any category of consumers are significantly affected by such excessive price, the Director General may, in consultation with the Authority refer such matters to the Consumer Affairs Council for investigation and report.

Moreover, where goods are being sold or services are being provided at an excessive price and any member of the public or any association of persons or any organization wishes the Council to investigate in to the matter, such member of the public, association or organization can request the Director General to refer the matter to the Council for investigation.

Where the council concludes that the goods are being sold at an excessive price, it has to recommend the Authority the maximum price for the commodity. Based on the recommendations of the Consumer Affairs Council, the Authority fixes the maximum price above which the goods shall not be sold or the services shall not be provided.

Internal Audit Unit

Internal Audit Unit has established under the Chairman as an independent unit of the Consumer Affairs Authority . It helps an organizational to accomplish its objective by bring a systematic, disciplined approach to evaluate and improve the effectiveness of the risk management, control and government processes.

Internal Audit division prepares and implement the Internal Audit Programme for the Consumer Affairs Authority

CHAPTER 5

Review of the Operating Results

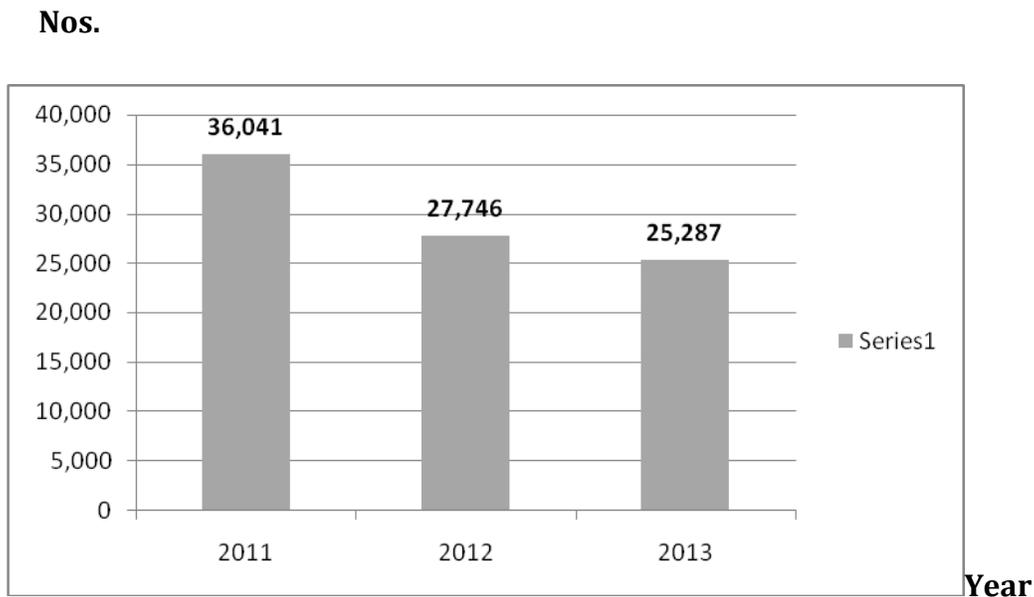
This chapter briefly reviews the past performance of the Consumer Affairs Authority during the period of 2011 to 2013. The performance achieved during the said period with regard to the key functions/services of the Consumer Affairs Authority is presented in tables and graphs for easy reference. In addition the significant achievements of the Consumer Affairs Authority during these three years towards achieving the mission of the Consumer Affairs Authority are also presented.

1. Protect Consumers Against Deceptive Conduct and Unfair Trade Practices

Market Investigations and Raids

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. The market raids conducted by the CAA and the amount of fines imposed by the Magistrate Courts are presented in Table 1 and Table 2 respectively.

Table 1: Market Raids conducted during the period of 2011 to 2013



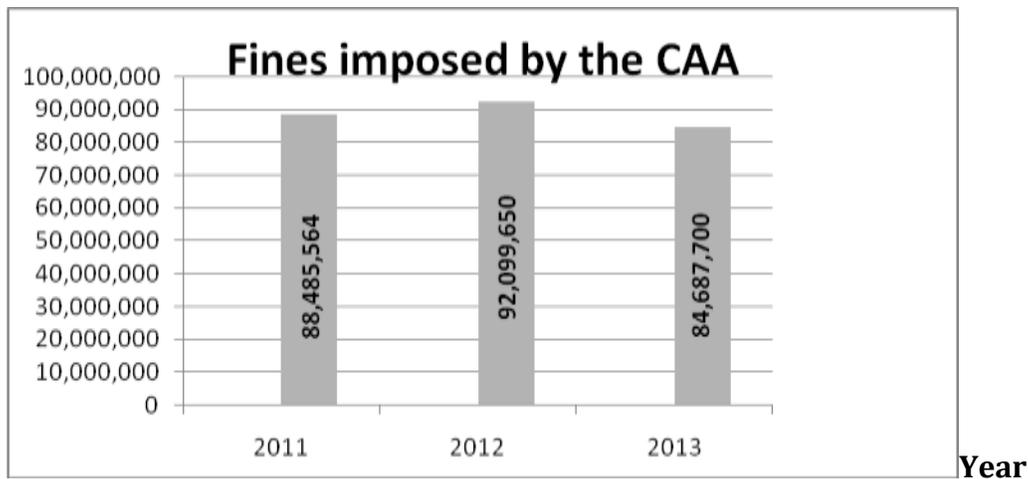
This graph shows a significant improvement in 2011 and a slight decrease in 2012, with regard to the market investigations and raids conducted by the CAA. This is arisen due to the quality conscious drive which resulted a lot of special raids and strengthening the awareness programs

island-wide. This strategy became very successful in protecting the consumers from the deceitful traders who exploit the consumers.

As a result of the quality focused special raids, the fines collected to the state also have increased with the time although the amount of raids in 2012 is comparatively lower than 2011. During the year 2012, the CAA could collect the highest amount of fines from its inception in 2003.

Table 2: Fines imposed by the Courts during the period of 2011 to 2013

Rs.



This graph shows a significant improvement in 2011 and a slight decrease in 2012 & 2013 respectively, with regard to the market investigations and raids conducted by the CAA. This is arisen due to the quality conscious drive which resulted a lot of special raids and strengthening the awareness programs island-wide. This strategy became very successful in protecting the consumers from the deceitful traders who exploit the consumers.

As a result of the quality focused special raids, the fines collected to the state also have stayed improved from 2011. The stock value of the special raids conducted in 2013 is approximately Rs. 138 Million, which depicts a very high intangible value derived through market raids. During the year 2012, the CAA could collect the highest amount of fines from its inception in 2003.

2. Provide Redress to Consumers Affected by Unfair Trade Practices

Consumer Affairs Authority intervenes in to consumer complaints based on the provisions granted in Sections 13 and 32 of the Act. The Authority can 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.

Progress of Handling Consumer Complaints during the period of 2011 to 2013

Consumer Affairs Authority intervenes in to consumer complaints based on the provisions granted in sections 13 and 32 of the Act. The Authority can 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.

A complaint has to be made to the Authority in writing within three months of the sale of such goods or the provision of such service. Moreover, a consumer can forward a complaint if the product falls within the warranty/guarantee period declared 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. An order has to be made in writing and be communicated to such manufacturer or trader by registered post. If any manufacturer or trader fails or refuses to comply with an order such manufacturer or trader shall be guilty of an offence. The Authority can make an application to the relevant Magistrate Courts and recover this as a fine.

Table 3 : Progress of handling consumer complaints, inquiries and others during the period of 2011-2013

Description	2011	2012	2013
Consumer complaints received	1612	1603	1387
Complaints referred to other Institution	156	144	129
Complaints referred to District Office	30	23	19
Complaints referred to Other Divisions	93	107	121
Complaints referred For Raids	676	625	427
Complaints Laid By	12	-	-
Complaints Settled and Concluded	440	614	565
Complaints Rejected	83	51	37
Inquiries Fixed	124	149	137
Inquiries Settled	33	59	47
Court Cases Filed	33	65	67
Court Appearances	314	458	665
Fines Imposed	Rs.461,500/-	Rs.746,000/-	Rs.338,000/-
Total Trials Fixed	85	197	198
Monitoring of Substandard Goods	93	146	207

Table 4: Regulation of Trade and other Activities

	2011	2012	2013
Directions issued under Section 10 and 12 of the Act	Direction No 32 Direction No 33 Direction No 35 Direction No 37 Direction No 38 Direction No 34 Direction No 36	Direction No.39 Direction No.40 Direction No.41 Direction No: 42 Direction No: 43	Direction No 44 Direction No 45 Direction No 46 Direction No 47 Direction No 48
Orders issued under Section 20(5) of the Act	Order No. 16 Order No. 17	Order No. 18 Order No. 19 Order No. 20 Order No. 21 Order No. 22 Order No. 23	Order No. 24 Order No. 25
Monitoring of substandard imported goods	93	146	207

3. Consumer Empowerment through Education and Awareness

The Consumer Affairs Authority conducts consumer awareness programs for the different target groups such as School Children, University students, government officials, community organizations, housewives and general public throughout the country. Awareness creation is also done by paper notices, radio programmes, TV programmes and through the Website.

In addition to these programmes CAA conducts programmes for the association of traders to disseminate knowledge on rules and regulations to be complied by the trade. The details of the programmes conducted during the years 2011 up to 2013 are presented in following Table 5.

Table 5 – Education activities conducted during 2011 -2013

Program	2011			2012			2013		
	No of Programs	No of Participants	No of *CO / *SCC	No of Programs	No of Participants	No of CO / *SCC	No of Programs	No of Participants	No of *CO / *SCC
Awareness Programs for General public	83	28,648	-	93	113497	-	217	24098	-
Awareness Programs for School Children	24	4,052	-	57	5864	-	126	12480	-
Trader Awareness Programs	152	8,395	-	188	6308	-	192	8346	-
Establishment of Consumer Organizations	51	-	51	60	2360	60	10	334	10
Establishment of School Consumer Circles	03	-	33	40	4135	40	31	2883	31
Awareness Programs on the use of proper containers for vegetables and fruits	98	6,846	-	01	40	-	-	-	-
Awareness through media	69	-	-	39	-	-	06	-	-
Exhibitions	02	312,000	-	03	602,300	-	02	652,000	-
Workshops & Other Special programs	03	272	-	08	603	-	12	1248	-

*Co – Consumer Organisation

*SCC- School Consumer Circle

Exhibitions & Media Awareness Programs conducted 2011, 2012 & 2013

01. Exhibitions

Year	Name of the Exhibition	No of Participants
2011	DeyataKirula National Development Exhibition, 2011 - Buttala	300,000
	International co-operative Day Exhibition	12,000
2012	DeyataKirula National Development Exhibition, 2012 – Anuradhapura	600,000
	Mahapola Exhibition, 2012 - St/Anthony Boys School, Katugastota.	1,800
	Low week 2012 Exhibition	500
2013	DeyataKirula National Development Exhibition, 2013 - Oyamaduwa	650,000
	GaminiMahaVidyalaya, Galle	2000

02. Mobile Programs

Year	Program	No of Participants
2011	“Janasewa” Mobile Program - MadyamaNuwaragampalata, NaganahiraNuwaragampalata, Kekirawa, Palagama	2030
	Leaflet Distribution for DeyataKirula NuwaragamPalatha –East, Padaviya, Madawachchiya, Kebithigollawa, Horowpothana, Rambawa, Kahatagasdigiliya, Galenbindunuwewa, Talawa, Tabuttegama, Ipalogama, Mihintalaya	7500
	World Consumer Rights Day Program, 2011 (Leaflet Distribution- Colombo area)	15000
2012	Leaflet Distribution for DeyataKirula	5550

	NagenahiraNuwaragampalata, MaddayamaNuwaragampalata, Palagala, Tirappane, Nachchaduwa, Nochchiyagama, Mahavilachchiya, Palugaswewa, Kekirawa	
	World Consumer Rights Day Program, 2012 (Leaflet Distribution)	109,900
2013	Leaflet Distribution for DeyataKirula Puttalam, Chilaw, Kalpitiya, Wennappuwa, Nattandiya,Kurunegala, Nikaweratiya&Kuliyapitiya GA Divisions	7500
	World Consumer Rights Day Program, 2013 (Leaflet Distribution)	6665

03. Media Programs

Year	District	Media	Subject
2011	Colombo	Divaina, Dinamina,Lankadeepa, Lakbima	Paper Supplement on WCRD
		Thinakkuran, Daily Mirror, Sunday Times (Hit Ad)	Paper Notice on displaying Price
		SLRC ("NUGA SEVANA" Live TV Program)	Consumer Protection and Services & progress of CAA
		Lankadeepa, Daily Mirror, Thinakaran	Paper Advertisement
		Lakbima, Lankadeepa, Daily Mirror	Paper Advertisement of SLS mark on tooth brushes
		Lahipita, Hit Ad, Observer Adz, Salpila, Business Page, Trademart, Itupita	Paper Advertisement (Price Display on every Advertisement)
		Lankadeepa, Lakbima, Divaina, Dinamina	Paper Notice on using Plastic Crates
		Lankadeepa	News Article

		Lankadeepa, Daily Mirror, Thinakkural	Price Display on Vehicles
		Lankadeepa, Daily Mirror, Thinakkural, Lakbima, Divaina, Dinamina	Publicity for the newly established trader & Public Information Centre
		Lankadeepa, Thinakkural, Lakbima Divaina, Dinamina	popularizing the use of plastic , wood, or cardboard crates to minimize post harvest loses of vegetable and fruits
		Lak FM Radio	Consumer Protection
		SLRC	Services & progress of CAA
		Daily FT, The Island, Lankadeepa, Thinakkural	Paper Advertisement of pharmaceuticals
	District Units	Swarnawahini, JathikaRupawahini Rangiri FM Lankadipa, Divaina, Dinamina Lakbima, Thinakkural, Thinakaran, Veerakesaree	Consumer Protection & Market Raids etc
2012	Colombo & District Units	ITN SLBC (Pirai FM – Tamil Program) Ran Fm – Live P rogram, Mahanuwera FM SwadeshiyaSewaya – Ethulpeththa Program Eththa News PaperLakbima, Divaina ,Dinamina, The Island , Lakbima,Thinakkural,Udayan,Rivira, Mawubima	Consumer Protection &Market Raidsetc
2013	Colombo & District Units	V FM Radio Program Radio program on Subarathi Lankadeepa, Mawbima Divaina, Lakbima	Consumer Protection & Market Raids etc

Workshops & Training Sessions - 2014

District	Program	Date	No. of Participants
Colombo	Special session for Investigation Officers in CAA (Resource Person ; Mrs. Neela Gunasekara)	2013.06.07	107
	Special session for Investigation Officers in CAA (Resource Person ; Dr. Ajantha Perera)	2013.07.15	108
	Special Session for Investigation Officers in CAA (Resource Person ; Mr. Neel Perera, Director, Central Environmental Authority)	2013.08.16	80
	Special session for Investigation Officers in CAA (Resource Person ; Dr. Shanthi Gunawardhana)	2013.09.13	124
	Special Awareness Program on practical appliances of CAA Ac, Lecture Conducted by Mr. Daya Samarakon, Head of the Badulla District Unit	2013.10.14	126
	Special lecture given for Investigation Officers of CAA by Mr. J.M. Mangalathissa, Additional Secretary, Ministry of Co-Operatives & Internal Trade	2013.11.07	25

4. Protection of Traders and Manufacturers against Anti Competitive Trade Practices and Promotion of Healthy Competition

The progress of competition promotion activities achieved during 2011-2013 is presented in Table 6.

Activity	2011	2012	2013
1.) Investigations into complaints from trade Intervention on complains made to the CAA in respect of anti competitive and unfair trade practices <ul style="list-style-type: none"> ➤ Complaints Received from previous Year ➤ Complaints Received during the period ➤ Complaints transfer to the Council ➤ Complaints Disposed During the period ➤ Complaints are under progress 	- 28 - 20 08	08 28 03 24 09	09 17 07 16 03
2).Maintaining level playing field for fostering competition Implementation of government policy on five products (Confectionary , Chocolate, Biscuits, Cake Toilet Soap)are identified currently under the gazette notification No 1505/ 15 of 11/07/2007 Received Application Processed Application	 330 330	 317 317	 291 291
3). Identification of market structure and manipulation Statistical data collection and analysis of market Shares	25 Products	25 Products	29 Products
4). Price surveillance on essential commodities Section 18 report based on Colombo & suburbs District wise data analyzing and reporting	16 Reports 08 Reports	11 Reports 12 Reports	07 Reports 11 Reports

Activity	2011	2012	2013
5). Price monitoring on food commodities <ul style="list-style-type: none"> ➤ Reports on daily prices of Vegetables ➤ Reports on daily prices of fish ➤ Reports on daily whole sale of Vegetables ➤ Reports on retail prices on essential goods 	63Reports - 62 Reports	231 Report 100 Report 172 Report 226 Report	143 Reports 148 Reports 230 Reports 35 Reports
6). Updating of Product Profiles of Essential Food Commodities (12 Products)	12 Products Updated	12 Products Updated	12 Products Updated
7). Special surveys and reporting <ul style="list-style-type: none"> i . Research study ii. Special Studies 	01 06	01 05	1 02
1. 1977 Interactive mobile service <ul style="list-style-type: none"> ➤ Data upload - five retail markets for 60 products ➤ Authorization 	-	-	Daily Basis (5x60x3)+15 of entries. For all above entries

CONSUMER WATCH

A Short telephone No 1977 from mobile phones for citizen services

The 'Interactive mobile service' under the Consumer Affairs Authority (CAA) aims to keep consumers/traders/farmers informed and make aware of the services provided by the Authority with the use of modern technology in a most effective and friendly manner with minimum cost to the end user.

Introduction of Interactive Voice Response (IVR), SMS will connect the short code telephone no 1977 and a quick response will reach to wide spectrum of the community. Services can be in all three languages Sinhala, Tamil and English.

Price information on daily basis from different markets can be obtained. Here varying choices whole sale and retail prices for vegetables, fruits, fish and essential food commodities as per the requirement of the user will be provided through the system. This enables the consumers as well as farmers to make a well informed decision on their purchases as well as sales. Farmers will be able to decide which market they are to supply at what price well before carrying their goods to the markets.

With this system farmers/consumers can subscribe for the service and receive SMS and Voice calls on daily basis on market activities. Subscribers will get updates on real time into different interfaces they use voice, SMS, mobile web and applications, social media etc.

Price information services are currently integrated with ECONOMIC CENTERS, LANKA SATHOSA and five RETAIL MARKETS (Manin Market Pettah, Nugegoda, Wellawatthe, Borella and Dematagoda) in Colombo. Currently 9 Economic Centers are covered with whole sale prices for 116 products comprises of vegetables, fruits and food commodities. Similarly retail market is also covered with 75 products covering vegetables fruits, fish and food commodities. In case of Lanka Sathosa retail prices of 36 food commodities are included.

An integrated complaints handling system is available where consumers can lodge complaints through various options available such as voice, SMS, mobile Web application, Social media ..etc. for their personal relief.

Consumers can make use of this system and assist the CAA by proving market activity complaints. Based on it CAA will be able to carry out spot inspections and take corrective measures by punishing the wrong doing traders and safe guard the consumers.

5. Ensure reasonable pricing

The CAA intervenes in to the market prices of identified commodities based on the powers vested in sections 14,18, 19&20 of the Act. The actions taken by the CAA to stabilize/fix the prices of selected commodities is presented in tables 7,8,9.

Considering the world market prices of imported specified items, market situations in the local market, the requests made by the companies and other internal & external factors CAA has made following decisions to allow reasonable prices, avoid shortage of goods in the market and to verify and avoid unreasonable prices of commodities in the market.

Year 2011

Table - 7

Commodity	Action Taken
Cement	Considering the request made by the cement Companies , a gazette notification has been issued under Sec 20 (5) of the Act, increasing the prevailed Maximum Retail Price of Ordinary Portland Cement & Portland Limestone Cement from Rs.750/- to Rs. 785/- and Masonary Cement from 700 to Rs.735/- on 05 November 2011.
Chicken Meat	Maximum Retail Price of Broiler Chicken Meat remained at Rs 350 per 1kg for the whole year.
Milk Powder	It has been revised the Maximum Retail Price of Full Cream Milk Powder Considering the request made by the Milk Powder Companies, issuing a gazette notification on 02 May 2011 under Section 20 (5) of the Act and the prices are as follows 400 g pack of Full Cream Milk Powder Rs. 264/- 1Kg pack of Full Cream Milk Powder Rs. 647/-
Rice	Maximum Retail Price of Rice has not been revised from the prevailed level.

Year 2012

Table - 8

Commodity	Action Taken
Cement	Considering the request made by the cement Companies , a gazette notification has been issued under Sec 20 (5) of the Act, increasing the prevailed Maximum Retail Price of Ordinary Portland Cement & Portland Limestone Cement from Rs.785/- to Rs. 855/- and Masonary Cement from Rs.735 to Rs.805/- on 03 May 2012.
Milk Powder	Maximum Retail Price of Full Cream Milk Powder has been revised Considering the request made by the Milk Powder Companies, issuing a gazette notification on 04 May 2012 under Section 20 (5) of the Act and the prices are as follows 400 g pack of Full Cream Milk Powder Rs. 325/- 1Kg pack of Full Cream Milk Powder Rs. 810/-

Year 2013

Table 9

Commodity	Action Taken
Cement	Considering the request made by the cement Companies, individual prices increases have been approved for 09 No. of cement brands.
Chicken Meat	Maximum Retail Price of Broiler Chicken Meat has been revised Considering the request made by the All Island Poultry Association, issuing a gazette notification on 30 May 2013 under Section 20 (5) of the Act and the prices are as follows 1kg of Broiler Chicken Meat with skin (whole chicken or any part) sold with a Brand Name Rs. 380/- 1kg of Broiler Chicken Meat with skin (whole chicken or any part) sold without a Brand Name Rs. 370/-
Milk Powder	Maximum Retail Price of Milk Powder remained at same level for the whole year as follows 400 g pack of Full Cream Milk Powder Rs. 325/- 1Kg pack of Full Cream Milk Powder Rs. 810/-

Liquefied Petroleum (LP) Gas

Maximum Retail Prices allowed for two (02) Major Liquid Petroleum Gas players are as follows and Prices have been calculated based on the Pricing Formula which introduced in latter part of 2007

Table 10. Price regulation of Liquefied Petroleum Gas 12.5 kg Cylinder -2011-2013

Month	2011		2012		2013	
	Litro Gas	Laugfs Gas	Litro Gas	Laugfs Gas	Litro Gas	Laugfs Gas
January	1652	1556	2046	2046	2,396	2,396
February	1652	1556	2046	2046	2,396	2,396
March	1652	2029	2046	2046	2,396	2,396
April	1890	2029	2046	2046	2,396	2,396
May	1890	1947	2396	2396	2,396	2,396
June	1890	1947	2396	2396	2,396	2,396
July	1890	2050	2246	2246	2,396	2,396
August	2046	2050	2246	2246	2,396	2,396
September	2046	2050	2246	2246	2,396	2,396
October	2046	2050	2246	2246	2,396	2,396
November	2046	2050	2246	2246	2,396	2,396
December	2046	2046	2246	2246	2,396	2,396

CONSUMER AFFAIRS COUNCIL

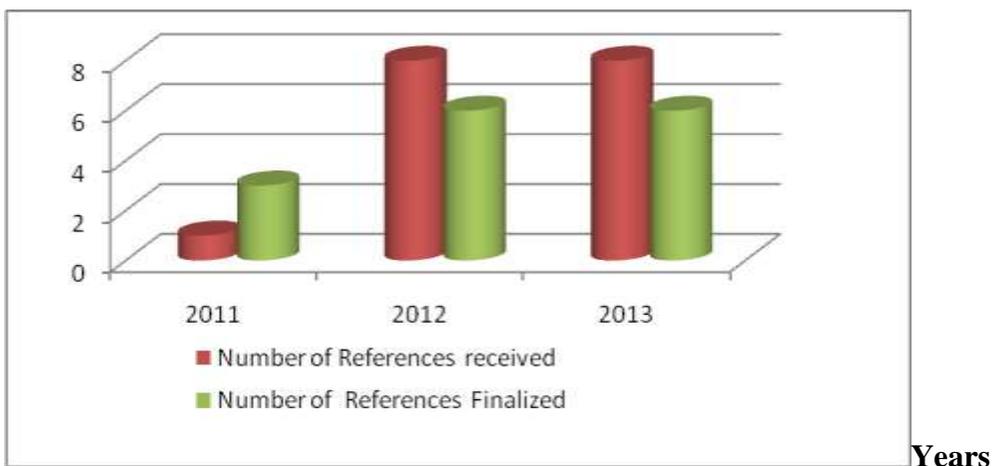
Table – 11

Progress Report 2011-2013

Year	Number of References received	Number of References Finalized
2011	1	3
2012	8	6
2013	8	6

Table - 12

Nos



The functions of the Council shall be to hear and determine all applications and references made to it under the Act, mainly covering the fields of anti competitive practices in terms of Section 34 of the Act and also promoting the interest of consumers regarding pricing and quality of goods and services.

The Council is required to make determination in respect of references by Authority in terms of Section 19 of the Act and on representations made by the public under Section 22 of the Act regarding “Excessive Pricing” of commodities and services.

The Council also has a Secretary to maintain records of the Council and also for sending Council’s notices under the Act.

And also Council is monitoring the day to day functions of the 1977 project to identify the functioning errors of the system from July 2013.

Organization Developments

1. Amendment to the exists Act No. 09 of the 2003 Consumer Affairs Authority

We have been proposing amendments to the existing Consumer Affairs Authority Act since 2003 and the said Amendments have been now finalized with the Attorney General's Department and with their clearance the final draft has been sent to the Legal Draftsman's Department for finalization and translation.

2. Consumer Watch

A Short telephone No 1977 from mobile phones for citizen services

The 'Interactive mobile service' under the Consumer Affairs Authority (CAA) aims to keep consumers/traders/farmers informed and make aware of the services provided by the Authority with the use of modern technology in a most effective and friendly manner with minimum cost to the end user.

Introduction of Interactive Voice Response (IVR), SMS will connect the short code telephone no 1977 and a quick response will reach to wide spectrum of the community. Services can be in all three languages Sinhala, Tamil and English.

3. Staff Training and Development 2011-2013 (Annexure I)

4. Development of Corporate Plan 2014-2016

CHAPTER 6

Current Resources & Infrastructure Facilities

(A) Fixed Assets

Lands/Buildings

The Head office of the Consumer Affairs Authority is presently located at the CWE Secretariat building which is a state owned building in the City of Colombo on a monthly rental. The Consumer Affairs Authority occupies two entire floors (1st and 2nd and part of the 6th floors). The regional offices are currently located at the District Secretariat offices in a space allocated by the respective District Secretary.

Motor Vehicles

The current fleet of motor vehicles of the Consumer Affairs Authority consists with 14 vehicles and the details are given below.

Type of the vehicle	Registration Number	Year of Manufacture
Toyota Hiace (Dolphin)	WP-PB- 7496	1996
Toyota Hiace (Town Ace)	WP-PB-7432	1996
Toyota Hiace (Dolphin)	WP-NA-7196	1996
Nissan Sunny	GQ-7660	2002
L 200 Cab	58-7897	1996
Toyota Tercel-Car	19-9553	1996
Maruti Alto Car	WP KM-1154	2011
Maruti Suzuki Van	WP KM-0984	2011
Toyota Hiace Commuter Van	WP NB-1955	2011
Toyota Hiace Commuter Van	WP NB-1956	2011
Toyota Hiace Commuter Van	WP NB-1682	2011
Toyota Hiace Commuter Van	WP NB-1683	2011
Toyota Yaris Car	WP NB-0129	2011
Toyota Hilux Cab	WP PE-1279	2012

One of the major bottlenecks faced by the Consumer Affairs Authority in performing the services is the lack of transportation facilities especially for the staff attached in district units in performing their field work. To fulfill the district requirements as well as the urgent requirements of the Head office vehicles are also taken on hire.

Computers

The number of computers available to the Consumer Affairs Authority including district offices as at 31st December 2013 is given below.

Personal Computers	111
Printers	64
UPS units	57

Furniture and other Equipment

Furniture	Book Value as at 31.12.2013	Rs 5,452,715.67
Office Equipment	Book Value as at 31.12.2013	Rs 4,791,296.04
Computer Systems & Software	Book Value as at 31.12.20013	Rs 47,277.00
Computers & Accessories	Book Value as at 31.12.2013	Rs 1,335,064.46

(B) Human Resources

As per the current organization structure Director General is the Chief Executive Officer of the Authority and has to execute the policy decisions taken by the members of the Authority including Chairman and three full time members. The Director General is in charge of the overall operational activities of the organization while the Directors who are in charge of the respective Divisions. Currently the Authority comprises with 6 divisions namely Consumer Affairs and Information Division, Competition Promotion Division, Pricing and Management Division, Compliance and Enforcement Division, Finance Division and Human Resources and Administration division.

The CAA staff comprises the following employees.

- Employees of the Fair Trading Commission who opted to serve at the CAA were absorbed as per the provisions of the Act
- Employees of the Department of Internal Trade who filed an application in the Supreme Court for violation of Fundamental Rights by not absorbing them were also absorbed as per the terms of settlement entered in Court.
- New staff recruited to the Consumer Affairs Authority

Cadre Details 2011-2013 – Consumer Affairs Authority

Salary Code	Designation	Approved Cadre as at 31.03. 2011	Existing Cadre as at 31.12. 2011	Approved Cadre as at 31.03. 2012	Existing Cadre as at 31.12. 2012	Approved Cadre as at 31.03. 2013	Existing Cadre as at 31.12. 2013
	Senior Manager						
HM 2-1	Director General	1	0	1	1	1	1
HM 1-1	Director	6	5	6	5	6	5
	*Secretary to the Council	0	1	1	1	1	1
	Manager						
MM 1-1	Internal Auditor			1	0	1	1
	Deputy Director	} 16	3	15	3	15	5
	Assistant Director		4		4		3
	Deputy/Asst Director - Regional			9	0	9	0
	Junior Manager						
JM 1-1	Audit Officer	2	0	2	0	2	0
	System Administrator	1	0	1	0	1	0
	Senior Investigation Officer	2	0	27	0	27	15
	Senior Statistical Officer	1	0	1	0	1	0
	Senior Market Resource & Analyst	1	1	1	0	1	0
	Senior Accounts Officer	2	2	2	2	2	1
	Confidential Secretary (DG)	1	0	1	0	1	0
	Confidential Secretary (Chairman)	1	0	1	1	1	1
	Senior Admin/HR Officer	1	0	1	0	1	0
	Senior Legal & Enforcement Officer	2	1	2	2	2	2
	Senior Costing Officer	1	1	1	1	1	0
	Senior Consumer Empowerment Officer	2	0	-	-	-	-
	Enforcement/ Operational/ Extension						
MA 5-2	Data Co-ordinator	1	0	1	0	1	0
	Statistician Officer	1	0	1	0	1	1
	Market Resource Analyst	1	0	1	0	1	1
	Documentation Officer	6	0	6	0	6	0
	Librarian	1	0	1	0	1	0
	Costing Officer	} 15	1	15	1	15	3
	Accounts Officer		4		4		9
	Administration Officer	5	1	5	1	5	5
	Legal & Enforcement Officer	3	1	3	2	3	3
	Investigation Officer	200	149	200	161	200	165
	Management Assistant (Tech)						
MA 2-2	Book Keeper	1	0	1	0	1	0
	Management Assistant (Non Tech)						
MA 1-2	Management Assistant	31	25	31	24	31	22
	Primary Level Skilled						
PL 3	Driver	12	11	18	11	18	17
	Primary Level Unskilled						
PL 1	Office Aide	14	12	14	12	14	14
	Total	331	222	370	237	370	275

(C) Finance

The CAA currently depends on the grant from the General Treasury. Assets of the Department of Internal Trade and the Fair Trading Commission at the time of winding up were transferred to the CAA. As per the section 49 of the Act, the CAA has its own Fund but by the Act itself restrictions have been imposed on the expenditure out of the fund. Currently 1/3 of the fines imposed by the courts on the cases filed by the CAA against unscrupulous traders go to the Authority fund.

Budget Estimate 2014 which consists with Budgeted Income and Expenditure Statement for 2014, Budgeted Balance sheet as at the end of the year 2014, Cash Flow Statement for 2014 and Budgeted Capital Expenditure for 2014 is presented as annex 2.

CHAPTER 7

SWOT Analysis

The results of the SWOT analysis conducted by the Senior Management Team of the Consumer Affairs Authority 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 Consumer Council with investigative and adjudicative powers • Ability to serve the entire population of the country • Utilization of latest Information Technology 	<ul style="list-style-type: none"> • Having to follow bureaucratic procedures • Draw backs in the present Act • Non utilization of certain provisions of the Act • Non availability of our own office premises and other infrastructure facilities

Opportunities and Threats

Opportunities	Threats
<ul style="list-style-type: none"> • Ability to obtain assistance and support from other institutions • Exposure to the international modalities 	<ul style="list-style-type: none"> • Resistance by traders, manufactures, industries and various Chambers in implementation of the provisions of the Act • Non existence of consumer pressure groups • Non consultation of the CAA by decision making bodies where decisions have an impact on functions of the Authority

CHAPTER 8

Corporate Strategies

Goal	Strategy	Responsibility
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.	CA/CE
	1.2 Enforcement of the Provisions of the Act to regulate trade through prosecution	CA
	1.3 Encourage model shops with Consumer friendly feature	CA
	1.4 Intervention for the facilitation of trade	CP/CA/CE/CL/PM
	1.5 Regulation of prices of specified goods and services	PM/CA/CE/CP
	1.6 Intervention on excessive Pricing	CL/ PM
	1.7 Strengthen the market intelligence network	CP/ PM
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	CE
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	CA
	3.2 Ensure access to information on Consumer affairs and promote the exchange of information with other institutions	CA
	3.3. Dissemination of information	CP/ CL/CA/PM/CE

4. Protection of traders and manufacturers against anti-competitive trade practices & promotion of healthy competition	4.1 Intervention on anti competitive practices which operate against public interest	CP/ CL
	4.2 Identification of restrictive business activities of firms/enterprises	CP
	4.3 Identification of deficiencies and abuse of dominant position in the market	CP
	4.4 Identification of market structure	CP
	4.5 Promotion of level playing field among traders	CP
5 Organizational Development through capacity enhancement	5.1 Strengthen the powers of the Authority	CE
	5.2 Implementation of the approved organization Structure	CA/CP/ CE/FN/ HR/ PM /CL
	5.3 Decentralization of the services of the CAA	CA/HR
	5.4. Enhancement of the competencies of the employees	CA/CP/ CE/FN/ HR/ PM /CL
	5.5. Promote additional avenues to improve the financial status	FN/CP
	5.6 Preparation of a manual of Procedures	CA/CP/ CE/FN/ HR/ PM /CL

Abbreviations: Pricing & Management **PM** Human Resources & Admin **HR**
Compliance & Enforcement **CE** Consumer Affairs & Information **CA**
Competition Promotion **CP** Consumer Affairs Council **CL**
Finance **FN**

CHAPTER 9

ACTION PLAN - 2014-2016

Goal	Strategy	Action	Implementation Period			
			2014	2015	2016	Responsibility
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 10 & 12	02	03	03	CA
		1.1.b. Identify and issue Special and General directions under section 10 & 12	← 02	03 →	03 →	CE CA
		1.1.c. Carryout periodical reviews and revise Directions		← →		CA/CE
	1.2 Enforcement of the Provisions of the Act to regulate trade through prosecution	1.2.a. Conduct market investigations & raids	25000	26000	27500	CA
		1.2.b. Prosecute errant traders who violate the provisions of the Act.	95%	97%	98%	CA
		1.2.c Publishing of names and addresses of convicted traders for the information of the consumers	←		→	CA
			Publishing in CAA Website			
	1.3 Encourage model shops with Consumer friendly feature	1.3. a. Introduce the model shop concept through district network	24	26	29	CA
		1.3.b. Popularize the concept among consumers and traders	←		→	CA

	<p>1.4 Intervention for the facilitation of trade</p>	<p>1.4.a. Identify priority areas for trader agreements</p> <p>1.4.b. Preparation and execution of agreement</p> <p>1.4.c. Periodical review of the agreements</p> <p>1.4.d. Carryout advocacy program for traders</p> <p>1.4.e. Introducing Technology based consumer protection program. (Track and trace system for selected products)</p>				<p>PM</p>
	<p>1.5 Regulation of prices of specified goods and services</p>	<p>1.5.a. Evaluation/ recommendation of prices on price revision applications</p> <p>1.5.b. Carryout market investigations</p> <p>1.5.c. Prosecute traders for non compliance</p> <p>1.5.d.Defending the Authority in the event of challenging any price fixing or revision in a Court of Law</p> <p>1.5.e. Periodically review and revise the items specified under section 18</p> <p>1.5.f. Carry out market surveillance</p>	<p>120</p>      <p>24</p> 	<p>120</p> <p>24</p>	<p>120</p> <p>24</p>	<p>PM</p> <p>CA/CP</p> <p>CE</p> <p>CE</p> <p>CA/CE/PM</p> <p>CP</p>
	<p>1.6 Intervention on excessive Pricing</p>	<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. Create and update data bases on world market sources, world market prices, etc</p>	 			<p>CL/PM</p> <p>PM</p>

		3.1.d. Promoting of consumer societies and school consumer circles <ul style="list-style-type: none"> • Consumer Societies • School Consumer Circles 	30	30	30	CA
			30	30	30	CA
	3.2 Ensure access to information on Consumer affairs and promote the exchange of information with other institutions	3.2.a Constant updating of the Authority Web site 3.2.b. Instant updating of the public on consumer Affairs	←			→ CA
			←			→ CA
	3.3. Dissemination of information	3.3.a. Dissemination of information through utilization of advanced information technology 3.3.b. Updating and uploading of information through Social Media, IVR, Short Code and SMS	←			→ CP/CA/CL/PM
			←			→ CL/CP/CA/CE/PM
4. Protection of traders and manufacturers against anti-competitive trade practices & promotion of healthy competition	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 against anticompetitive practices which operate against public interest	←			→ CP/CL
			←			→ CL

CP

CL

	4.2 Identification of restrictive business activities of firms/enterprises	4.2.a. Study on restrictive business activities 4.2.b. Make recommendation to relevant regulatory bodies/Institutions	04	06	08	CP CP
	4.3 Identification of deficiencies and abuse of dominant position in the market	4.3.a. Plan, design and conduct market research to identify abuse of market dominance	02	04	04	CP
	4.4 Identification of market structure	4.4.a. Examination of market share on identified industries	35	40	40	CP
	4.5 Promotion of level playing field among traders	4.5.a. Make recommendations to relevant authority and protect local manufacturers.				CP
5 Organizational Development through capacity enhancement	5.1 Strengthen the powers of the Authority	5.1.a. Finalized amendments proposed to the Act				CE
	5.2 Implementation of the approved organization Structure	5.2.a. Identify the deviations and regularize the structure 5.2.b. Review and make for further improvements as required.				CA/CP/ CE/FN/ HR/ PM /CL CA/CP/ CE/FN/ HR/ PM /CL

	5.3 Decentralization of the services of the CAA	5.3.a. Strengthen the district setup by recruiting required employees	←→		CA/HR
		5.3.b. Review the District setup and effect the necessary changes		←→	CA/HR
	5.4. Enhancement of the competencies of the employees	5.4.a. Identification of training needs through performance evaluation and planning	←→		CA/CP/ CE/FN/ HR/ PM /CL
		5.4.b. Prepare training plan	←→		HR/FN
	5.4.c. Provide training for staff	←→		HR/FN	
	5.4.d. Training Evaluation and feedback analysis	←→		CA/CP/ CE/FN/ HR/ PM /CL	
	5.5. Promote additional avenues to improve the financial status	5.5.a. Data collection and maintain a database of traders required for the registration of traders project		←→	FN/CP
	5.6 Preparation of a manual of Procedures	5.6.a. Preparation of a Manual of Procedures for the function of divisions	←→		CA/CP/ CE/FN/ HR/ PM /CL

		<p>5.6.b. Review and updating of Administrative and Financial manual of procedure</p> <p>5.6.c. Implementation of the Manual of Procedures after obtaining necessary approvals</p>			<p>FN/HR</p> <p>CA/CP/ CE/FN/ HR/ PM /CL</p>
--	--	--	--	--	--

Abbreviations:

Pricing & Management	PM	Human Resources & Admin	HR
Compliance & Enforcement	CE	Consumer Affairs & Information	CA
Competition Promotion	CP	Consumer Affairs Council	CL
Finance	FN		

	<p>1.4 Intervention for the facilitation of trade</p>	<p>1.4.a. Identify priority areas for trader agreements</p> <p>1.4.b. Preparation and execution of agreement</p> <p>1.4.c. Periodical review of the agreements</p> <p>1.4.d. Carryout advocacy program for traders</p> <p>1.4.e. Introducing Technology based consumer protection program. (Track and trace system for selected products)</p>	←			→	PM	
	<p>1.5 Regulation of prices of specified goods and services</p>	<p>1.5.a. Evaluation / recommendation of prices on price revision applications</p> <p>1.5.b. Carryout market investigations</p> <p>1.5.c. Prosecute traders for non compliance</p> <p>1.5.d.Defending the Authority in the event of challenging any price fixing or revision in a Court of Law</p> <p>1.5.e. Periodically review and revise the items specified under section 18</p> <p>1.5.f. Carry out market surveillance</p>	←	30	30	30	30	PM
	<p>1.6 Intervention on excessive Pricing</p>	<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. Create and update data bases on world market sources, world market prices, etc</p>	←			→	CL/PM	
			←			→	PM	
				06	06	06	06	CP

		5.2.b. Review and make for further improvements as required.	←				→	CA/CP/ CE/FN/ HR/ PM /CL
5.3 Decentralization of the services of the CAA	5.3.a. Strengthen the district setup by recruiting required employees		←				→	CA/HR
	5.3.b. Review the District setup and effect the necessary changes		-	-	-	-	-	-
5.4. Enhancement of the competencies of the employees	5.4.a. Identification of training needs through performance evaluation and planning		←				→	CA/CP/ CE/FN/ HR/ PM /CL
	5.4.b. Prepare training plan		←				→	HR/FN
	5.4.c. Provide training for staff		←				→	HR/FN
	5.4.d. Training Evaluation and feedback analysis		←				→	CA/CP/ CE/FN/ HR/ PM /CL
5.5. Promote additional avenues to improve the financial status	5.5.a. Data collection and maintain a database of traders required for the registration of traders project		-	-	-	-	-	-

CHAPTER 10

Implementation and Progress Review

The respective Heads of Divisions are responsible for the implementation of the action plan on monthly and quarterly basis. At the end of each month, all heads of divisions submit monthly progress reports and these progress reports are to be reviewed at the Management Committee Meeting consist of Chairman, Director General, Full Time Board Members and all Heads of Divisions. Management Committee reviews the monthly performance of each division and identifies bottlenecks if any and proposes corrective measures required for the next month. Accordingly the changes will be incorporated in the implementation of the next month's action plan. Moreover, monthly progress reports are submitted to the Board meeting for the information and comments of the Members of the Board.

At the end of each quarter, the quarterly progress reports are prepared by respective heads of divisions and submitted to the Board meeting as well to the line Ministry for their review, comments and proposals.

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.

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

Being a government institution, Consumer Affairs Authority 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

Consumer Affairs Authority 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. Consumer Affairs Authority 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 Consumer Affairs Authority is functioning under the provisions granted in the Consumer Affairs Authority 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.

Staff Training & Development

Years 2011

COURSE TITLE	INSTITUTE	PERIOD
Seminar on "Women's Healthcare - specifically women's reproductive health"	Victory Exhibitions & Conventions (pvt) Ltd	01 Day, 01 hr, 23rd June
MS Access (Intermediate Level)	EWIS Career Training (Pvt) Ltd	02 Days, 28th & 29th April
e-learning course on International Trade in Agricultural food products	National Productivity Secretariate	13-15 Sep
IT Training Programme for Investigation Officers	In House	08 Days
Improving performance through good governance & the rule of Law	SDFL	29th Oct
Workshop on Sage ACCPAC Administration	ZILLION e Business Solutions	01 Day, 31st March
Workshop on Clerical Skills Development	National Institute of Business Mgt	04 Days, 08th 09th 15th and 16th Dec.
Human Resources Development through Disciplinary Mgt.	Centre for Studies in Disciplinary Mgt.	02 Days, 14th and 15th Dec
Comprehencive course in the practical aspects of taxation	Sri Lanka Institute of Taxation	10th Sep-Dec (03 Months)
Training Joomla content Mgt tool for government officers	ICTA	02 Days, 21st and 25th Nov.
Workshop on Language Laboratory for Effective speech	Sri Lanka Foundation	24th & 25th Oct
Research methodology for professionals	Post Graduate institute of Business Management	20 Hrs (20th Aug- 03rd Sep)
National Law Conference 2011	Bar Association of Sri Lanka	09th & 10th Nov.
LAWASIA Business Law Conference - 2011	Bar Association of Sri Lanka	01 Day
MS Access (Intermediate Level)	EWIS Career Training (Pvt) Ltd	02 Days, 28th & 29th April
Workshop on Language Laboratory for Effective speech	Sri Lanka Foundation	24th & 25th Oct
Workshop on Sage ACCPAC Administration	ZILLION e Business Solutions	01 Day, 31st March
e-learning course on International Trade in Agricultural food products	National Productivity Secretariat	13-15 Sep

Year 2012

COURSE TITLE	INSTITUTE	PERIOD
Workshop on Road Safty	Ministry of Cooperatives and Internal Trade	01 Day, 23rd and 27th Feb
Workshop on Financial Reporting in Compliance with Accounting Standards	SDFL	02 Days, 04th & 05th Nov.
Sri Lanka Financial Reporting Standards	PRAG	01 Day, 22nd Nov
Gender Socialism and Trade Union Actions	Sri Lanka Nidahas Sewaka Sangamaya	01 Day, 16th Nov
Human Resource Development: Policies & Practices in 21st Century and Beyond with Emphasis on Chinese Experience	SLIDA	01 Day, 10th Dec.
Service of Office Aide for Higher Labour Efficiency	NILS	02 Days, 04th & 05th Nov
Workshop on Public Procurement Procedures	SDFL	02 Days, 29th & 30th Nov
Vehicle noise & Air Pollution	Department of Motor Traffic	01 Day, 19th June
Updating the Web	ICTA	01 Day, 10th September
Service of Office Aide for Higher Labour Efficiency	NILS	02 Days, 04th & 05th Nov
Human Resource Development: Policies & Practices in 21st Century and Beyond with Emphasis on Chinese Experience	SLIDA	01 Day, 10th Dec.
Sri Lanka Financial Reporting Standards	PRAG	01 Day, 22nd Nov
Workshop on Public Procurement Procedures	SDFL	02 Days, 29th & 30th Nov
Course on Stores Management	National Institute of Labour Studies	03 Days, 07th - 09th Nov.
Colombo Forum on Contract Law 2012	Colombo Law Society	02 Days, 29th & 30th Nov.
Office Management & Office Procedures	SDFL	02 Days, 22nd & 23rd Nov
Ethics in Relation to Disciplines of Management	SDFL	01 Day, 14th December
Workshop on Financial Reporting in Compliance with Accounting Standards	SDFL	02 Days, 04th & 05th Nov.
Gender Socialism and Trade Union Actions	Sri Lanka Nidahas Sewaka Sangamaya	01 Day, 16th Nov

Year 2013

COURSE TITLE	INSTITUTE	PERIOD
Developing Management Assistants	Skills Development Fund Limited	01 Day, 15th February
Basic Statistics	Institute of Applied Statistics Sri Lanka	10 Days, from 05th February
Drivers & Minor Employees on Correct Attitudes & Motivation	Skills Development Fund Limited	01 Day, 12th January
Workshop for Drivers	Construction Equipment Training Centre	01 Day, 14th June
03rd International Conference " Role of competition in fostering Trade & Investment"	Competition Commission of Pakistan	02 Days, 29th & 30th May
Training on Salary Management & Salary Conversion	PRAG Institute	01 Day, 03rd Sep
Workshop on Disciplinary Management	Ministry of Coperatives & Internal Trade	03 Days, 07th, 14th & 21st June
Drivers & Minor Employees on Correct Attitudes & Motivation	Skills Development Fund Limited	01 Day, 12th January
Workshop on Transport Management	Skills Development Fund Limited	01 Day, 31st January
Sri Lanka Financial Reporting Standards one day semiar	PRAG Institute	01 Day, 29th January
Terminal Benefits	PRAG Institute	01 Day, 18th June
Consumer Education Program in Malaysia	Consumers' Association of Penang	08 Days, 30th June to 07th July
WIPO Regional workshop on building respect for intellectual property	Ministry of Economic Developemnt of Maldives & the Japan Patent Office	02 Days, 13th & 14th January
Basic Statistics	Institute of Applied Statistics sri Lanka	10 Days, from 05th February
Super 5 "S" as a Productivity tool	National Institute of Labor Studies	01 Day, 31st January
Developing Management Assistants	Skills Development Fund Limited	01 Day, 15th February
Secretarial Practices	Skills Development Fund Limited	04 Days, from 21st February

Workshop on Import & Export Procedure	National Institute of Business Management	02 Days, 16th & 23rd May
Training on Salary Management & Salary Conversion	PRAG Institute	01 Day, 03rd Sep
Developing Management Assistants	Skills Development Fund Limited	01 Day, 15th February
Skills & Etiquette Training for Secretaries & Receptionists	Skills Development Fund Limited	01 Day, 18th January
International Seminar on Halal Std, Halal Science & Technology & Halal Product Trade	Department of Science Service, Ministry of Science & Technology Thailand	02 Days, 21st & 22nd March
CIMA Master Course on Financial Modeling with Excel	CIMA	02 Days, 28th & 29th May
Seminar on Effective Interpersonal Skills	SDFL	01 Day, 11th June
Basic Statistics	Institute of Applied Statistics sri Lanka	10 Days, from 05th February

Special Programmes

Program	Date
Special session for Investigation Officers in CAA (Resource Person ; Mrs. NeelaGunasekara)	2013.06.07
Special session for Investigation Officers in CAA (Resource Person ; Dr. AjanthaPerera)	2013.07.15
Special Session for Investigation Officers in CAA (Resource Person ; Mr. Neel Perera, Director, Central Environmental Authority)	2013.08.16
Special session for Investigation Officers in CAA (Resource Person ; Dr. Shanthi Gunawardhana)	2013.09.13
Special Awareness Program on practical appliances of CAA Ac, Lecture Conducted by Mr. Daya Samarakon, Head of the Badulla District Unit	2013.10.14
Special lecture given for Investigation Officers of CAA by Mr. J.M. Mangalathissa, Additional Secretary, Ministry of Co-Operatives & Internal Trade	2013.11.07