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## **National Communications Authority**

### *Press Release*

#### **NCA Joins the World to Celebrate 2021 World Consumer Rights Day**

**Accra, 15th March, 2021:** The National Communications Authority (NCA) has today, celebrated the World Consumer Rights Day (WCRD) across the country on the theme, “Information and Education: The Right of the Consumer”. The global theme for the celebration is however dubbed ‘Tackling Plastic Pollution’. The discussion across the world is expected to cover amongst other areas, measures in tackling plastic related pollution, considering the evidence in recent global warming issues faced all over the world.

The WCRD which is celebrated globally on 15th March of every year has, over the years, been marked with road shows and institutional education by the Authority. This year, due to the COVID-19 pandemic and as a measure of limiting face-to-face contact whilst empowering the consumer on their rights and responsibilities, the Authority embarked on radio education within the sixteen (16) regions of the country interlaced with social media campaigns.

Commenting on the celebration of the day, the Director General of the NCA, Joe Anokye, noted that as Ghana’s Telecommunications Service Regulator, the Authority supports the basic rights of the consumer to be informed, to choose, to be safe and to be heard. He adds that as technology continues to be at the centre of business, social and governmental lives, it has become even more relevant for the regulator to pay closer attention to consumer protection. Mr. Anokye reiterated that it is in that vein that the NCA has strengthened its regulatory interventions on Spectrum Management, Quality of Service, Cybersecurity and Consumer Complaints Management amongst others to safeguard the consumer’s interests.

Whilst admonishing consumers to fulfil their obligation of being abreast with service and product information, Mr. Anokye said the Authority is in vigorous collaborative efforts with Service Providers to ensure that consumers get the best from the services they subscribe to.

In the radio interviews held on selected radio stations across Ghana, officials from the NCA discussed amongst others the Authority’s assistance to the Communications Industry during the pandemic and the measures put in place to ensure a good customer experience during the period. They also shared with the public some consumer tips on Telecom Services highlighting on consumer complaints procedures.

The team also took the opportunity to announce to consumers and the general public the introduction of its official WhatsApp page, an additional channel of reaching the

Authority. This, they said will enhance quick access to key information on telecom related issues and a faster response to consumer related issues or challenges.

### ***About World Consumer Rights Day (WCRD)***

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

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

*The WCRD was first formally observed on 15th March 1983, and has, since, being recognised by the United Nations, become an important occasion for mobilizing citizen attention and action. Internationally, the day was celebrated under the theme 'Tackling Plastic Pollution'*

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