



National Communications Authority

Press Release

NCA COMMEMORATES 2022 WORLD CONSUMER RIGHTS DAY WITH SIM CARD REGISTRATION AND SENSITISATION ACROSS GHANA

Accra, 15th March, 2022: The National Communications Authority (NCA) has joined the world in the celebration of the 2022 World Consumer Rights Day (WCRD) across the country. While the global theme for the celebration is “*Fair Digital Finance*”, the Authority’s celebration is premised on the theme “*SIM Ownership, Connectivity and Retention: The Right of the Consumer*”.



Staff of the Authority educating consumers on the SIM card registration exercise

This year’s celebration took place at various market centres across the country. In the Greater Accra, Central and Western Regions, the consumer engagements too place at the Ada Kesseh, Kasoa and Kojokrom markets respectively. The Aboabo, Kejetia, and Anyinam Markets were the venues for the Northern, Ashanti and Eastern Regions respectively. Other locations where consumers were engaged were the Navrongo Market in the Upper East Region, the Dormaa Market Centre in the Bono Region and the Kpeve Market in the Volta Region.

The theme provided a platform for the Authority to educate consumers about the importance and process of the ongoing national SIM card registration as well as assist them with on-site registration. Mobile Network Operators and Outreach officers were present to assist with linking SIM cards to Ghana cards and biometric capture.

Speaking to consumers at Ada Kesseh Market Centre, the Deputy Director for Consumer and Corporate Affairs at the NCA, Mr. Kwame Gyan said “for us at the National Communications Authority (NCA), we have adopted the theme, “*SIM Ownership, Connectivity and Retention: The Right of the Consumer*” for this year’s celebration. This is because we want to educate and inform consumers about the importance and the process of the ongoing SIM Card Registration Exercise. He added also that it has become very essential for consumers to be aware of their rights and responsibilities, especially when the SIM card has become very central in the day to day activities of consumers.



Kwame Gyan, Deputy Director for Consumer and Corporate Affairs, welcoming participants

He reiterated the importance of the SIM Registration exercise and encouraged consumers to help Ghana to develop and build a SIM database with integrity by registering their SIM cards. Similar messages were shared with consumers at the other locations.



AirtelTigo and MTN staff capturing subscribers biometrics

The NCA team, in collaboration with Mobile Network Operators (MNOs), seized the opportunity to address consumer challenges as regards the SIM Card Registration exercise. It also created an avenue for subscribers who have not registered their SIM cards to do so.

About World Consumer Rights Day (WCRD)

World Consumer Rights Day (WCRD) is celebrated on 15th March worldwide. It is an occasion for the 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 and the need for the same 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, been recognised by the United Nations, become an important occasion for mobilizing citizen attention and action. Internationally, was celebrated under the theme "*Fair Digital Finance*" for 2022

Issued by the National Communications Authority:

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Date – 15th March, 2022