



National Communications Authority

- Press Release

NCA OBSERVES WORLD CONSUMER RIGHTS DAY (WCRD) 2023

Accra, 15th March, 2023: The National Communications Authority (NCA) observed the World Consumer Rights Day (WCRD) in three (3) Regions on 15th March, 2023. The celebration, which was held in some selected Universities and Colleges, focused on the theme "Building an Informed Telecom Space: The Rights and Responsibilities of the Consumer". The three regions where various events were held are the Greater Accra, Eastern and Bono Regions.

The event was aimed at promoting consumer awareness and educating consumers on their rights and responsibilities in the telecom space. The event brought together students and lecturers of the University community, as well as representatives from the NCA.



Mr. John B. Essamuah, Deputy Director, Consumer and Corporate Affairs Division of the NCA, welcoming participants

Ghana Communication Technology University (GCTU), Accra

Speaking at an event held at the Ghana Communication Technology University (GCTU) in Accra, a Deputy Director for Consumer and Corporate Affairs Division at the NCA, Mr. John Essamuah, emphasized the importance of educating consumers on their rights and responsibilities. He stated that consumers must be vigilant and report any violations of their rights to their Service Providers first for redress, before reporting to the NCA. He urged consumers to fact-check information they pick up in order to become more informed about the telecommunications industry.



Dr. William Brown-Acquaye, Lecturer, GCTU, speaking at the event

Dr. William Brown-Acquaye, a Lecturer at GCTU, commenting on the celebration stated that consumers must learn to exercise their rights in order to avoid having them taken away. He explained that sensitive issues such as data protection in the telecom space are both a right and a responsibility of the consumer as well as the telecommunications industry. He further urged consumers not to be passive, but rather proactive in taking responsibility for their experience when using the network to ensure seamless connectivity.



Cross Section of Participants



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Staff of the Authority giving out branded souvenirs at the GCTU

Koforidua Technical University

The celebration of World Consumer Rights Day in the Eastern Region was a success as the NCA engaged in an outreach to educate consumers at the Koforidua Technical University on topics that directly affect them. Among the subject areas of consumer education were the Consumer Complaint Process, Mobile Number Portability, Consumer Rights and Responsibilities, Unsolicited Electronic Communications among others.



Staff of the Authority engaging some students

University of Energy and Natural Resources, Sunyani

World Consumer Rights Day for the Bono Region was celebrated at the University of Energy and Natural Resources in Sunyani. The NCA Team concentrated on educating and informing consumers about their rights and responsibilities with respect to communication services, as well as the channels established by the Authority for the effective resolution of their complaints when necessary.



A section of students at the UENR in Sunyani

Accra Technical University

In line with the theme for this year's celebration, Staff of the Greater Accra Zonal Office engaged students and lecturers of the Accra Technical University. Staff reiterated that the NCA places significant value on consumer protection, adding that it is crucial to educate and sensitise officials about their rights as well as responsibilities.

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About NCA

The National Communications Authority, (NCA), was established by an Act of Parliament, Act 524 in December 1996, which has been repealed and replaced by the National Communications Authority Act, 2008 (Act 769). The Authority is the statutory body mandated to license and to regulate electronic communication activities and services in the country.



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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 “Empowering Consumers through Clean campaign”