

FOR IMMEDIATE RELEASE26th March 2026**CCA sets-up a consumer advocacy group in letlhakeng**

In its continued effort to strengthen consumer protection at the grassroots level, the Competition and Consumer Authority (CCA) conducted a Consumer Advocacy Group Pilot Training Workshop in Letlhakeng. The initiative aims to enhance consumer education and establish a sustainable support system for residents in the district.

The workshop was made possible through collaboration with the Letlhakeng District Council, Letlhakeng community, the, Kgosi, and the business community. Selected community members were trained to form a Consumer Advocacy Group, which will play a pivotal role in promoting consumer rights and supporting the Authority's mandate within the district.

Speaking during the workshop, CCA Chief Executive Officer, Mr. Gideon G. Nkala, explained that the formation of consumer advocacy groups is a strategic response to the Authority's goal of enhancing consumer protection, particularly in remote areas.

Mr. Nkala highlighted that the establishment of these groups has become necessary following the closure of several district offices in 2022, whose main focus was promoting consumer rights and related matters. Closure of these offices resulted in reduced access to consumer protection services in rural areas. ***"The formation of district consumer advocacy groups will help bridge this gap by empowering communities to identify, report, and address unfair business practices,"*** he stated.

During the training, participants were guided through the provisions of the Consumer Protection Act, the guidelines governing the Consumer Advocacy Groups, and their roles and responsibilities in promoting consumer education, monitoring market conduct, and assisting consumers with complaints.

Participants also identified common challenges faced by consumers in the district, including:

- Digital fraud
- Poor compliance by suppliers

- Failure to display prices
- Limited awareness of consumer rights, particularly regarding repair, replacement, or refund as provided for under the Consumer Protection Act.

Letlhakeng District Council Deputy Council Secretary for Operations, Ms. Delic Sehunwe, encouraged the selected members to apply their training to strengthen consumer protection in the district. ***“The objective of the training was to equip the group with knowledge that will enable them to educate and empower the community on consumer rights and responsibilities,”*** she said.

The workshop also served as part of the activation activities leading to the commemoration of World Consumer Rights Day, which will be hosted in the Letlhakeng District at a date yet to be announced.

The Authority is mandated to promote fair competition, protect consumer rights, and prevent unfair business practices in line with the Competition Act of 2018 and the Consumer Protection Act of 2018.

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