



**Ms. Premila Kumar**  
**Consumer Council of Fiji**



# Who is a consumer?

- A person who buys goods and services for his or her own use
- Anyone who pays for goods and services for their own personal/household/family use



# Why Consumer Protection?

- Traders and Service providers are well organized (Chamber of Commerce)
- Strong organizations and associations to protect and safeguard their interests

# Consumers

- consumers are disorganized and are unaware of their rights;
- consumer protection agencies that should assist them fail to provide the assistance as expected;
- the redress mechanism is limited or unavailable in some instances and other alternatives are expensive; and
- there is an absence of competent and swift machinery for enforcement of existing laws.



# **Roles and Functions of Consumer Council of Fiji**

# Role of the Consumer Council

- Safeguard Consumer's interests;
- Educate consumers on their rights and responsibilities; and
- Empower consumers towards a fair and safe marketplace

# Services offered by Council

- Campaigns, Education & Media Services
- Research and Policy Analysis
- Consumer Advisory & ADR Services



# \* What consumer council will not deal with:

- The council will not deal with these issues:
- Labour issues
- Human Rights issues
- Criminal Issues
- Corruption Issues
- Issues before the courts

# Cont...

- Internal family disputes
- Trader issues
- Or issues out of our jurisdiction.
- We will only deal with consumer issues.

# THE COUNCIL PROVIDES...

- the external pressure as a **watchdog** to create a fair and just delivery of goods and services
- represents and protects the rights and interests of consumers by identifying and articulating the policy issues that are of importance to the consumers.
- conducts rigorous research and policy analysis on key consumer issues

# Job of Consumer Council

- Protect consumers' interests;
- Educate consumers on their rights and responsibilities; and
- Empower consumers towards a fair and safe marketplace
- Assist consumers with their complaints
- Provide advice and information to consumers (and others)



# Consumer Rights in the marketplace

- ✓ Right to BASIC NEEDS
- ✓ Right to SAFETY
- ✓ Right to be INFORMED
- ✓ Right to CHOOSE
- ✓ Right to be HEARD
- ✓ Right to REDRESS
- ✓ Right to CONSUMER EDUCATION
- ✓ Right to a HEALTHY ENVIRONMENT
- ✓ Right to QUALITY SERVICES



# Your CONSUMER RESPONSIBILITIES

- **Critical awareness**
- **Action**
- **Social Concern**
- **Environmental Awareness**
- **Solidarity**



# TYPE OF COMPLAINTS WE CAN INVESTIGATE

- NOT EVERYTHING!
- ONLY THOSE THAT HAVE CONSUMER ISSUES!
- Consumer means – you either in a **buying, hiring or leasing** position. Or a **potential user** of any service rendered for fees or reward.