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Department:
Economy & Enterprise Development
North West Provincial Government
Republic of South Africa

BE A SMART CONSUMER, SAYS CONSUMER AFFAIRS



The consumer affairs office enlightening the public on their rights

An enlightened consumer is an empowered consumer. An informed consumer not only protects himself/herself from exploitation but induces efficiency, transparency and accountability in the entire trade industry.

Realizing the importance of consumer awareness around Maquassi Hills Local Municipality, the Department of Economy and Enterprise Development through Consumer Education Unit conducted a workshop in Wolmaranstad town hall recently.

The workshop was held under the theme **"Exercise your rights and responsibilities to save your money"** comprising of approximately 150 people comprising of youth, government officials and elderly people.

The workshop forms part of the on-going workshops that has been done throughout the province to continue informing communities about their rights as consumers and how to enforce them responsibly.

It has come to the attention of the department that consumers still fall in an unnecessary debt traps due to lack of knowledge since government services are far from them, the Department then saw the need for workshops to educate communities on the responsible ways of money management in order for them to become smart consumers.

Consumer Affairs has taken time and again stressing to community members on the need to knowing their rights and responsibilities when entering into motor vehicle agreements, the importance of reading and understanding the contract, and the secret of money management

Ms Nana Motlhoki; Senior Consumer Education Officer did a presentation on rights and responsibilities of motor vehicle agreements, she told consumers that it is very important for consumers to Shop around, compare prices and strictly deal with Reputable Car Dealerships or large institutions before entering into a contract as this will assist them to be able to save money, she further added that they should be careful of cheap products because mostly they do not last long.

Amongst others present at the workshop was Mr Matlhomola Moshong; Learning Leader at Old Mutual who did a presentation on the secret of money management, he told attendees on the importance of thorough financial planning at the start of every month and urged them to move away from buying things they did not plan for as this will enable them to save money and be responsible.

The workshop was succeeded by road shows and mall activations across the province to continue teaching consumers about their rights. Communities are encouraged to visit the nearest consumer affairs office should they be in any need of advice or need to lodge a complaint.

