

**SPEECH BY FRANCIS WANGUSI, AG. DIRECTOR GENERAL,
COMMUNICATIONS COMMISSION OF KENYA, DURING THE
LAUNCH OF THE POSTAL AND COURIER CONSUMER EDUCATION
CAMPAIGN AT THE NAIROBI SAFARI CLUB ON 13TH SEPTEMBER,
2011**

Distinguished Member of the Media,

Representatives of postal and courier operators

Distinguished Guests

Ladies and Gentlemen;

Let me take this opportunity to thank you for joining us here today as we launch the CCK postal and courier awareness campaign.

This campaign follows various forums that we have held with stakeholders and the postal and courier service providers. The forums have come up with many recommendations which the Commission has been trying to implement. At our 3rd Postal and Courier stakeholders forum in April, one of the recommendation that was passed was the need to increased awareness for consumers of postal and courier services at the grass root level.

As you may **be aware**, the Communications Commission of Kenya is mandated by law to regulate the postal/ courier services and to safeguard the interests of consumers of these services. In the past, our consumer outreach programmes have

largely dwelt on telecommunications related services. This year we will be focusing our consumer outreach effort on the postal/courier industry, and thus sensitize the public on various issues that affect the quality of services they receive. As a regulator, the Commission has a role in supporting national security and adhering to recommended international postal/courier standards. Postal/courier security is increasingly becoming important globally in light of the threat of use of postal/courier medium to plan and carry out terrorist activities. . The Commission has a responsibility to ensure that it educates consumers on the dangers posed by those using the postal system for unscrupulous and destructive causes.. While the abuse of the postal system in Kenya is very limited, it is, however, important to sensitize our consumers to know more about the articles prohibited from transmission through mail/courier for their safety and that of customers generally.

It is important to note for instance that it is an offence to conduct postal/courier business without a license from the Commission. Consumers should always ensure that they deal with licensed service providers and demand to be showed a valid certificate from CCK. Offenders risk jail terms of one year, or a fines of up to Kshs. 200,000 or both on conviction. Senders of offensive articles such as those with words or pictures that are scurrilous, threatening, obscene or grossly offensive in character risk jail terms of one year, or a fine of up to Kes. 300,000 or both on conviction. .

It is instructive to note that recently, the Commission canceled several licences, on account of breach of licence conditions.. We shall continue carrying out the requisite inspection and monitoring activities to weed out all non-compliant postal/courier operators with a view to protecting the interests of consumers.

Ladies and gentlemen, the Campaign that we are launching today shall be rolled out countrywide to educate the Kenyan population on various issues touching on the post with a view to enabling them obtain value for money from the postal/courier licensees. In addition, the campaign shall educate the public on safety, mail fraud, disclosure of contents of postal articles, complaints handling as well as consumer rights, duties and obligations.

We must recognize that the industry is continually changing and diversifying, and as such many postal and courier operators are in competition to provide services to the public. However, we at the Commission will always work to ensure a level playing field for the operators and also ensure that the consumer is protected and empowered to derive maximum benefit from the liberalized postal/courier market.

Indeed, postal and courier services are some of the oldest means of communication sometimes transmitting items of great sentimental value. It is, thus, a responsibility of those doing business in this line to ensure they offer good customer service and ensure security, safety and timely remittance customer valuables.. It is for such reasons that it is important that Kenyans know and understand the dynamics that revolve around the postal and courier sector. This will also be an opportunity to appreciate the many business opportunities available in this sub-sector. Some of these include e-commerce which has high potential in logistics and internet shopping, providing immense opportunities for operators. We are working closely with the Courier Industry Association of Kenya, to encourage the operators to embrace technology and also streamline the operations of the sub-sector. The association has continued to request the Commission to issue licenses to operators based on the level of operations, instead of a flat rate fee. The commission will

review this in a bid to increase participation in the sector and also help nurture small operators.

Ladies and gentlemen, the Commission has to date licensed over 100 postal and courier operators. This only goes to show you how the postal and courier industry is fast developing and gaining popularity. It also demonstrates the stiff competition that exists in the sub-sector as firms try to increase their market share. We must however note that with competition, there could be some unscrupulous postal and courier providers who are out to short change customers. To protect themselves from these unscrupulous operators, I encourage consumers to tune into our messages as we educate the public and gain knowledge so that they are able to make informed purchase decisions in the market.

I wish to call upon the media to support this campaign initiative so that we can together empower and educate Kenyans on what to look out for when doing business in the postal courier line. Apart from paid up advertising that we are going to carry in your media outlets, I wish to seek your support in giving prominent coverage to this initiative through incisive news and features on the subject.

Thank you.