



भारतीय प्रतिस्पर्धा आयोग  
Competition Commission of India

# Forging Partnerships For Creating Awareness:

Competition Advocacy in Changing Market-Places

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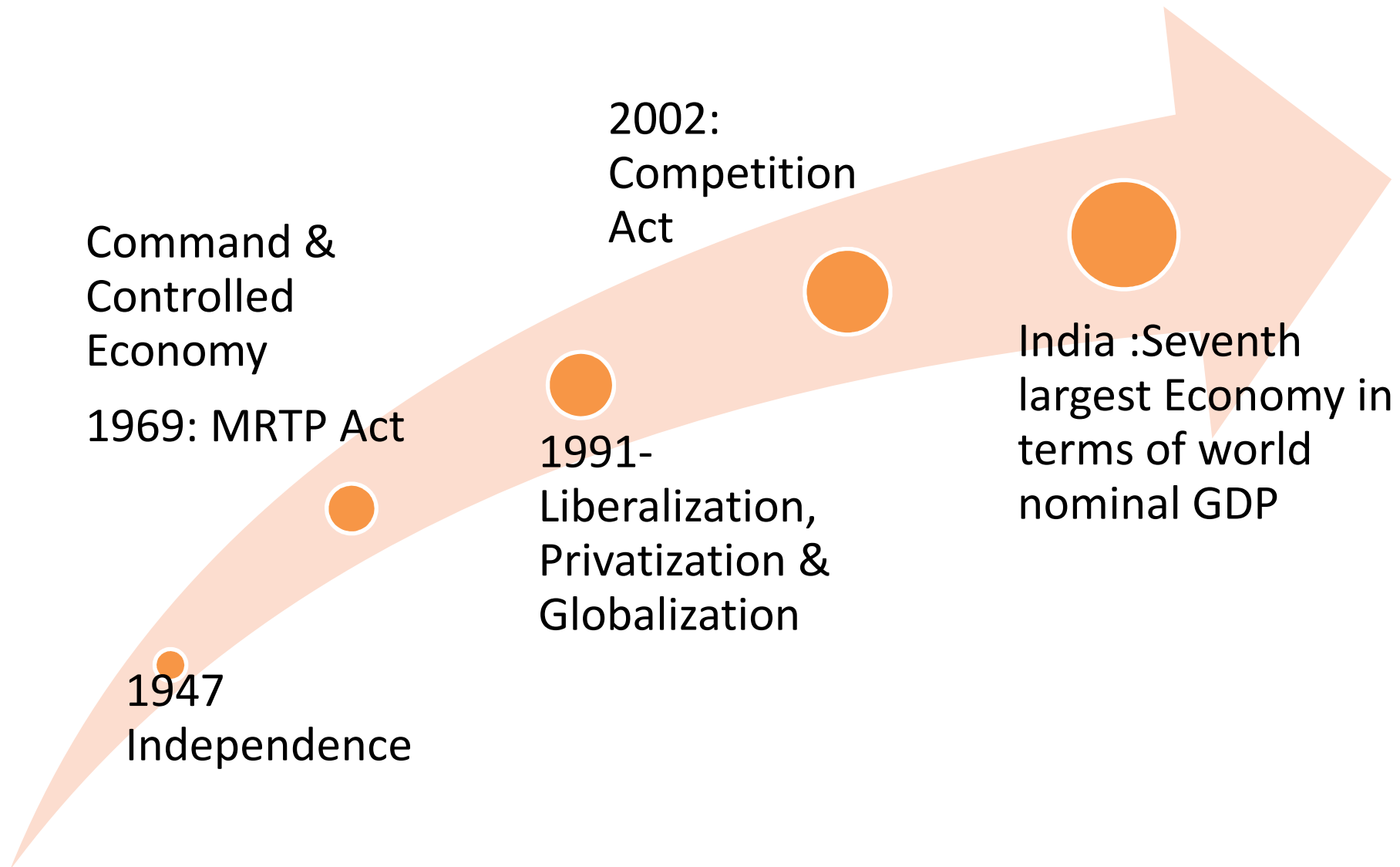


# Agenda



- Market Regulation in India
- Preamble of the Competition Act, 2002
- Advocacy Target and Outreach
- Advocacy Target and Strategy
- Strategy 1: Resource Person Scheme
- Strategy 2: Competition Assessment
- Strategy 3: Focused Group Discussion
- Strategy 4: Partnering Institutions
- Success Of Advocacy Efforts
- Other Advocacy Initiatives

# Market Regulation in India



# PREAMBLE OF THE COMEPTITION ACT,2002

KEEPING IN VIEW THE  
ECONOMIC  
DEVELOPEMEMENT

PROTECT INTERST OF  
CONSUMERS

ENSURE FREEDOM OF  
TRADE

PREVENT AAEC

PROMOTE AND  
SUSTAIN  
COMEPTITION

## COMPETITION ADVOCACY (Section 49)

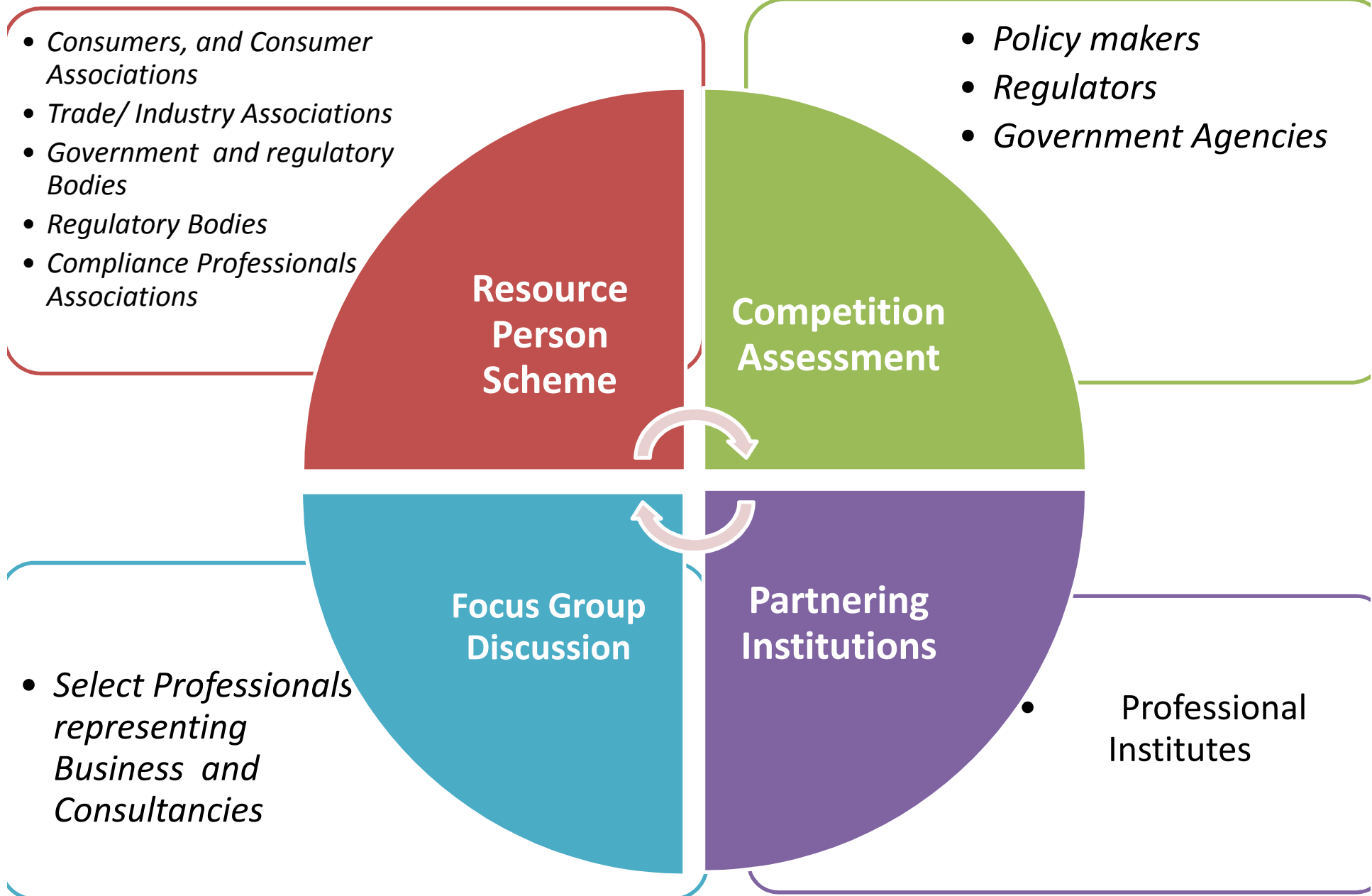
- *CCI to take suitable measures for –*
  - *Promoting Competition advocacy*
  - *Creating awareness*
  - *Imparting training on competition issues*
- *Competition Assessment*
- *Develops Competition Compliance Culture*

# Advocacy Target and Outreach

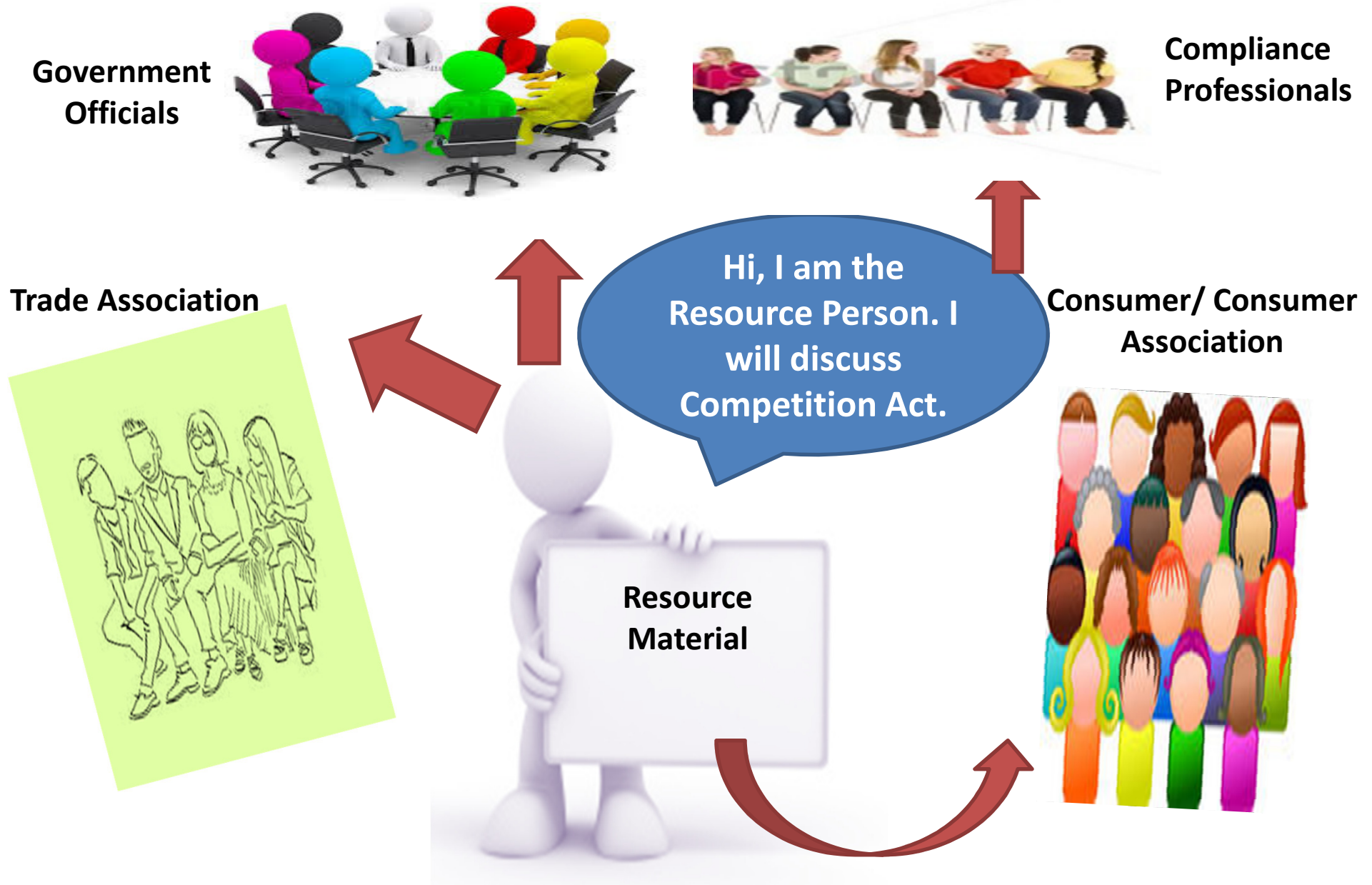
- **Key Stakeholders**

1. *Government , Regulatory Bodies & Public Sector Organizations*
2. *Business and Trade Associations*
3. *Consumer and consumer Associations*
4. *Academia, Research Scholars and Professionals*

# Innovative Advocacy Strategy



# Innovation 1: Resource Person Scheme



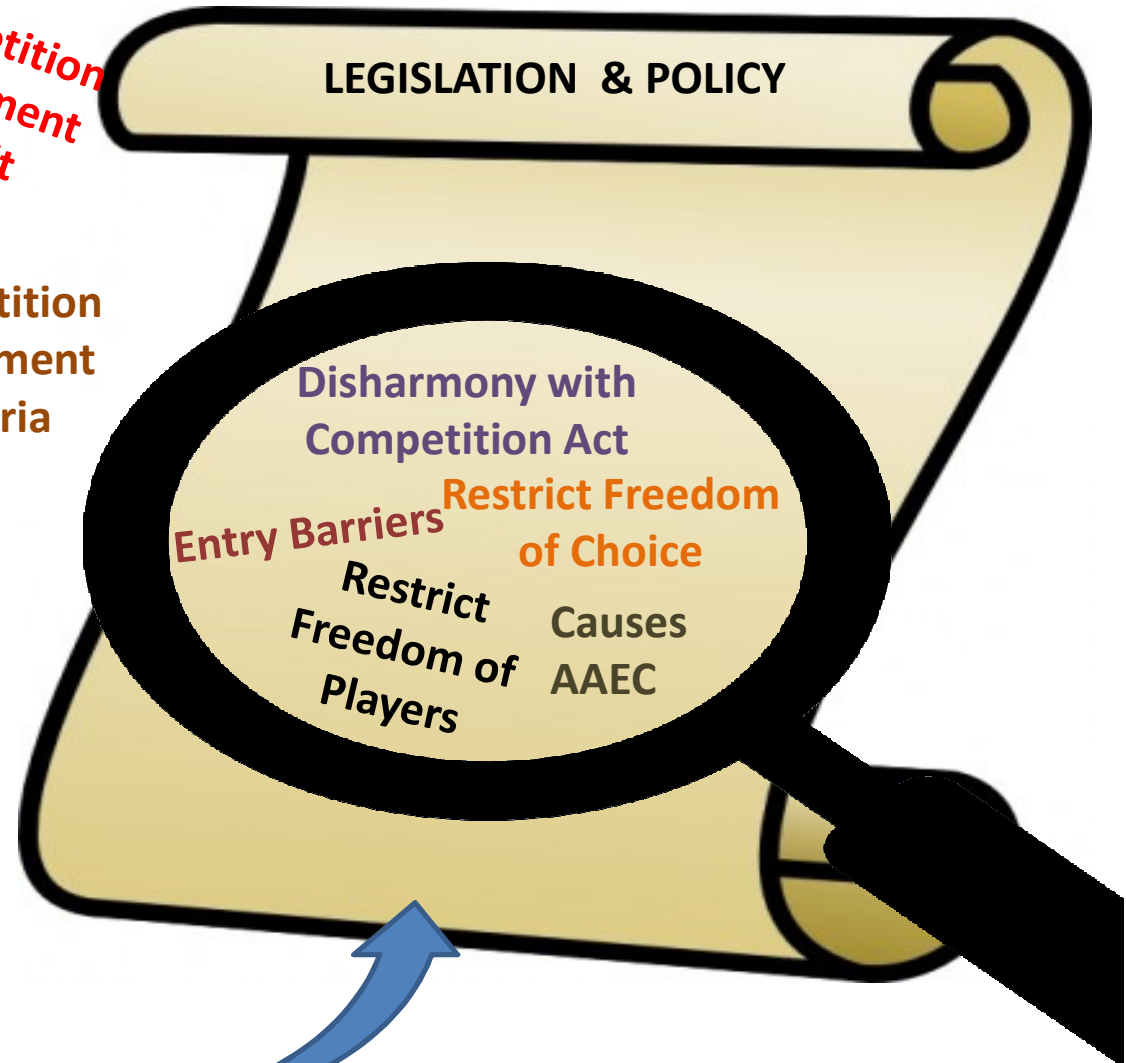
# Innovation 2: Competition Assessment

Competition  
Assessment  
Guidelines

Competition  
Assessment  
Toolkit

CCI and Seven Academic  
Institutions

Competition  
Assessment  
Criteria

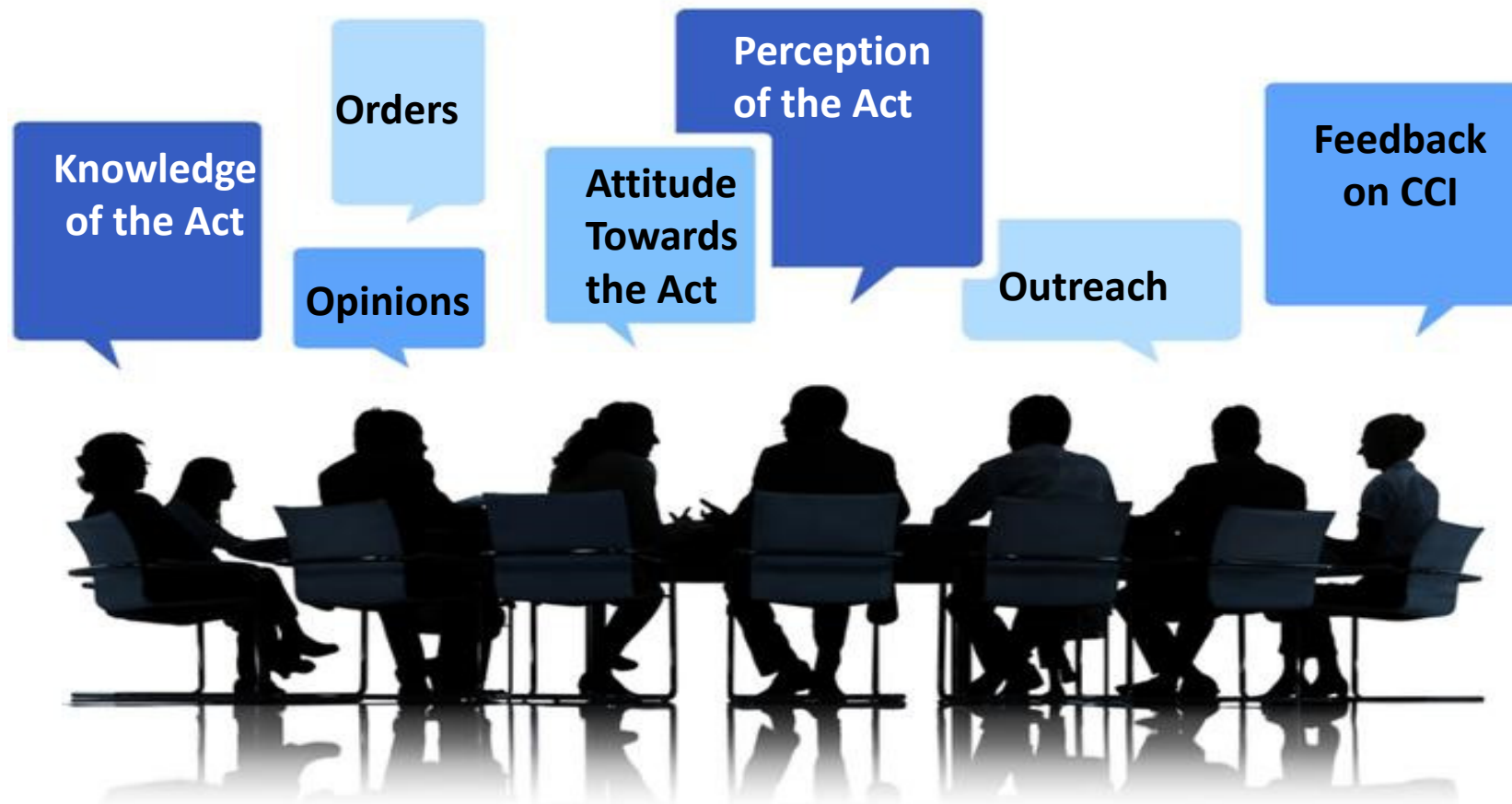


NIPFP, CUTS, IIMs, NLU, IGIDR, NLIU



# Innovation 3: Focused Group Discussion

Stakeholder Survey: FGDs with select 35-40 stakeholders ( Region-wise)  
via engagement with External Stakeholder



## Innovation 4: Partnering Institutions

Memoranda of Understanding with Professional Institutions for creating competition awareness and promoting research

- Institute of Chartered Accountant of India (ICAI)

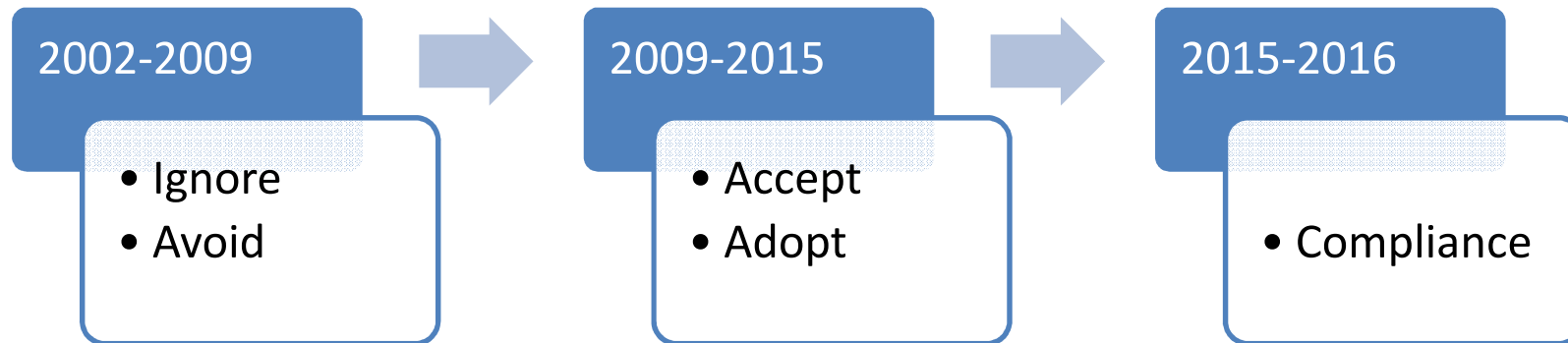
- Institute of Company Secretaries of India (ICSI)



- Institute of Cost and Management Accountant of India (ICMAI)

- Reputed Universities

# Enterprise Perspective vis-à-vis Competition Act



- **CUTS on ‘Competition and Regulation in India, 2015’**: Level of Awareness about CCI increased to 71% from 48%

## Outcomes - Observed

- Direct Engagement with Ministries and Statutory Authorities
  - Success indicator: Policy Maker's Recognition of importance of CCI's Jurisdiction in New and Amended Acts/Bills: **Indian Financial Code, 2014; The Real Estate (Regulation And Development) Bill, 2016; Public Procurement Manual, 2016;**
- Frequent Invitation for holding Competition Awareness Program by Officer Training Academies, Judicial Academies, Professional Institutes, Educational institutes, Consumer associations, Trade Associations
- However, persuading Academicians & Research Scholars to carry out market analysis and studies related to benefits accruing from enforcement

## Other Advocacy Initiatives

- Advocacy Programmes with Government Sector, Private Institutes and Regulator
- PR Strategy, Videos and Advertisements
- Competition Compliance Manual
- Country Review of Indian Competition Law and its enforcement in an international journal of repute
- Internship Programme
- Quarterly Newsletter Fairplay



# Thank You

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