



## ESSAY WRITING COMPETITION

### **Introductory Note:**

The Competition Authority of Kenya (the Authority) is established under the Competition Act, No. 12 of 2010 (the Act). The Authority's mandate is to enforce the Act with the object of enhancing the welfare of the people of Kenya by promoting and protecting effective competition in markets and preventing misleading market conduct throughout Kenya. It endeavors to achieve the above outcome through control of mergers; unwarranted concentration of economic power; prohibition of Abuse of Dominance; regulation of concerted practices and prohibition of unfair and misleading market conduct.

Each year, the Authority conducts Annual Essay Writing Competitions aimed at encouraging intellectual discourse in the field of competition regulation and consumer protection among undergraduate and postgraduate students pursuing courses in Economics, Law and any other business related fields.

In addition the competition is aimed at promoting writing and analytical skills among university students while encouraging research and analysis in this field in both public and private universities in Kenya.

### **The topics for this year's (2017) Essay Writing are:**

#### **Undergraduates**

With the advent of e-commerce in Kenya, discuss the possible consumer protection issues that would arise from online shopping, highlighting how the Competition Authority of Kenya (CAK) can resolve them.

#### **Postgraduates**

Discuss the concept of 'buyer power' as an emerging competition concern in the Kenyan economy and how it can be remedied.



## **Guidelines:**

1. Students must write on the topic in English.
2. The Essay shall be original and unpublished and must not exceed 2500 words.
3. Copying from books/newspapers is prohibited unless for specific case references.
4. The Essay must be typed using Palatino Linotype font 12 in and saved in Word File.

## **Criteria for Judgment**

Primary consideration will be given to the Essay's originality and its contribution to new knowledge, insights and creative approach. Undergraduate and Postgraduate Essays will be judged and awarded separately.

Essays will be judged according to the following Criteria:

- Substance and originality e.g concept and grasp of consumer protection and /or competition issues (50marks)
- Clarity, creativity and practicality. (20marks)
- Writing style, compositions and organization. (15marks)
- Language, grammar and presentation. (15marks)

*\* Shortlisted Students will be expected to make a presentation to a panel*

## **Prizes:**

### **For Undergraduate Students:**

1<sup>st</sup> prize- Fees worth 50,000/=

2<sup>nd</sup> prize- Fees worth 30,000/=

### **For Postgraduate Students:**

1<sup>st</sup> prize- Fees worth 80,000/=

2<sup>nd</sup> prize- Fees worth 50,000/=

- \* Both the winner and the first runner-up will be awarded certificates.*
- \* All finalists will be awarded certificates of participation.*
- \*The fees will be paid directly to the university to cater for tuition.*

### **Important Dates**

Deadline for submission of Essays is **15<sup>th</sup> February, 2017**. No entries will be accepted after the deadline.

### **Submission**

Only ONE submission will be accepted per student.

Students should write their full contact details (Names, Address, Telephone number, email address)

Student should write his/her full names, degree pursued, the year of study and admission number.

*\*The Authority may seek proof of enrollment in university*

Essay can be sent via email through Email: [essaycompetition@cak.go.ke](mailto:essaycompetition@cak.go.ke)

For more information please visit [www.cak.go.ke](http://www.cak.go.ke)