



## ESSAY WRITING COMPETITION

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. Effective competition and regulation together contribute to economic growth and welfare while creating an atmosphere that supports innovation. With this objective and with the aim of encouraging intellectual discourse among students on Competition Law and Policy, the Authority conducts an Annual Essay Writing Competition. This Essay writing competition is open for ALL students of both public and private Universities in Kenya pursuing an Undergraduate degree or Master's degree in Law, Economics and any other business related field. In addition the competition is aimed at promoting writing and analytical skills among University students while encouraging research and analysis in the Competition regulation field.

### TOPICS

#### **For Undergraduates:**

1. Explain how agencies mandated to promote competition and consumer welfare should collaborate in enforcing their consumer protection mandate and highlight also the priority areas which they should focus on?

#### **For Postgraduate Students:**

##### **Please choose one topic and discuss.**

1. With the creation of Regional Economic Communities (RECs) e.g EAC and COMESA, what do you envisage to be the role of National Competition Agencies in enhancing regional integration?
2. What should be the balance between competition assessment and public interest consideration in merger evaluation?

#### **Guidelines:**

- a. Students must write on the topic in English.

- b. The Essay shall be original and unpublished and must not exceed 2500 words.
- c. Copying from books/newspapers is prohibited unless for specific case references.
- d. The Essay must be typed using font 12 in Palatino Linotype and saved in Ms. Word File.
- e. The student must use 1.15 spacing, justification of the text must be done
- f. The essay should be free of plagiarism.
- g. Only soft copies to be received through the email in the email address provided at the tail end of this advert.

### **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:**

Winner - Fees worth 50,000/=

1<sup>st</sup> runners-up - Fees worth 30,000/=

#### **For Postgraduate Students:**

Winner - Fees worth 80,000/=

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

**\* Both the winner and runners up students will be awarded certificates of honor.**

**\*The prize will be paid directly to the respective Universities.**

### **Important Dates**

Deadline for submission of Essays is **11<sup>th</sup> March, 2016**

No entries will be accepted after the deadline.

**Submission**

Only ONE submission will be accepted per student. Students should write their full names and degree pursued, full contact details (Address, University, Admission Number, Telephone number and email address)

The year of study, student number and from which University.

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

The essay can be sent via email to the Competition Authority of Kenya's email address given below.

Email: [essaycompetition@cak.go.ke](mailto:essaycompetition@cak.go.ke)

**The Director General  
Competition Authority of Kenya  
Kenya Railways' Headquarters,  
Block 'D', Ground Floor  
Workshop Road off Haile Selassie Avenue.**