



PRESS STATEMENT

17-07-2026

Urgent Appeal for Intervention on the Rising Cost of living and strengthened consumer protection

Sout Al Shaab is appealing to the Juba City Council and all the relevant government Ministries to urgently intervene in the escalating cost of living that is placing an un bearable burden on ordinary families in Juba. The continuous increase in the prices of essential commodities has made it difficult for many households to meet their basic needs (Fuel and Water in particular). We are concerned about the lack of effective consumer protection mechanisms to monitor prices, prevent exploitation, and ensure fair trade practices. Without adequate oversight, consumers remain vulnerable to justified price increase and market manipulation.

Being alarmed and mindful of the consequence of this challenge if not addressed, we therefore respectfully call upon the government to:

1. Strengthen market monitoring and enforce consumer protection regulations to prevent unjustified price increase
2. Implement practical measures to make essential services more affordable
3. Enhance price monitoring and transparency for essential commodities across juba
4. Support vulnerable households through appropriate economic and social protection measures
5. Engage traders, transporters, water suppliers and other stakeholders in identifying sustainable solutions to stabilize prices.

We acknowledge the current challenges facing our nation and appreciate the efforts being made by the government to improve the lives of its citizens. However, the current economic hardship requires urgent attention and coordinated action to protect the welfare and dignity of the people and therefore urge the juba city council and the relevant ministries to treat this matter with the urgency it deserves. Affordable access to food, clean water and essential services is fundamental to the well-being of every citizen and the stability and development of our country.

We remain hopeful that decisive action will be taken in the interest of the people of South Sudan.

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