

MARKET MONITORING, CONSUMER PROTECTION, AND UNFAIR TRADE STATISTICS FOR APRIL, 2023

Section 1 : Complaints and the Status of Redressal

In April 2023, the Competition and Consumer Affairs Authority (CCAA) received a total of 11 consumer complaints. Among these, 6 complaints were successfully resolved, while 5 are currently under mediation and investigation (Fig. i).

Out of these, two were "general complaints". General complaints refer to any unfair or unethical trade practices by a business entity in a market that affects all consumers and are reported to CCAA for action and does not involve personal loss and or is for personal compensation. The rest were "individual complaints" wherein, a consumers feels aggrieved and is seeking damages from the business (Fig. ii).

The majority of complaints during the month were related to breach of service terms and conditions and sale of defective products. Other included misrepresentation of prices and other types of unethical business practices (Fig. iii).

Fig. i: Number of complaints received and redressed

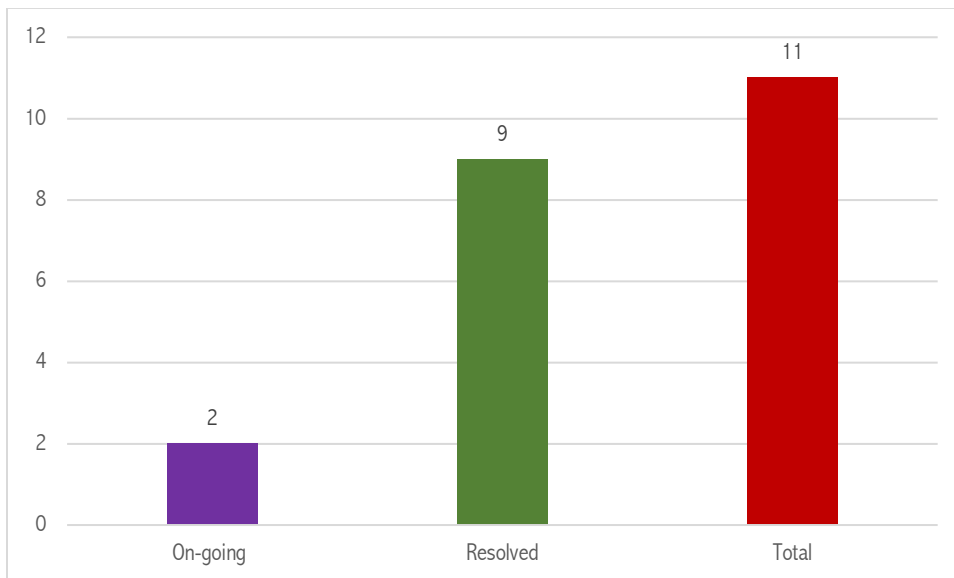


Fig. ii: Types of consumer complaints

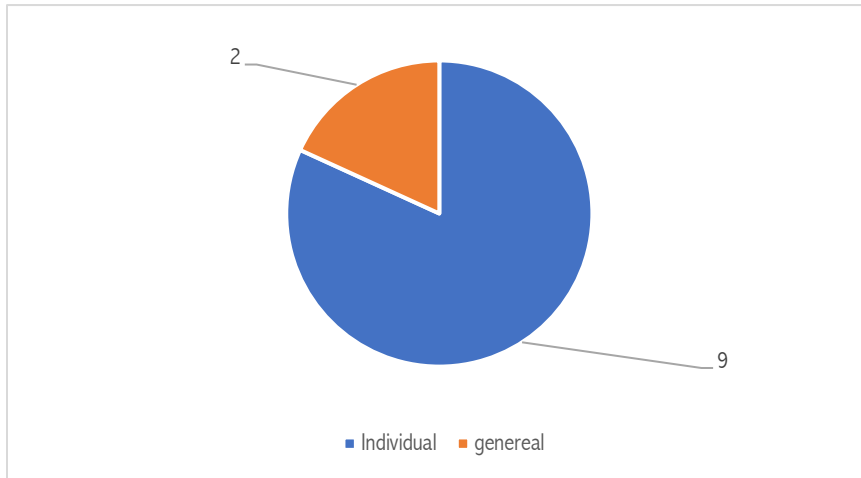
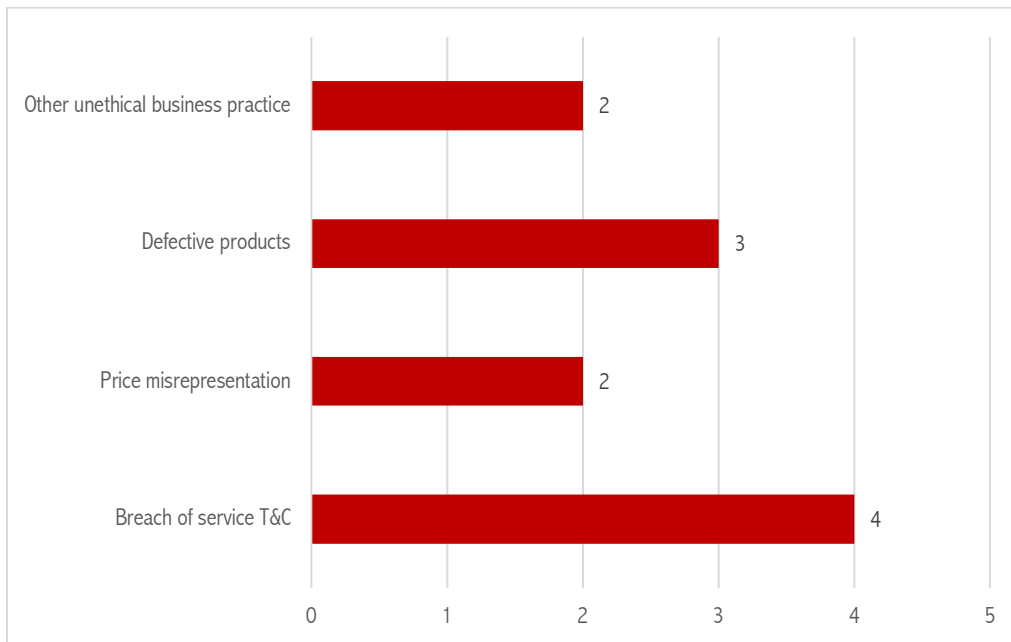


Fig. iii: Number of complaints by nature of violation



Section 2: Market Surveillance

The major markets in Trongsa and Bumthang Dzongkhags were inspected during the month in collaboration with the regional and/ or Dzongkhag offices such as Regional Office of Economic Affairs (RoEA), Trongsa, Bhutan Food and Drug Authority (BFDA), and Forestry and Park Service (DOFPS).

A total of 182 business entities in Trongsa and Bumthang were inspected, comprising of 71 establishments in Trongsa and 111 entities in Bumthang Dzongkhag (Table 1).

Table 1: Number of Business Entities Inspected by Type

Area of Inspection	Trongsa	Bumthang
	Trongsa Town, Sherabling, Langthel, Drakten, and Tangsibji	Gaytsa, Chumey, Zurney, Nangar, Chamkhar town, Dhur, Tang, and Ura
Grocery	36	66
Automobile Workshops	5	4
Meat Shop	2	4
Sawmill/WBI	2	5
PRO/ LPG outlets	2	1
Hardware	2	3
Bakery	2	0
Garment shop	5	4
Pharmacy	0	1
Restaurant	15	23
Total	71	111

The full report on the findings and actions taken following market surveillance is available at this link.

[[https://www.ocp.gov.bt/ckfinder/userfiles/files/Reports/Reports%20\(2023\)/Trongsa%20and%20Bumthang/Market%20Surveillance%20report%20-T%26B.pdf](https://www.ocp.gov.bt/ckfinder/userfiles/files/Reports/Reports%20(2023)/Trongsa%20and%20Bumthang/Market%20Surveillance%20report%20-T%26B.pdf)]

Section 3: Action(s) taken

The CCAA redressed consumer grievance by facilitating refunds, repairs, rectification of wrong business practices, providing advice to entities, or referring complaints to relevant regulatory agencies, if required. During the month, the office facilitated a refund of Nu. 55,000/- to aggrieved consumers.

Any consumer who feels wronged by a business entity or if one happens to come across illegal business practices in the market that unduly affects consumers in general should report to the CCAA by either calling *1214 (Toll Free)*, OR submitting an online complaint via www.ocp.gov.bt, OR by visiting the office during working hours.