



བཟོ་གྲུ་ཚོང་ལམ་དང་ལྷན་གཞི་གཞུག་ལག་ཁག་།

དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

COMPETITION & CONSUMER AFFAIRS AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT
Thimphu: Bhutan



30/05/2024

Tour Report
Business Advocacy and Consumer Education Program
(May 10-27, 2024)

I. BUSINESS ADVOCACY PROGRAM

The Consumer Empowerment and Economics Division (CEED) of CCAA conducted a business education program in Trongsa, Bumthang and Mongar Dzongkhags with the support of the Regional Office of Industry, Commerce and Employment (ROICE) in Trongsa, Mongar and the Dzongkhag Administration of Bumthang from May 10 to 27, 2024. The program was designed to advocate the businesses of the three Dzongkhags on crucial aspects of Consumer Protection with regard to the Consumer Protection Act of Bhutan 2012, Consumer Protection Rules and Regulations 2015, Consumer Protection Rules and Regulation 2022 (Revised), Competition Policy, and E-commerce. Additionally, the program aimed to instill market standardization practices related to packaging & labeling, weights and measures, price tags, and the issuance of money receipts.

Topics covered during the advocacy program

- Introduction to Consumer Protection Act of Bhutan 2012 and Consumer Protection Rules and Regulations 2015;
- Rights and Responsibilities of Consumers;
- Display of price information, use of certified weights and measures, proper packaging and labeling, issuance of money receipts;
- General Duties of Business Entities;
- Unfair Trade Practices and examples of unfair trade practices;
- E-commerce and General conditions for e-commerce entity;
- National Competition Policy 2020, Upcoming Competition Bill and Anti- Competitive Behaviors;
- Fines and Penalties
- Consumer Grievance Redressal Mechanism and lodging of complaints;
- Awareness about Safety standards of LPG Cylinders;

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དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

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- Awareness on prices of Timber, Sand and Stone

Number of Businesses covered during the advocacy and market standardization program

Sl. No	Place	No. of Businesses
1	Tangsibji, Trongsa	25
2	Trongsa Town	60
3	Drakteng	55
4	Langthel	40
5	Chamkhar, Bumthang	122
6	Lingmethang, Mongar	65
7	Gyelpozhing, Mongar	94
8	Mongar and Kideykhar Town	168
9	Yadi town	43
Total Businesses		672

II. CONSUMER EDUCATION PROGRAM

The Division also conducted education programs for vulnerable groups of consumers which includes students, monks and villagers from the three Dzongkhags to enhance their understanding of their rights and responsibilities, empower them to make informed decisions, and protect them from unfair business practices. By educating consumers, the CCAA aims to foster a competitive market environment where consumers are aware of the quality and safety standards of goods and services, can recognize and avoid

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དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

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scams, and can seek redress when necessary. This, in turn, would promote fairness, transparency, and efficiency in the marketplace, ultimately contributing to consumer welfare and economic stability.

Topics covered during the education program

- Introduction to Consumer Protection Act of Bhutan 2012 and Consumer Protection Rules and Regulations 2015;
- Rights and Responsibilities of Consumers;
- Unfair Trade Practices and examples of unfair trade practices;
- E-commerce and unfair trade practices in e-commerce;
- National Competition Policy 2020 and upcoming Competition Bill
- Consumer Grievance Redressal Mechanism;
- Awareness about Safety standards of LPG Cylinders;
- Awareness on prices of Timber, Sand and Stone
- How to lodge a complaint

Number of Consumers covered during the education program

Sl. No	Consumers/Place	No. of Consumers
1	Students of Sherabling H.S.S, Trongsa	300
2	Monks of Dorji Tse Goenpa, Trongsa	21
3	Samdrupcholing Dratshang, Trongsa	40
4	Students of Jakar H.S.S, Bumthang	210
5	Villagers of Ura Gewog, Bumthang	50
6	Students of Yadi H.S.S, Mongar	350
Total consumers		971

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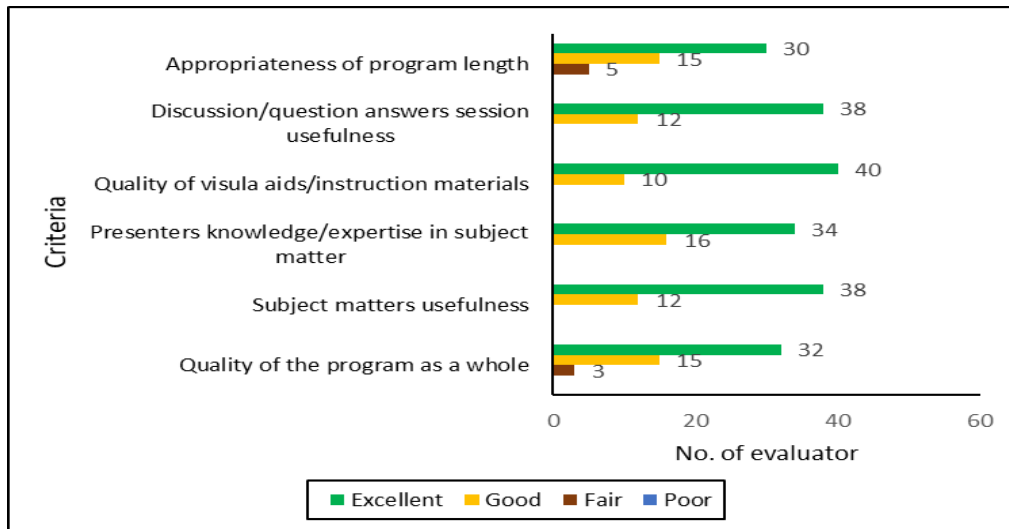
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III. PROGRAM EVALUATION BY PARTICIPANTS

a) Objective type question



b) Long Answer Questions;

1. What did you most like about the program?

- The part on pyramid schemes
- How to treat consumers and their rights and responsibilities
- Presenters' friendliness and engagement of the participants
- Awareness videos which are both in dzongkha and english
- About fines and penalties
- The powerpoint presentation in both the languages
- Everything in the presentation is very informative and useful

2. What did you least like about the program?

- Facilities of the program venue and duration of the program

3. Any other observations? How would you want us to improve?

- We expect such programs in the future also
- Overall, the program was very good
- If the visual aid could be in the form of stories, it would be better

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IV. PICTURES FROM THE PROGRAM



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