

Consumer protection and unfair business practices during November, 2023

CPCED¹

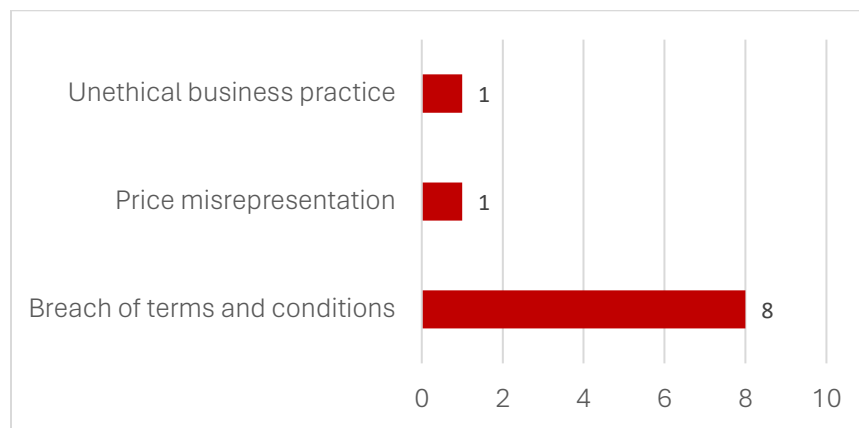
Complaints and Redressal

Protecting consumers from unfair business practices and facilitating fair and prompt settlement of consumer grievances are core mandates of the Competition & Consumer Affairs Authority (CCAA).

During November 2023, the CCAA received a total of ten complaints, of which five were resolved successfully and the remaining are under investigation or in the process of mediation. Of the ten, 70 percent of the complaints were complaints seeking redressal for a perceived wrong done to him/her, while the rest were general complaints asking CCAA to rectify or correct the unethical practice.

80 percent of the complaints were for breaches of service terms and conditions by businesses, while one pertained to misrepresentation of the price of a product and other was unethical business practice (Fig. 3).

Figure 1: Consumer complaints by type of violation



Market Surveillance

Frequent market surveillance is important to ensure that firms carry out ethical business practice and are in compliance to consumer protection rules and regulations. These surveillances are carried out independently or jointly with relevant regulatory agencies. Two missions were carried out during November - (i) 41 business firms in Samtse Dzongkhag Town, and (ii) 108 business firms in Baychu, Langla Tshawa, Bajo, Nobding, Khelekha, Tekizampa, Ngawang & Phobjikha under Wangdiphodrang Dzongkhag (Tab. 1).

¹ Consumer Protection & Competition Enforcement Division, CCAA

Table 1: Number of types of businesses inspected

Dzongkhag	Types of business	Number of firms
Samtse	Groceries	18
	Restaurants and hotels	5
	Garment shops & tailoring services	10
	Salon/ beauty parlors	1
	Meat shops 6	3
	Petroleum Retail Outlet (PRO)	2
	Hardware shops	1
	Bakery	1
Wangdiphodrang	Groceries	43
	Restaurants and hotels	38
	Garment shops & tailoring services	9
	Salon/ beauty parlors	6
	Meat shops	6
	Petroleum Retail Outlet (PRO)	4
	Hardware shops	2

In general, the majority of business entities were compliant to market standards. Those failing to meet the requirements were given the opportunity to immediately rectify or were penalized as per existing rules and regulations.

For full reports, visit

- (i) https://www.ccaa.gov.bt/ckfinder/userfiles/files/Market%20Surveillance%20Reports/Market%20Inspection%20Report%20for%20Samtse%20Dzongkhag_Final.pdf &
- (ii) https://www.ccaa.gov.bt/ckfinder/userfiles/images/Wangdue/Surveillance%20of%20markets%20in%20Wangdue%20Phodrang%20Dzongkhag_compressed.pdf

Action(s) Taken

The CCAA facilitated refunds amounting to Nu. 11,570/- to three consumers, while the other two complaints that were successfully mediated did not involve refunds.

For any consumer complaint, please contact the CCAA:

- Call 1214 (Toll-free Number)
- Email to consumerservice@moice.gov.bt
- Visit www.ccaa.gov.bt
- Visit CCAA, Thimphu, during office hours