



# CCAA MONTHLY

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## **CCAA successfully resolves consumer complaints & facilitates significant refunds**

The CCAA received a total of ten complaints of which eight were individual cases seeking redressal. The CCAA resolved seven of these cases, with a total of Nu. 107,560 being refunded to wronged consumers.

Among the resolved cases, four were complaints related to the non-delivery of goods and services within the agreed-upon timeframe. One involved an education consultancy that failed to facilitate the PTE test as per the agreement, resulting in facilitating a refund of Nu. 36,000 to two affected individuals.

Another involved an automobile workshop that failed to provide repair services after accepting an advance payment of Nu. 68,360, which was also successfully refunded. Additionally, a case involving the non-delivery of an online product led to a refund of Nu. 3,200.

The CCAA also handled two general complaints - one involving concerns regarding imported green chilies being falsely promoted as locally grown, and the other, brought up by the Thimphu fresh meat vendors for alleged business malpractice by a slaughterhouse in Tsirang.

The CCAA worked alongside relevant authorities to investigate the issues and recommendations for corrective actions are being implemented by various relevant agencies.



## **CCAA conducts market surveillance**

The CCAA completed a series of market surveillance activities in various Dzongkhags across Bhutan, reinforcing its commitment to upholding market integrity and protecting consumer rights. The CCAA team recently conducted inspections in Paro Dzongkhag Town, covering a total of 14 businesses. In Thimphu, 92 handicraft establishments were evaluated to ensure compliance with consumer protection regulations.

Furthermore, a comprehensive surveillance was carried out across marketplaces under Dagana and Tsirang Dzongkhags, wherein a total of 325 businesses were covered. Currently, the CCAA is in Zhemgang Dzongkhag, where inspectors have already assessed 54 business entities.



The businesses inspected include a wide range of establishments such as petroleum retail outlets (PROs), grocery and general stores, hardware shops, and garment stores.

These ongoing surveillance efforts are part of the initiative to ensure that businesses adhere to consumer protection laws and that they maintain high standards of quality and fairness. Through these types of surveillances, the CCAA seeks to protect consumer rights by proactively preventing unfair business practices from occurring.

This surveillance initiative is ongoing, and the CCAA will continue to monitor businesses across the country, with further inspections planned in the coming months.

## OBSERVANCE OF CONSUMER RIGHTS DAY – MARCH 15

On March 15, the CCAA commemorated the World Consumer Rights Day, emphasizing the importance of consumer rights and the need for increased accountability in their protection. This year's theme, "A Just Transition to Sustainable Lifestyles," highlighted the significance of responsible consumption and environmental sustainability.

The Hon'ble Minister of the Ministry of Industry, Commerce, and Employment (MOICE) reaffirmed Bhutan's dedication to consumer protection and the promotion of sustainable lifestyle for the conservation of the environment.

He urged citizens to reduce waste and embrace sustainable living habits in alignment with global efforts to promote environmental sustainability.



To commemorate this occasion, in keeping with the theme, the CCAA organized a clean-up initiative along the Dochula-Lungchutse hiking trail, where over 8 kilograms of plastic, paper and glass waste were collected and disposed of responsibly.

This hands-on activity not only supported environmental conservation but also reinforced the importance of collective action in fostering a sustainable future. Through such initiatives, the CCAA continues to empower consumers, raise environmental awareness, and advocate for a greener, more sustainable tomorrow.

## Consumer advocacy in Zhemgang Dzongkhag



The CCAA successfully conducted a five-day advocacy program for both consumers and businesses across key gewogs in Zhemgang Dzongkhag. The program, which began on March 13, 2025, aims to educate consumers about their rights and responsibilities and businesses about their obligations to consumers and what ethical and fair business practices are.

The program focused on the important aspects of the Consumer Protection Act of Bhutan, 2012, and related regulations, and covered essential topics such as unfair business practices, anti-competitive behavior and deceptive online advertisements. A key highlight of the initiative was a detailed session on how to identify and lodge consumer complaints, ensuring that individuals and businesses are better equipped to navigate the evolving consumer landscape.

The program successfully engaged 140 businesses and over 201 consumers across the gewogs of Khomshar, Tingtibi, Sonamthang, and Panbang. The CCAA's outreach efforts emphasized the importance of consumer rights protection and aimed to foster fair-trade practices across the region.

Through this initiative, the CCAA strives to enhance consumer awareness and promote a more transparent and accountable marketplace. The response from both businesses and consumers on this program has been overwhelmingly positive.

Meanwhile, another team organized a consumer advocacy program for students and teachers of Shaba Higher Secondary School (SHSS) in Paro on March 17, 2025. A total of 521 students and 45 teachers participated in the program

## Market price information of essential commodities for Q3

The CCAA collected Q3 price data for essential food commodities during March, to fulfill its mandate to provide consumers with accurate and timely price data. In collaboration with the Regional Office of Industry, Commerce & Employment (ROICE), price data for 30 essential food items from across all Thromde and Dzongkhag towns are collected on a quarterly basis. The goal of this initiative is to keep consumers informed about current market prices, helping them make well-informed purchasing decisions.

The data, which is regularly analyzed for trends, is made publicly available on the CCAA website. This ongoing analysis allows the authority to identify significant price shifts and assess whether any government policy interventions are necessary.

The full report, once consolidated, will be accessible to the public at: <https://ccms.cca.gov.bt/market-price-report>.

## Chief Trade Officer participates in industrial roadmap development

Jigme Dorji, the Chief Trade Officer (CPCED), participated in the stakeholder meeting held in Paro from April 24–28, 2025, as part of the Task Force responsible for formulating the Industrial Roadmap.

The meeting, organized by the Department of Industry, focused on developing a comprehensive industrial development plan aimed at guiding the future growth and development of the country's industrial sector. The roadmap will serve as a strategic framework to ensure sustainable industrial growth, fostering innovation, and improving the competitiveness of industries in the years to come.

## Officials attend public service delivery validation workshop

Dechen Wangmo, Senior Trade Officer of the CPCED, and Tshewang Choden, Senior Planning Officer of the Consumer Empowerment & Economics Division (CEED), participated in a three-day Public Service Delivery Validation Workshop held in Paro from March 26, 2025.



The workshop, coordinated by the Public Service Delivery Division (PSDD) of the Prime Minister's Office (PMO), brought together representatives from all government agencies involved in delivering public services. During the workshop, the service delivery processes of various agencies were thoroughly reviewed, and discussions were held regarding the Terms of Reference (TOR) for focal persons.

While the improvement of service delivery is an ongoing process, the workshop aimed to enhance efficiency and effectiveness of Bhutan's public service in the near future.

## Sr. Administration Assistant attends Dzongkha Competency Training

The Royal Civil Service Commission (RCSC) launched a week-long Dzongkha Competency Training program for government employees on March 24, 2025, with the aim to promote the use of Dzongkha in the workplace.

Held at the Royal Institute of Management (RIM) in Semtokha, the training was designed for employees in the Administration Sections of various government departments. Ugyen Lhaden, Senior Administrative Assistant at CCAA, took part in this key development opportunity.

The training is expected to significantly increase the use of Dzongkha in official documents and correspondences, including office orders and supply orders. The CCAA remains dedicated to supporting initiatives that promote the use of Dzongkha in official settings, contributing to its preservation and promotion.

# Word

## Of the month


### INFLATION

‘is a rate at which the overall level of prices for various goods and services in an economy rises over a period of time’

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