



CCAA MONTHLY

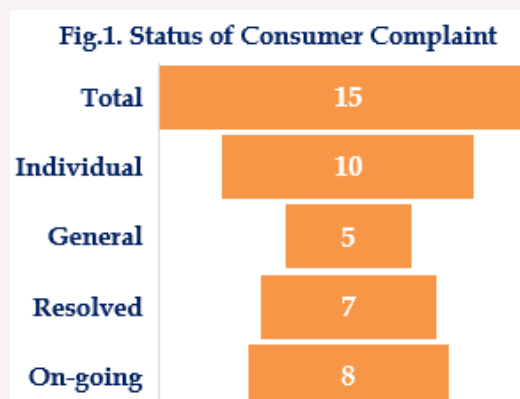
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Complaint resolution

The CCAA registered fifteen complaints in total, including ten individual cases seeking remedies and five complaints were general in nature. Of these, seven cases were successfully resolved, resulting in refunds totaling Nu. 16,220 to the aggrieved consumers.



Market surveillance

The CCAA conducted the market surveillance activities across several Dzongkhags, reinforcing its commitment to upholding compliance by the business and protecting consumer rights. Recently, the CCAA inspected 451 businesses in three Dzongkhags and one thromde (Trongsa, Bumthang, Zhemgang, and Thimphu Thromde). The inspections covered a diverse range of establishments, including PROs, cement agents, grocery stores, vegetable and fruit vendors, dry-fish sellers, cereal suppliers, bakeries, meat shops, automobile workshops, tailoring units, handicraft, and salons/beauty parlors.



The CCAA conducted these inspections as part of broader efforts to verify compliance with consumer protection laws and uphold standards of quality and ethical business conduct. By carrying out such monitoring, the agency aims to safeguard consumer rights by addressing unfair practices before they escalate.

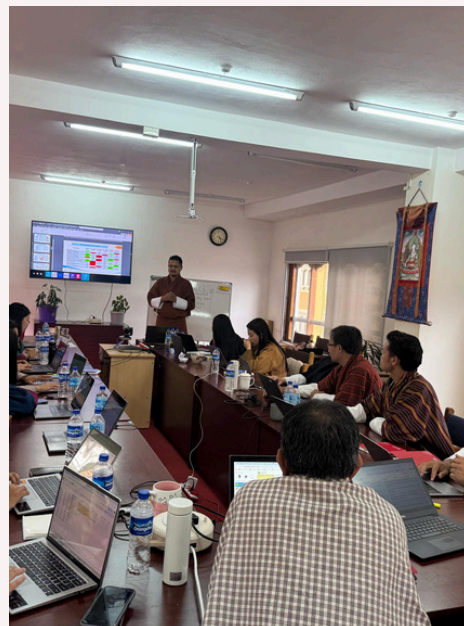
Having covered three dzongkhags and one thromde, the CCAA remains committed to nationwide oversight, with additional inspections scheduled in the following weeks and months to ensure ongoing adherence to regulations

Professional Development Program

CCAA and ROICE strengthen research capabilities through Professional Development Program. The Competition and Consumer Affairs Authority, led by the Consumer Empowerment and Economic Division, completed the two-day program on Professional Development Workshop to enhance the research capabilities of its staff and selected officers from ROICE.

Recognizing the importance of evidence-based interventions in shaping effective policy and strategies, CCAA has prioritized strengthening its research function, led by the Consumer Empowerment & Economics Division (CEED).

The workshop, facilitated by experts from the Institute of Management Services (IMS), Thimphu, covered key areas such as research design, methodologies, data analytics using SPSS and Excel, and report writing. A total of 17 participants, including representatives from each ROICE, attended the training. research and investigative techniques. Visit the link for more details: <https://ccaa.gov.bt/> Press-release-Professional.



Consumer advocacy in Pemagatshel and Samdrup Jongkhar



The advocacy program is underway in Pemagatshel and Samdrup Jongkhar dzongkhags focusing both consumers and businesses. The program, which began on April 25 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 50 businesses and over 876 consumers in the two dzongkhags. 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.

4th CCAA Governing Board Meeting

The 4th CCAA GBM was convened on April 9, 2025. During the meeting the CCAA presented the action Taken Report following the 3rd GBM. The ATR pertains to the Investigate the prevalence of breaches in supply or procurement processes, investigate beef supply from Tsirang to Thimphu issue, Evaluate the impact of consumer advocacy programs and

Recommendations of Power Tiller Spare Parts Supply study.

The CCAA also updated the Consumer Empowerment and consumer protection Program such as Tsirang Meat Supply Investigation Report, Study of Impact of Current Meat Price Fixing Practices, Evaluation of Vehicle Dealer Terms & Conditions

Stakeholder Consultation Meeting on Legislative Impact Assessment (LIA) for amending CPA 2012



The first stakeholder consultation pertaining to the LIA for amending the CPA 2012 was held in Bumthang on April 14–15, 2025, marking the beginning of an inclusive dialogue. A diverse group of 29 participants attended, representing key sectors of the community, including:

- Business representatives: Manufacturers, wholesalers, retailers, and business associations.
- Religious and institutional stakeholders: Monks from the Dratshang.
- Government and regulatory bodies: Officials from the Regional Office of Industry, Commerce and Employment (ROICE), the Regional Revenue and Customs Office (RRCO), and the Gup (representing local government and grassroots administration).
- Following this, a second consultation took place in Samdrup Jongkhar on April 17–18, 2025, with an even larger turnout of 31 stakeholders, further enriching the discussions. The final session was conducted in Thimphu on April 30, 2025, bringing together a wide-ranging group of 25 stakeholders to ensure comprehensive feedback and representation from across different sectors

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.

Assistant Program Officer participates in Free Trade Agreement (FTA) and developing Negotiation

The Department of Trade (DOT) under Ministry of Industry, Commerce, and Employment, in collaboration with the Asian Development Bank (ADB) has conducted a three-day workshop on identifying Potential Free Trade Agreement (FTA). To this, Mr. Neten Dorji has represented CCAA in the workshop conducted at Paro.

The main objective of the workshop was to build institutional capacity for FTA negotiations by training officials in identifying trade partners, drafting agreement texts, and using data analytics tools. The workshop commenced from April 28 to 30, 2025.

Joining of New Assistant Trade officer

The CCAA warmly welcomes our new Assistant Trade Officer, Mrs. Lekey Zangmo, to the Competition and Consumer Affairs Authority. Mrs. Lekey Zangmo holds a Bachelor of Science in Sustainable Development from the College of Natural Resources (CNR).

Prior joining the CCAA, she worked as an Administrative Officer at the National Housing Development Corporation Ltd. (NHDCL) in 2023 and later as a Marketing Officer with the Bhutan Broadcasting Services (BBS) in 2024

The joining of CCAA marks a valuable addition to our team as CCAA continues fostering fair trade practices and safeguarding consumer interests in Bhutan.




Word

Of the month

“MONOPOLY”

“A Monopoly is a market structure with a single seller or producer that assumes a dominant position in an industry or a sector”.

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