



CCAA MONTHLY

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Consumer Complaints and Redressals

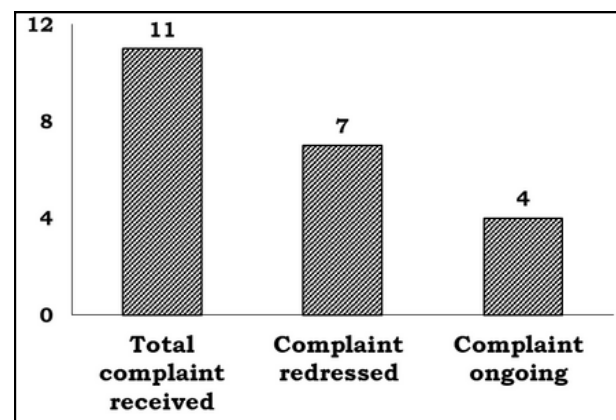
The Competition and Consumer Affairs Authority (CCAA) received a total of eleven consumer complaints in the month of May. Of these, ten were individual cases seeking redress, while one was general in nature. Out of the total, seven complaints have been successfully resolved, while four remain under active investigation and mediation.

Among the resolved cases, three were related to the non-delivery of goods and services within the agreed timeframe. One case involved trademark infringement, while another pertained to overcharging above the Maximum Retail Price (MRP). Additionally, one case involved the refund of school fees due to the unjust expulsion of a student, while another concerned a shopkeeper denying consumers entry into the premises.

As part of resolution efforts, a refund amounting to Nu. 5,699 was facilitated for

two consumers whose products were not delivered on time. Two complaints were referred to the relevant agencies; one was resolved through mediation, and two were addressed through advisory services.

The CCAA continues to work diligently, committed to fostering a fair, transparent, and competitive business environment.



Market Surveillance

In a continued effort to safeguard consumer rights and ensure fair market practices, a market surveillance was recently carried out across several Dzongkhags.

There were two teams; the first team conducted market surveillance in Pemagatshel and Samdrup Jongkhar Dzongkhags, inspecting a total of 287 business entities, 144 in Pemagatshel and 143 in Samdrup Jongkhar.



Similarly, the second team conducted inspections in Mongar and Lhuentse Dzongkhags, covering a total of 320 business establishments, 278 in Mongar and 42 in Lhuentse.

The inspection was also conducted across major markets in Samtse Dzongkhag, covering a total of 107 business entities.

CCAA Conducts 28-Day Consumer and Business Advocacy Program

Reaching deep into communities to promote informed choices and responsible business practices, a 28-day advocacy program was carried out across various gewogs and drungkhags in Pemagatshel and Samdrupjongkhar Dzongkhags. Held from April 23 to May 20, 2025, the initiative engaged both consumers and businesses in building awareness of their rights and responsibilities. During the month of May alone, the program reached and engaged a total of 313 business firms and 830 consumers across various localities in the two Dzongkhags.

SMART MARKET MOVES:
Are you market smart?
Let's test your knowledge on your rights and responsibilities as a smart consumer

1. A bakery sells products with no expiry label. Can they do that?

2. You saw a "Buy 1 Get 1 Free" offer, but were denied the free item. Should you just walk away?

Go the Next page to check your answers ----->

Advocacy and Consultation Session with Private Educational Institutions

To strengthen consumer protection in the education sector, an advocacy and consultation session was held with private educational institutions based in Thimphu, including colleges, medical institutes, schools, and Early Childhood Care and Development (ECCD) centers. The session brought together over 24 representatives, including Presidents, CEOs, School Heads, General Managers, and other key officials.

During the session, the CCAA presented key findings from a recent study on the consumer-friendliness of the terms and conditions used by private educational institutions in Thimphu. The study highlighted the need for clearer, fairer, and more transparent policies to enhance accountability and promote trust between institutions and consumers.

This initiative aimed to educate and guide institutions on their terms and conditions (T&Cs) to align with consumer protection principles, ensuring consumer rights are safeguarded.

Expressing appreciation for the initiative, Karma Dechen, one of the participants, stated: *“Thank you, Mr. Gopal Pradhan, Chief, CCAA, for inviting us to this important consultation meeting. We gained a lot of knowledge on the topic discussed.”*



Collaboration with Automobile Dealers to Improve Consumer Protection Through Fairer Terms and Conditions



The automobile sector remains one of the most complained-about industries, with consumers frequently reporting issues such as excessive delays in vehicle delivery, delivery of defective vehicles, unfulfilled warranty services, etc. These concerns are often exacerbated by vague or insufficient contractual agreements between dealers and customers, leading to prolonged and complex dispute resolution processes.

In response to these recurring challenges, the CCAA recently conducted a comprehensive study on

the use and adequacy of terms and conditions (T&Cs) across the automobile industry. The study aimed to assess the fairness, clarity, and enforceability of current practices in consumer transactions.

Based on the findings, the CCAA organized a consultative session in Thimphu with representatives from over 20 automobile dealerships. The session provided a platform to discuss key concerns, share insights from the study, and explore ways to improve transparency, accountability, and consumer protection in the sector.

ANSWERS:

1. ~~X~~ No. All perishable goods must have an expiry or best-before date. It's your right to know what you are consuming.
2. ~~X~~ No. If a deal is advertised, it must be honored. Misleading offers are not just unethical, they are deceptive practice.

Director General Attends Policy Training in Australia

Mr. Ugyen Penjore, Director General of the CCAA, was among 20 senior civil servants from the Royal Government of Bhutan selected to participate in a training program titled “*Policy Essentials for Senior Executives.*” The program was organized by Griffith University, Queensland, and held from April 28 to May 9, 2025, across Brisbane and Canberra, Australia.

Reflecting on the experience, the Director General emphasized the program’s immense value, stating, “*As a senior civil servant engaged in policymaking, I found the program highly insightful and practically valuable, reinforcing the critical role of thoughtful policy design in governance and national progress.*”

The program featured engaging lectures and interactive sessions led by senior Australian officials and distinguished university professors. Topics covered a broad range of public policy domains, including education, healthcare, energy, infrastructure, and economic development. The program also included site visits to key institutions across Queensland.



Monthly Meeting with the Secretary Held on May 28, 2025

The monthly meeting with the Secretary was convened on May 28, 2025. During the session, the CCAA presented key performance updates covering market surveillance, consumer advocacy, complaint redressal, ongoing activities, and progress towards its annual targets. Additionally, the Policy and Planning Division of the Ministry (MoICE) provided an overview of departmental activities,

budget utilization, and achievements to date. The Secretary advised the CCAA to ensure optimal budget utilization and to make every effort to achieve targets at the earliest, if feasible. The CCAA acknowledged that such coordination meetings and presentations serve as valuable platforms for reflection, learning, and motivation to enhance performance and work more efficiently.

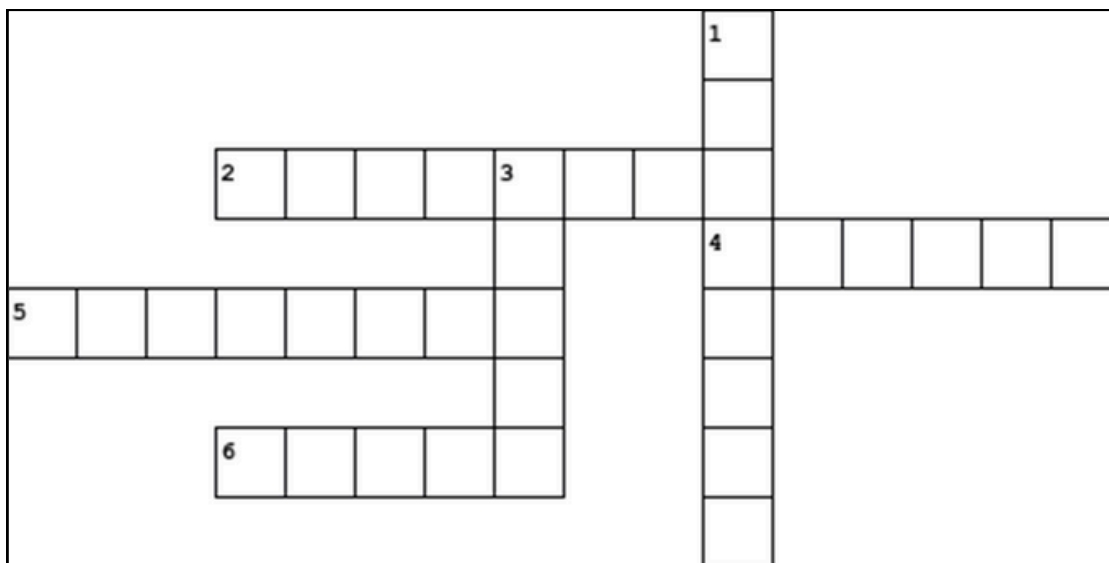
Chief Trade Officer Participates in Industrial Roadmap Finalisation Workshop

Mr. Jigme Dorji, Chief Trade Officer of the Consumer Protection and Competition Enforcement Division (CPCED), participated in a five-day workshop focused on finalising the Industrial Road -

map, held in Punakha from May 22 to 26. Organised by the Department of Industry, the road-map is expected to promote sustainable growth, encourage innovation, and enhance the competitiveness of the country’s industrial sector in the long term.

Crossword puzzles

Competition & Consumer Protection



Across

2. Person or entity that makes goods or services available to consumers

4. Pay back (money), typically to a customer who is not satisfied with goods or services bought

5. A written or spoken agreement, especially one concerning employment, sales, or tenancy, that is intended to be enforceable by law.




6. CCAA's parent ministry

Down

1. A written guarantee, issued to the purchaser of an article by its manufacturer, promising to repair or replace it if necessary within a specified period of time

3. Metric unit of volume

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