



བཟོ་གྲྭ་ཚོང་ལས་དང་ལཱ་གཡོག་ལྷན་ཁག།

དོ་འགན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

COMPETITION & CONSUMER AFFAIRS AUTHORITY  
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT

Thimphu: Bhutan



## **Tour Report**

### **Consumer Empowerment & Business Education Program in Wangdue Phodrang and Punakha Dzongkhag (March 19 to 25, 2024)**

#### **A. Background**

The Consumer Empowerment and Economics Division (CEED) of CCAA conducted a Consumer Empowerment and Business Education program in Wangdue Phodrang and Punakha Dzongkhags with the support from the Dzongkhag Administrations over the duration of 7 days.

The program was designed to educate and empower both businesses and consumers on crucial aspects of Consumer Protection with regard to the Consumer Protection Act of Bhutan 2012, Consumer Protection Rules and Regulations 2015, Competition Policy, and E-commerce. Additionally, it aims to instill market standardization practices related to packaging & labeling, weights and measures, price tags, and the issuance of money receipts.

#### **B. 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 some examples of unfair trade practices;
- E-commerce and General conditions for e-commerce entity;
- Competition and Anti-competitive practices ○ National Competition Policy 2020
- Consumer Grievance Redressal Mechanism;
- Awareness about Safety standards of LPG Cylinders
- Awareness on prices of Timber, Sand and Stone

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### C. Number of Businesses and Consumers covered during the program

Sl. No	Dzongkhag	Place	Number of Businesses/Consumers
1	Wangdue Phodrang	Bajo Town	55 Businesses
		Wangdue Dratshang	79 Monks
2	Punakha	Lobesa Town	112 Businesses
		Khuruthang Town	38 Businesses

### D. Number of Businesses advocated on market standards; display of price tag; proper packaging and labeling; issuance of money receipt; use of proper weights and measures; consumer rights and business obligations

Sl. No	Dzongkhag	Place	Number of Businesses
1	Wangdue Phodrang	Bajo Town	160
2	Punakha	Lobesa Town	125
		Khuruthang Town	38

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### Pictures from the program



Thank You

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