



# CCAA MONTHLY

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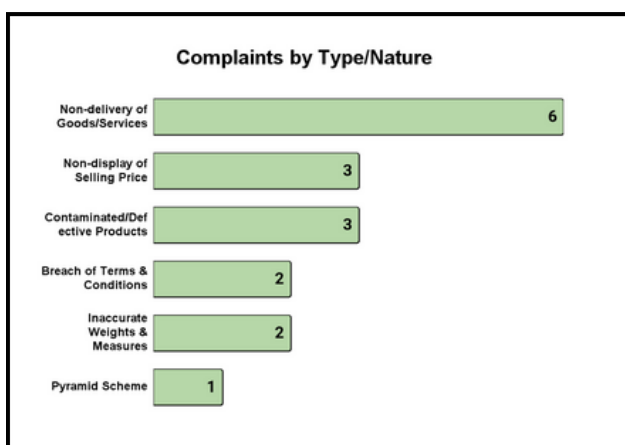
## 1. CONSUMER COMPLAINTS AND REDRESSALS

In July 2025, the Competition and Consumer Affairs Authority (CCAA) received a total of 17 consumer complaints. Of these, 14 were individual complaints requesting specific redress and remedies, while 3 were related to broader market concerns. Out of the total cases, 7 have been successfully resolved and the remaining 10 are currently under investigation and mediation.

Among the resolved cases, six involved issues related to the non-delivery of goods and services within the agreed timeframe. The remaining cases concerned the failure to display the selling prices, the sale of contaminated/defective products, breach of terms and conditions, use of inaccurate weights and measures, and, and pyramid scheme (QNet).

During the course of resolving consumer complaints, a total refund amounting to Nu. 28,740 was facilitated for two consumers. Other complaints were resolved through mediation, referrals to relevant agencies, rectification of unethical business practices and by offering advisory support to the affected consumers.

The CCAA continues to uphold its commitment to fostering a fair, transparent and competitive marketplace through timely and effective redressal of consumer grievances.



**"Fairness in trade is not a privilege, it's a right."**

## 2. 🕵️ MARKET SURVEILLANCE

As part of ongoing market surveillance efforts, inspections were conducted across 91 meat shops in Thimphu Dzongkhag to assess the use of properly calibrated weighing balances and ensure the clear display of selling prices.

During the inspection, a total of 176 weighing balances were verified to have calibration certificates issued by the Bhutan Standards Bureau (BSB). However, 20 weighing balances were found to be unverified, and rectification notices were accordingly served to the concerned shops.

Local Items	Rate (kg)	Foreign Items	Rate
1 Beef with Bones	600	1 Buff boneless	550
2 Boneless	750	2 F/chicken	300
3 Pork	650	3 Branstick	400
4 Chicken	350	4 Roh u	380
5 S. each	550	5 Pangush	320
6 P/liver	600	1 Kangchung (P)	550
7 B/liver	600	2 Juma (b)	260
8 Sikkam	900	3 Dry Ribs (P/b)	750
9 Shakkam	1800		
10 Pork Ribs	650		

In addition, the office took rectification measures against 64 business entities for non-compliance with the provisions related to weights and measures.



## 3. 🇸🇬 SUPPLY CHAIN MANAGEMENT TRAINING

Mr. Gopal Pradhan, Chief Program Officer, attended the “Supply Chain Management” training under the Singapore Cooperation Programme (SCP) which was held from July 14-18, 2025, at the Civil Service College, Singapore. The program focused on emerging trends in global supply chains, Singapore’s strategies for managing disruptions, the role of public-private partnerships, and regional cooperation for supply chain resilience. Key themes included governance and economic planning, logistics infrastructure, technological enablers, and future-ready supply chain systems. Participants engaged in expert sessions, site visits, and peer learning activities that provided valuable regional perspectives.

Highlights included insights into Singapore's Whole-of-Government approach, innovations in maritime and air logistics, digital platforms, and dialogue on policy and practical strategies for building resilient and interconnected supply chains, offering useful lessons for Bhutan's own supply chain development efforts.



#### 4. 🏠 MINISTRY RIMDRO

CCAA attended the annual Rimdro of the Ministry of Industry, Commerce and Employment held on July 15, bringing together staff from various departments to offer prayers and pay their respects in a collective spiritual observance. Staffs from different departments volunteered to prepare for the Rimdro, which included dances, serving and other support for the one-day program.



#### 5. 🔍 MEAT MARKET SURVEY-THIMPHU



The CCAA conducted meat price collection across Thimphu town, covering 70 shops in core areas including Jungzhina, Taba, Hejo, Motithang, Changzamtok, Changjiji, Olakha, and Babesa.

This follow-up study on “The Impacts of Current Practice of Meat Price Fixing on Consumers in Thimphu.” looks at whether meat vendors have started setting their own prices independently. We also examined how this change has affected price differences, vendor behavior, and whether prices are now based on actual supply, demand, costs, and local competition.

## 6. ANNUAL WORKPLAN REVIEW MEETING

The CCAA took part in the Annual Workplan (AWP) Review Meeting held on 24-25 July 2025. The meeting served as a space to reflect on the progress made over the past year-looking at how well-planned activities were implemented, how KPIs were achieved and where challenges arose during FY 2024–2025. More importantly, it provided an opportunity to look ahead and have meaningful discussions on the Ministry's priorities, Key Result Areas (KRAs), and planned initiatives for the upcoming fiscal year 2025–26.

With the Hon'ble Minister, Dasho Secretary, Heads and Chiefs of Departments, Regional Directors and other key officials in attendance, the meeting set the tone for the year ahead. It brought together diverse perspectives and expertise, creating an open and constructive environment for dialogue. There was a strong focus on closer collaboration across departments to achieve KRAs.

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## CONSUMER AWARENESS QUIZ

**1. Under Bhutan's Consumer Protection Act, 2012 what must a business provide upon the sale of goods or services?**

- A) A complimentary gift
- B) A receipt or proof of purchase
- C) Verbal confirmation only
- D) A handwritten note

**2. What is the primary purpose of calibrating weighing scales in the market?**

- A) To ensure faster billing
- B) To make the shop look modern
- C) To ensure accuracy and fairness in weights and measures
- D) To save electricity

**3. Which authority is responsible for verifying weighing balances in Bhutan?**

- A) Department of Trade (DoT)
- B) Bhutan Standards Bureau (BSB)
- C) Competition and Consumer Affairs Authority (CCAA)
- D) Bhutan Food and Drug Authority (BFDA)



**4. What is the role of the Competition and Consumer Affairs Authority (CCAA)?**

- A) To issue business licenses
- B) To fix market prices
- C) To promote fair trade and protect consumer rights
- D) To approve imports

**5. What is the recommended first course of action when a consumer encounters an issue with a purchased product?**

- A) Contact the police
- B) Submit a public complaint on social media
- C) Lodge a complaint with the seller and escalate to CCAA if unresolved
- D) Discard the product

**6. Would you share your personal or banking details over a phone call or online message from an unknown source claiming to offer a prize or urgent help?**

- A) Yes, if they seem genuine
- B) Only if they know my full name
- C) Yes, if they say it's from the government
- D) No, never share personal information with unknown sources

**ANSWERS**

- 1. B)
- 2. C)
- 3. B)
- 4. D)
- 5. A)
- 6. D)

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- Walk-in during office hours

