

Market Surveillance Report: Tsirang and Dagana Dzongkhags

(18 October – 1 November 2025)

1. Background

In pursuit of its mandate to protect consumer interests and uphold fair market practices, the Competition and Consumer Affairs Authority (CCAA) conducted market surveillance in Tsirang and Dagana Dzongkhags from 18 October to 1 November 2025.

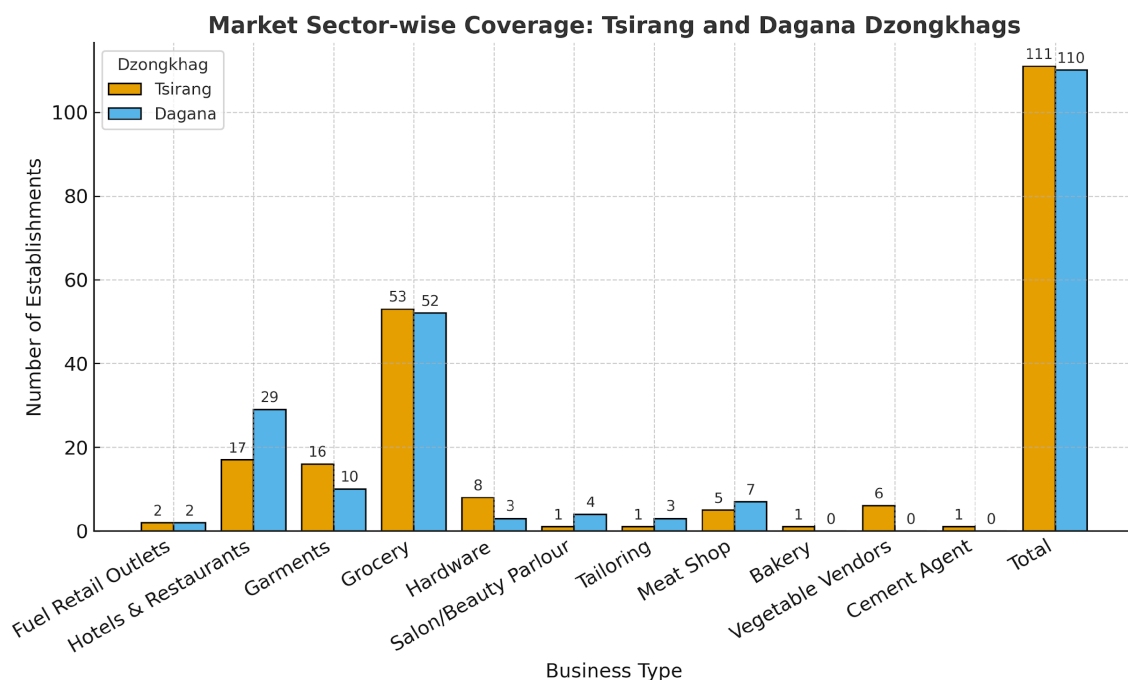
The monitoring exercise aimed to evaluate traders' compliance with the Consumer Protection Act 2012 and the Consumer Protection Rules and Regulations 2015, focusing on key compliance indicators such as:

- Display of price tags
- Accuracy and clarity of product labeling
- Calibration of weighing scales
- Issuance of receipts to consumers

The inspections sought to ensure market transparency, identify non-compliance risks, and assess the overall level of regulatory adherence among traders in the two Dzongkhags.

2. Coverage

The surveillance team conducted comprehensive inspections of 221 business establishments across major towns and peri-urban marketplaces in Tsirang and Dagana.



The coverage spanned diverse sectors, including groceries, hardware stores, fuel retail outlets and other essential commodity retailers.

This broad coverage enabled the team to obtain a representative overview of market practices and trader compliance across both Dzongkhags.

3. Findings and Observations

3.1 General Compliance

Overall, compliance levels among businesses were commendable. The inspection revealed that:

- All business entities issued purchase receipts upon consumer request
- Traders displayed price tags for goods and services
- Product labeling met minimum regulatory standards
- All shops using weighing scales had valid and up-to-date calibration certificates

These findings indicate a strong culture of compliance, reflecting the growing awareness among traders regarding their obligations under consumer protection laws.

3.2 Fuel Retail Outlets (FROs)

A total of four Fuel Retail Outlets (FROs) were inspected across Tsirang and Dagana Dzongkhags. The inspection covered nine fuel dispensing pumps with a combined total of nineteen nozzles dispensing Motor Spirit (MS) and High-Speed Diesel (HSD).

Of these, seven pumps were fully operational, while two pumps were identified with operational or calibration issues:

- STCBL Outlet, Dagana: One dispensing pump (2 MS and 2 HSD nozzles) was found out of service and awaiting recalibration.
- DPCL Outlet, Damphu: One dispensing pump (1 MS and 1 HSD nozzle) was found out of service.

Fuel Quality Assessment:

- The density of both Motor Spirit (MS) and High-Speed Diesel (HSD) was within the permissible tolerance range of $\pm 3 \text{ kg/m}^3$.
- The water content in underground storage tanks was within the acceptable limit of 8 cm.

3.3 LPG and Construction Materials

- Liquefied Petroleum Gas (LPG): All LPG cylinders in stock at the Bhutan Oil Distributor (BOD) outlet in Dagapela were found to be within the standard permissible range for weight and safety.
- Cement: The sole cement agent in Damphu, Tsirang, had products within acceptable weight tolerance limits, indicating adherence to quality and labeling requirements.

4. Actions Taken

Based on the findings, the following regulatory actions were initiated:

- Both the STCBL (Dagana) and DPCL (Damphu) fuel outlets were instructed to coordinate with the Bhutan Standards Bureau (BSB) to repair and recalibrate the defective pumps.

- The outlets were directed to submit a compliance report to the CCAA upon completion of recalibration to confirm rectification of the issues identified.

These directives were issued to ensure accuracy in fuel dispensation and uphold consumer trust in essential commodity services.

5. Conclusion and Recommendations

The market surveillance revealed a high level of compliance among businesses in Tsirang and Dagana Dzongkhags, demonstrating the positive impact of continuous monitoring and awareness programs led by the CCAA. The findings reflect:

- Improved trader understanding of consumer protection obligations
- Strengthened business discipline
- Enhanced consumer confidence in market transactions

Nevertheless, to sustain and deepen these gains, the following measures are recommended:

- Regular and surprise inspections to deter complacency and reinforce compliance culture.
- Enhanced collaboration with the BSB and local authorities to expedite technical verifications and recalibrations.
- Targeted awareness campaigns for traders, especially in rural and semi-urban markets, to sustain compliance momentum.
- Continuous data collection and trend analysis to inform policy interventions and strengthen the national consumer protection framework.

The surveillance exercise thus reinforces the importance of sustained vigilance and regulatory partnership in achieving transparent, fair, and consumer-friendly markets across Bhutan.