



## CCAA MONTHLY

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Volume 2/ Issue 11

January 1, 2026

### 1. REDRESSALS & STATISTICS

The Competition and Consumer Affairs Authority (CCAA) received 40 consumer complaints in December 2025. Of these, 34 cases are individuals seeking refunds, while the remaining 5 are general complaints involving unfair trade practices. The entities involved in unfair trade practices are mostly provided with opportunity to rectify the unfair practices as the first recourse.

Out of the complaints received, 15 cases involved non-delivery of goods and services, 13 cases concerned denial of refunds, 2 cases each related to supply of substandard and

defective products and underweight products, along with 6 other unethical trade practices by business entities (Fig. 1). A total of 26 complaints have been successfully resolved while the remaining 14 cases are under investigation. Nu. 1,08,267 was refunded to twelve aggrieved consumers.

Further, Nu. 956,139.17 is due to be refunded to 7 consumers by an education consultancy and placement firm by January 2026.

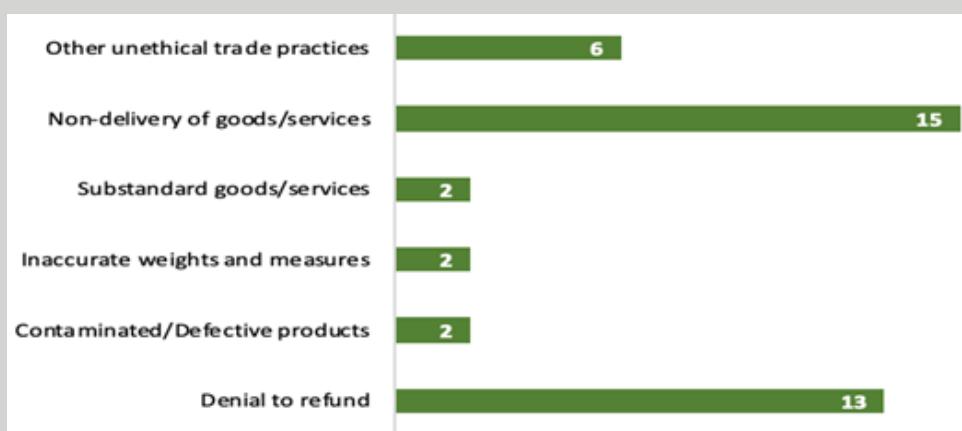


Fig.1. Nature of violations



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## 2. PROMOTION OF FAIR TRADE PRACTICES

### 2.1 Inspection and Monitoring at Phuentsholing Thromde and Samtse Town.

A total of 306 entities were monitored in the major market places from December 14 to 28, 2025. In Phuentsholing thromde, 215 business entities were inspected and in Samtse Town 80 entities were inspected. The details are depicted in table 1.

Such market monitoring is also being planned to be carried out in major commercial hubs across the country primarily to promote regulatory compliance stipulated in CPA 2012.

Business Type	Phuentsholing Thromde	Samtse Main Town
Restaurants	21	21
Grocery/General Shops	96	38
Garments	17	10
Meat Shops	33	4
Vegetable Vendors	33	1
Beauty Parlour/Salon	4	0
Hardware Shops	8	2
Tailoring Shops	3	2
Cement Agents	2	1
Fuel Retail Outlets	5	3
Bakery	0	2
<b>Total</b>	<b>222</b>	<b>84</b>

Table 1: Types & Total number of businesses inspected.



Image 1: Market Surveillance and Inspection of the business entities



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### 2.2 Ascertaining Net Weights

An exercise to verify the net weights of prepackaged sugar, flour and Dal (pulse) available in the local market were initiated. Laboratory testing at the Bhutan Standards Bureau ascertained that all samples complied with the minimum net weight requirements.

Products	Brands
Sugar	Amrit Gold, Bhrigu Bhog, Daily Fresh, Gobind, Krishna Gold, Yarana
Flour	Amrit Bhog (Maida), Bhrigu Bhog (Maida), Amrit Bhog (Super Fine Atta)
Dal	Kisan, Massar, Nutril

Table 2: Net weights Verified

## 3. ADVOCACY, CONSULTATION & GB MEETING

### 3.1 Protection of Pilgrims.

In order to ensure the wellbeing of outbound Bhutanese pilgrims an advocacy was conducted on 5 December 2025 to 14 licensed outbound package pilgrimage operators. It also aimed mainly to strengthen ethical business practices, enhance transparency, and promote compliance to the Package Pilgrimage Regulation (PPR) 2017 by the tour operators.

In addition to advocacy, a public notification was issued and letters to gups (head of gewogs)

were sent to sensitize the public on the PPR 2017. The rule outlines the basic services that must be provided to pilgrims.



Image 2: Interactive session with outbound tour operators



### 3.2 Advocacy: Enhancing Consumer Protection

The Consumer Empowerment and Economics Division carried out advocacy programs from 22-31 December 2025 in 3 Dzongkhags (namely Mongar, Trashigang, Trashiyangtse) and 200 consumers and 160 Business entities were covered.

The sessions focused on sensitizing participants to consumer rights and responsibilities, business obligations, unfair trade practices, risks associated with online shopping, common scams, and available grievance redressal mechanisms.



*Image 2: Awareness Program in Mongar.*

### 3.3. Modernising the Consumer Protection Act, 2012.

The stakeholders consultation for Consumer Protection Act (amendment) was conducted at Mongar, Trashigang and S/Jongkhar was held from 22-31 December 2026. Consultation will be carried out in Samtse, Phuentsholing and Thimphu in the coming months.

### 3.4 Governing Board Meeting.

The 6th CCAA Governing Board (GB) Meeting was held on December 15, 2025. The progress and achievements of the departments were presented and major consumer issues were deliberated. The GB meetings are held every quarter.



## 4. RESEARCH AND PUBLICATIONS

#### 4.1 Study on Shelf-Life Determination Practices

A research titled 'shelf-life determination practices among cottage and small-scale food manufacturers (CSIs) in Bhutan' was published and also presented during the 6th GB meeting. The findings suggest that, in most cases, shelf life is determined using simple observational methods

rather than scientifically validated techniques. The recommendations are being shared with relevant agencies for their necessary action.

(Refer: <https://ccaa.gov.bt/.../Final-Shelf-life-determination...>)

## 4.2 MPI: Towards Informed Purchase Decision.

The 2nd Quarterly Market Price Information (MPI), which contains the retail price of 45 essential consumer products compiled from 20 dzongkhags, has been published (Visit: [www.ccaa.gov.bt](http://www.ccaa.gov.bt) for details). The MPI data are collected by the regions. It is expected that the MPI will assist consumers in making informed purchase decisions.

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