



CCAA MONTHLY

CCAA MONTHLY

Volume 3/ Issue 1

July 31, 2026

HIGHLIGHTS:

- 33 consumer complaints recorded during the month.
- 25 cases successfully resolved, 1 withdrawn & 7 cases under active investigation.
- Nu. 7,835 refunded to six affected consumers.
- 150 business entities inspected in Thimphu Thromde.
- 295 Business entities have participated in MPI and MPW.

'The secret of getting ahead is getting started' (Mark Twain). As FY 2026-27 begins, the Authority embarks on yet another journey, with renewed vigour and purpose, to provide better consumer protection services.

Guided by Annual Deliverables and KPIs, and supported by an approved budget of Nu. 19.354 m, the implementation of some of the key initiatives are already underway.

In the first month (July) of this FY, the Authority is pleased to report following:

1. 76% Successful Redressal of Complaints.

During the reporting period, the Authority received a total of 33 consumer complaints. Of these, 25 cases (76%) were successfully resolved, 7 cases (21%) remain under investigation, and 1 case was withdrawn.

The complaints encompassed a range of consumer issues,

with the major complaint (24.2%) relating to the non-delivery of goods and services (Fig.1). Further, a sum of Nu.7,835 was refunded to the 6 aggrieved individuals.

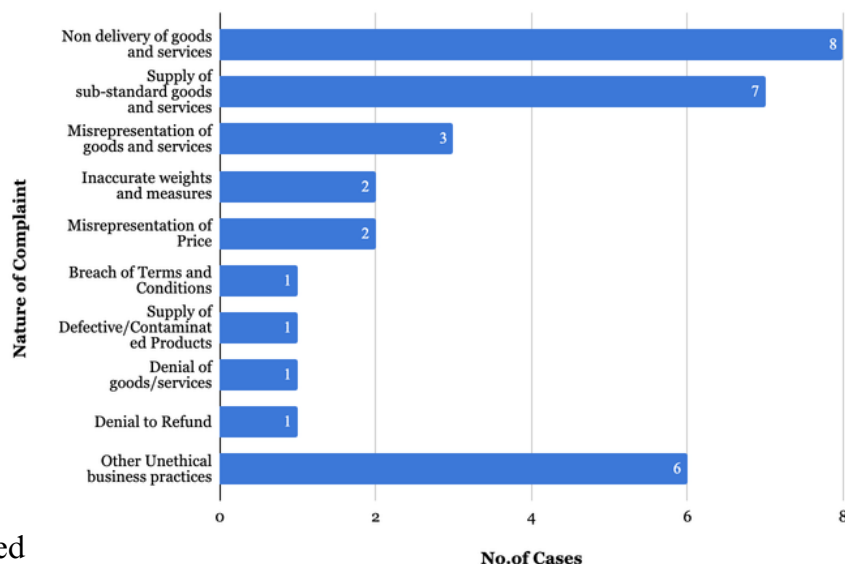


Fig.1: Nature of the consumer complaints



CCAA MONTHLY

CCAA MONTHLY

● Volume 3/ Issue 1

● July 31, 2026

2. 150 Businesses visited for better Compliance.

As one of the Authority's proactive strategies to promote fair market practices and strengthen regulatory compliance, market inspection continues to play a pivotal role. During the month, a total of 150 business entities across various market areas in Thimphu Thromde (Table.1) were visited.

Table 1: Number of businesses visited

Sl.	Business Type	No. of business inspected
1	Vegetable, Fruits, Cereals & Dry Fish Vendors	143
2	Grocery	5
3	Restaurant	2
	Total	150



Fig.2: CCAA officials in action

It was observed that compliance among the 98 business outlets inspected in Kaja Throm has improved significantly. Of the outlets inspected, 96.9% were found using calibrated weighing machines, while 97.96% displayed prices for the goods offered for sale, demonstrating a high level of compliance with consumer protection requirements.

It is heartening to note that 52 businesses inspected in Changjiji, Changzamtog, Babesa, Motithang, Hejo, and Jungshina, also demonstrated a high level of compliance with regulatory requirements; only 5.2 % of the businesses were found non-compliant. The business entities are mandated to comply with key obligations, including the issuance of money receipts, the use of calibrated weighing machines, and the display of prices.

Currently, the inspections are ongoing in other areas in the Thromde.

3. Filming the 3rd Episode of 'Ask CCAA' Program

Building on the success and valuable experience gained from the first two episodes, the Authority is pleased to launch another episode of the "Ask CCAA" program. This talk show provides a platform to discuss important consumer protection issues and share practical self-help tips that empower consumers to make informed decisions, understand their rights and responsibilities, and protect themselves from unfair trade practices. Through these discussions, it is expected to enhance wider public awareness.

The third episode, in the offing, is ever exciting! We welcome you to view it on our official FaceBook page. (<https://www.facebook.com/ccaa.gov.bt>)



Fig.3 : Film still from the Ep:1 (Tshewang Penjor & Tshering Dema)

4. Preparing for the Implementation of the Competition Act

With the Competition Act expected to be enacted during the upcoming Parliamentary Session, the Authority is proactively preparing for its effective implementation. Beyond drafting the Competition Rules and Regulations, which is underway, the Authority is also strengthening its institutional readiness by building and exploring HR capacity opportunities to support effective enforcement from the outset.



CCAA MONTHLY

CCAA MONTHLY

● Volume 3/ Issue 1 ●

July 31, 2026

As part of these efforts, the Director General participated in the Workshop on Competition Policy, Trade and Development held in Geneva from 21–23 July 2026. In addition, Ms. Tshewang Choden has been nominated to attend an upcoming JICA-funded Training on Competition Law and Policy in Japan from September 2026, further strengthening capacity to implement and enforce the Act.

These initiatives reflect the Authority's commitment to ensuring that the institutional, regulatory, and human resource foundations are in place for the smooth and effective implementation of the Act.

5. Acknowledging Business Support for MPW and MPI.

As a token of appreciation for their continued support and collaboration in the publication of the Monthly Price Watch (MPW) and Quarterly Market Price Information (MPI), the Authority presented Certificates of Appreciation to participating businesses. More than 295 business entities, including groceries and meat shops from across the country, have participated in this exercise in the past FY.



Fig. 4: Thanking you all.

Building on this initiative, the Authority is currently finalizing the next edition of the Monthly Price Watch, which is scheduled for publication in the coming week.

.....Consumers, by definition, include us all....." - John F. Kennedy