

COMPETITION AND CONSUMER AFFAIRS AUTHORITY

Ministry of Industry, Commerce and Employment, Royal Government of Bhutan

Standard Operating Procedure

Market Price Information (MPI) Collection and Data Entry

1. Purpose

This Standard Operating Procedure (SOP) establishes a uniform framework for the collection and entry of price data into the MPI section of the Consumer Complaint Management System (CCMS). It is intended to ensure that price information is accurate, consistent, representative of the locality concerned, and submitted within prescribed timelines — thereby supporting reliable and timely price information for consumers.

2. Legal Basis

The collection and publication of Market Price Information (MPI) is undertaken pursuant to the Consumer Protection Act 2012:

Section 4(b): guarantees consumers the right to “true, sufficient, clear and timely consumer education,” including information on prices.

Section 90(a): empowers CCAA to publish “a standard catalogue containing prices.”

3. Definitions

MPI: Market Price Information.

CCMS: Consumer Complaint Management System, the platform into which MPI data is entered.

ROICE: Regional Office of Industry, Commerce and Employment.

MPI Focal Person: The individual designated by a Regional Director to coordinate collection, verification, submission, and entry of MPI data for that region.

Designated Market Place: The specific town(s) or market(s) within a Dzongkhag approved by CCAA as an MPI collection point (see Table 2).

4. Roles and Responsibilities

Table 1: Roles and Responsibilities

Role	Key Responsibilities
Regional Director (ROICE)	Oversees and coordinates MPI activities within the region; may designate an MPI Focal Person. Ensures a representative number of shops per locality and identifies/designates shops per Table 1. Ensures data is collected and entered accurately and within prescribed timelines. Addresses or escalates operational issues to CCAA.

Role	Key Responsibilities
MPI Focal Person	Collects price data in the prescribed format, specifying correct product units (kg, g, l, ml, etc.), price unit (Nu.), and country of origin (India, Bhutan, or other). Enter data into CCMS. Submits verified data to CCAA in soft copy, in the prescribed format and timeframe, each quarter. Archives collected data within the regional office for future reference.
CCAA	Establishes and updates the MPI methodology, commodity lists, data-collection formats, and reporting schedules; provides guidance to Regional Offices and Focal Persons as required. Reviews and ensures the quality and consistency of MPI data, manages the MPI function within CCMS, and coordinates with technical support to resolve system issues.

5. Designated Collection Locations

MPI data shall be collected only from the designated locations listed in Table 2. CCAA may amend these designated locations if required.

- ROICE shall select a minimum representative number of shops from each locality, covering large, medium, small, and micro-retail outlets in proportions representative of that locality.
- Priority shall be given to shops carrying the widest range of products on the MPI list, where available.
- For Dzongkhags under the Thimphu Region, MPI data collection shall continue to be carried out by CCAA, with support from ROICE Thimphu whenever required.

Table 2: Designated Markets for MPI Collection

Sl. No.	ROICE	Dzongkhag	Designated Market Place
1	Trongsa	Bumthang	Chamkhar, Jalikhar and Dekiling
		Trongsa	Main Town & Langthel
2	Mongar	Lhuntse	Main Town & Autsho
		Mongar	Main Town, Gyelposhing & Yadi
		Trashigang	Main Town & Rangjung
		Trashiyangtse	Main Town & Doksum
3	Samdrup Jongkhar	Pemagatshel	Nganglam & Denchi
		Samdrup Jongkhar	S/J Thromde & Samdrupcholing Drungkhag
4	Gelephu	Dagana	Dagapela & Dzongkhag Main Town

Sl. No.	ROICE	Dzongkhag	Designated Market Place
		Tsirang	Damphu Town
		Sarpang	Gelephu Thromde & Sarpang Town
5	Phuentsholing	Samtse	Main Town & Tashicholing Drungkhag
		Chukha	Gedu, Tsimasham & Phuentsholing Thromde
6	Thimphu	Gasa	Main Town & Damji
		Wangdue Phodrang	Bajo
		Punakha	Khuruthang & Lobesa
		Paro	Main Town & Bondey
		Haa	Main Town
		Thimphu	Thimphu Thromde

6. Item List and Data Recording Rules

- **Match weight/volume exactly.** Product weight or volume in the market may change over time; always attempt to collect the price of the prescribed item at its prescribed weight/volume. For example, if Amrit Crystal Sugar is listed at 750g but only a 650g pack is available in that shop, record the price of the 750g pack that is actually available — no item, unit, or weight may be substituted, added, or omitted without recording what was actually found.
- **Keep shops consistent.** Avoid changing the shops used for price collection between collection phases; data shall be collected only from the same shops used previously. If a selected shop has permanently closed, select a replacement shop and notify CCAA.
- **Record only what is specified.** Only the price corresponding to the exact item and weight/unit specified in the format shall be recorded. No additional commentary, remarks, unlisted items, or supplementary information shall be collected or appended to the dataset.
- **Handle unavailable items correctly.** If a listed item is genuinely unavailable at the time of collection, record it using the standard convention for unavailable items (e.g., “NA”) rather than substituting a different item, weight, or shop.
- **Specify units correctly.** The MPI Focal Person shall specify the correct product unit (kg, g, l, ml, etc.), the correct price unit (Nu.), and the country of origin (India, Bhutan, or other) for every item.

7. Frequency

MPI data shall be collected on a quarterly basis — in September, December, March, and June — with data entry completed by the end of the same month. This frequency may change in future depending on the Ministry's directives.

8. Data Entry Procedure

- Prior to data entry, cross-check the collected MPI data to confirm it has been recorded accurately and in accordance with the prescribed requirements.
- If any aberration or unusual figure is noticed, the Focal Person shall contact the shop to re-confirm the price before entering the data.
- Data entry shall be carried out in accordance with the CCMS User Manual, which sets out the detailed step-by-step procedure for entering MPI data into the system.
- The MPI Focal Person shall submit the verified data to CCAA in soft copy, in the prescribed format, within the specified timeframe, for each quarter.
- The MPI Focal Person shall archive the collected MPI data within the regional office for future reference.

9. Quality Assurance and Escalation

CCAA is responsible for reviewing submitted data for quality and consistency and for managing the MPI function within CCMS. Regional Directors and Focal Persons should observe the following escalation path for issues encountered during collection or entry:

- **Data or price discrepancies:** re-confirm with the shop directly before entry; if unresolved, flag to the Regional Director.
- **Operational issues (e.g., shop closures, access constraints):** Regional Director to address locally where possible, or escalate to CCAA.
- **System or technical issues with CCMS:** contact CCAA, which will coordinate with the relevant technical support team for resolution.

10. Contacts

For support, system issues, or clarification regarding MPI or CCMS, contact:

Table 3: Contact Information

Name / Role	Contact
Neten Wangchuk MPI Focal / Assistant Program Officer	nwangchuk143@gmail.com
Dorji Samdrup Assistant Program Officer	dsamdrup@moice.gov.bt

11. Sampling Size

How to Use This Table

- Count the total number of shops currently operating in your designated market place / locality.
- Find the row in the table below whose range includes that total.

- The right-hand column tells you how many shops to include in your quarterly price survey.
- Select that number of shops across the different retailer types (large, medium, small, micro) so the sample reflects the mix of shops actually found in the locality — do not pick all of one type.

Example: *If a locality has 42 shops in total, this falls in the ‘41 – 50’ row, so 24 shops should be surveyed each quarter.*

Table 4: MPI Sample Size Reference Table

Total Shops in the Locality	Number of Shops to Survey
1 – 10	Survey all shops (full census)
11 – 20	14 shops
21 – 30	18 shops
31 – 40	21 shops
41 – 50	24 shops
51 – 60	26 shops
61 – 70	27 shops
71 – 80	29 shops
81 – 90	30 shops
91 – 100	31 shops
101 – 150	34 shops
151 – 200	36 shops
201 – 300	38 shops
301 – 500	40 shops
More than 500	43 shops

Notes

- Ranges are inclusive of both endpoints — e.g., ‘11 – 20’ covers localities with exactly 11 up to exactly 20 shops.
- For localities with 10 or fewer shops, survey all of them (a full census) rather than a partial sample.
- The sample size shown for each range is set at the top (largest) end of that range, so every locality within the band is adequately covered.
- For localities with more than 500 shops, the required sample levels off at approximately 43 — surveying more shops beyond this does not meaningfully improve accuracy.

- Assumptions behind this table: 95% confidence level, $\pm 15\%$ margin of error, and maximum expected price variability ($p = 0.5$), calculated using Cochran's formula with a finite population correction.