

Consumer Empowerment & Business Education Program in Chhukha, Haa and Gasa Dzongkhag (October 9 to 20, 2023)

A. Background

The Consumer Empowerment and Economics Division (CEED) of CCAA conducted a Consumer Empowerment and Business Education program in Phuentsholing, Gedu and Tsimasham in Chhukha, Haa and Gasa, with the support of RoICE Phuentsholing, and the Dzongkhag Administrations of Chhukha, Haa and Gasa over the duration of 12 days.

The program was designed to educate and empower both businesses and consumers on crucial aspects of Consumer Protection with regard to the Consumer Protection Act of Bhutan 2012, Consumer Protection Rules and Regulations 2015, Competition Policy, and E-commerce. Additionally, it aims to instill market standardization practices related to packaging & labeling, weights and measures, price tags, and the issuance of money receipts.

B. Topics covered during the advocacy program

- Introduction to Consumer Protection Act of Bhutan 2012 and Consumer Protection Rules and Regulations 2015;
- Rights and Responsibilities of Consumers
- Display of price information, use of certified weights and measures, proper packaging and labeling, issuance of money receipts.
- General Duties of Business Entities;
- Unfair Trade Practices and some examples of unfair trade practices;
- E-commerce and General conditions for e-commerce entity;
- Competition and Anti-competitive practices
 - National Competition Policy 2020
 - Anti- Competitive Behaviors
- Consumer Grievance Redressal Mechanism;
- Awareness about Safety standards of LPG Cylinders
- Awareness on prices of Timber, Sand and Stone

C. Number of Businesses and Consumers covered during the program

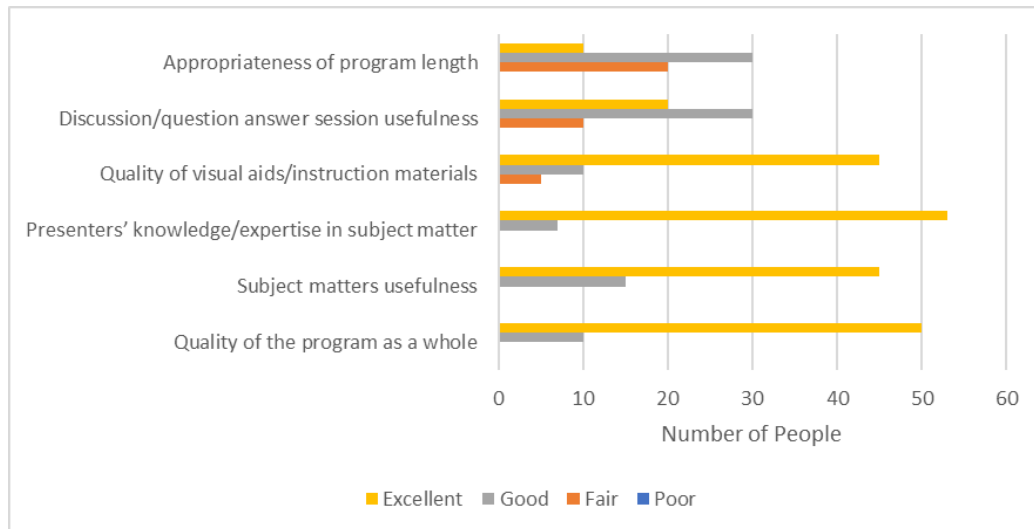
Sl. No	Dzongkhag	Place	Number of Businesses/Consumers
1	Chhukha	Phuentsholing	165 Businesses
		Gedu	32 Businesses
		Tsimasham	47 Businesses
2	Haa	Haa Town	65 Businesses
		Lhakhang Karpo	54 Monks
3	Gasa	Gasa Town	35 Businesses
Total		344 business entities and 54 monks	

D. Number of Businesses advocated on market standards; display of price tag; proper packaging and labeling; issuance of money receipt; use of proper weights and measures; consumer rights and business obligations

Sl. No	Dzongkhag	Place	Number of Businesses/Consumers
1	Chhukha	Phuentsholing	149 Businesses
		Gedu	32 Businesses
		Tsimasham	56 Businesses
2	Haa	Haa Town	62 Businesses
3	Gasa	Gasa Town	33 Businesses
Total		332 business entities	

This advocacy program has effectively achieved its objectives in educating businesses and consumers. The knowledge imparted is expected to enhance a transparent, fair, and mutually beneficial business environment by educating both consumers and businesses about their rights and responsibilities in the field of consumer protection. This in turn, would lead to a stronger, more vibrant economy with thriving businesses and better protected consumers.

Advocacy Program Evaluation Scores



What did you most like about the program ?

- Knowledge about Consumer Rights and Responsibilities
- E-commerce and the general conditions of e-commerce entity
- MRP and selling price
- Disseminating information through videos presentation
- Introduction to Consumer Protection Act and Rules and Regulations
- Information about unfair trade practices and dispute settlement by CCAA
- Information regarding the LPG
- How to run long term business and how business should run
- Knowledge on consumer rights and duties of businesses
- Pricing on goods and services
- The program is nicely presented and like the style of presentation

What did you least like about the program ?

- Discussion on consumer rights
- Awareness on Consumer Protection Act
- No proper information about the program while being called for the program
- The length of program

Any other observations? How would you want us to improve?

- Time should be less, if possible
- Would be better if official from different ministry could come together
- Make the presentation short and sweet that the audience doesn't feel sleepy
- It is up to the level of public understanding
- This type of program should be conducted to communities other than business entities too

Note Average of evaluation from 60 individuals

Pictures from the program



****Thank You****