

रतन क्षेत्रत्वीचान्यति सुध्यत्वेत भूरे हेर् सैटलचि क्रान्धेर क्षेत्र सेराजा

Office of Consumer Protection Ministry of Economic Affairs Royal Government of Bhutan Thimphu



MoEA/OCP/PRD/12/2020-21/188

25th December 2020

Public Notice

As the government allows operation of shops in the respective zones, the Office of Consumer Protection (OCP), Ministry of Economic Affairs (MoEA) would like to carnestly request the business entities in the country to strictly refrain from engaging in unfair trade practices like charging unfair and unreasonable price on the goods and services taking undue advantage of the situation. To this effect, the office would like to direct all the business entities to maintain the selling prices of the goods and services effective or prevalent prior to lockdown. Any unfair increase in prices over and above the prevailing prices prior to lockdown tantamount to unfairly charging exorbitant prices taking situational advantage which is subject to taking administrative actions. In addition, the OCP, MoEA would like to reiterate the business entities to refrain from selling expired products, not to deny sale of goods, use correct weights & measures, issue money receipt, display price tag, etc.

This is truly an unprecedented challenging moment and testing time for all of us to show solidarity among each other to overcome the adversity that has impacted every one of us. As such, any untoward or unfair business practices by the business entity will not be tolerated and will take appropriate action as per the provisions of the Consumer Protection Act 2012 and Consumer Protection Rules & Regulation 2015 including disallowing to operate business during lockdown and cancellation of business license in consultation with relevant agencies.

While OCP, MoEA will continue to monitor market and business entities, the consumers are urged to notify us through a toll-free number 1214 or any other means deemed appropriate to the consumer should such unfair trade practices occur. Further, the consumers are advised to exercise due care and make informed purchase decisions; compare price, quality, standards, labelling and features with competing products or services; and ask and keep receipts for every purchase.

Issued in the interest of general public and business entities for strict compliance



Director: Tele# 02-338352; Fax# 02-338330; Toll Free# 1214 Email: ocp@moea.gov.bt; Website: www.ocp.gov.bt