



**PERFORMANCE AGREEMENT**

**BETWEEN**

**Secretary and Director General**

**OFFICE OF CONSUMER PROTECTION  
MINISTRY OF ECONOMIC AFFAIRS**

**(July 1, 2017 – June 30, 2018)**

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## **Preamble**

The Performance Agreement is entered into between the Secretary and Director General, Office Of Consumer Protection.

The objectives of this Performance Agreement are:

a) To establish clarity and consensus about annual priorities for the Office Of Consumer Protection consistent with the 11th Five Year Plan of the Ministry, and Governments other priorities;

b) To provide an objective and fair basis for evaluating the overall performance of the Office Of Consumer Protection at the end of the financial year

The Performance Agreement represents an important accountability mechanism for inculcating a performance based culture at all levels of government.

**THEREFORE**, the parties hereto agree as follows:

## **Section 1: Vision, Mission and Objectives**

### **Vision**

A well informed and protected consumer supported by a fair trading system or practice.

### **Mission**

To safeguard the economic rights, interests and safety of the consumers in the consumption of goods and services.

To ensure availability of goods and services at competitive prices through market competition and public awareness

To facilitate redressal mechanisms for consumer grievances

### **Objectives**

- 1) To protect consumer rights and interest
- 2) To enhance consumer services
- 3) To Build institutional capacity
- 4) To enable effective and efficient ICT Service delivery
  
- 5) Implement National Integrity and Anti-Corruption Strategy (NIACS)
  
- 6) To ensure full utilization of Budget



## Section 2: Objectives, Success Indicators & Target

Objective	Weight	Action	Success Indicator	Unit	Weight	Excellent [100%]	Very Good [90%]	Good [80%]	Fair [70%]	Poor [60%]
To protect consumer rights and interest	65	Establish Dispute Settlement Committee (DSC)	Number of new DSC established	Number	5	4	3	2	1	0
		Conduct Market Monitoring	Number of Thromdes where market Inspection is conducted	Number	5	4	3	2	1	0
			Percentage of discrepancies reduced in PoL stations inspected.	Percent	5	100	95-99	90-94	85-89	less than 84
			Number of PoL station inspected	Number	5	49	40	30	20	10
			Number of essential commodities studied.	Number	5	5	4	3	2	1
		Rules and Guidelines for tour operators and Bhutanese Pilgrimage	Rules and Guidelines for tour operators and Bhutanese pilgrimage endorsed.	Date	10	11/30/2017	12/31/2017	01/31/2018	02/28/2018	03/31/2018
		Create public awareness on institutional and legal framework to protect consumer rights and interest	Number of awareness workshop/seminars on consumer rights and responsibilities conducted	Number	10	13	11	9	7	5
			Number of awareness conducted in Colleges.	Number	10	2	1	0	0	0
		Established online complaint system	Percentage by which the online complaint system is established.	Percent	5	Online Complaint system is established by 100%	Online Complaint system is established by 90%	Online complaint system is established by 80%	Online complaint system is established by 70%	Online complaint system is established by 60 percent

To protect consumer rights and interest	65	Established Online Market Price Information System	Percentage by which the online market price information system is established.	Percent	5	Online Market Price Information System is established by 100%	Online Market Price Information System is established by 90%	Online Market Price Information System is established by 80%	Online Market Price Information System is established by 70%	Online Market Price Information system is established by 60%
To enhance consumer services	10	Proposal for OCP Autonomy	First draft report on OCP Autonomy Finished	Status of Work	3	First draft report completed	First draft report writing initiated	Desk review on OCP autonomy completed	Desk review on OCP autonomy initiated	Initiated study on OCP autonomy
		Survey and publish Market Price Information (MPI) and upload in the website	Frequency of MPI report publication per year	Number	3	4	3	2	1	0
		Framework for consumer protection services (NSFCPS) for approval	National Strategic Framework for consumer protection services (NSFCPS) approved by Consumer Board.	Number	4	Approved and circulated	Approved	Submitted	Requires revision	Not approved
To Build institutional capacity	10	Establish institutional linkages	Number of new institutional linkages established with foreign agencies	Number	3	1	0	0	0	0
		Build Capacity of Regional offices, DSC and LGs	Number of new regional staff, DSC members and LG official trained	Number	5	150	125	100	80	60
		Conduct consumer board meeting	Number of meeting held	Number	2	4	3	2	1	0

To enable effective and efficient ICT Service delivery	2	Enhance basic ICT skills of non ICT staff members.	Percentage of non ICT staff trained.	Percent	1	50	45	40	35	30
		Ensure compliance to e-GIF standards	Percentage compliance to e-GIF standards	Percent	1	100	-	-	-	less than 100
Implement National Integrity and Anti-Corruption Strategy (NIACS)	8	Conduct face to face sensitization program on Ethics and Integrity Tools by concerned TOT participants (Gift Rules & its management, Asset Declaration Rules & its management, Conflicts of Interest Declaration & its management, Code of Conduct and Grievance Redress Mechanism)	Percentage of employees sensitized on: - Gifts, Conflicts of Interest, Code of Conduct, Asset Declaration and Grievance Redress Mechanism	Percent	2	Above 90	89-80	79-70	69-60	59 and below
		All eligible officials declare asset on time.	Percentage of employees who have declared asset on time	Percent	6	91-100	81-90	71-80	61-70	<60
To ensure full utilization of Budget	5	Ensure annual budget utilization	Percentage of annual budget utilization	Percent	5	100	-	-	-	less than 100



### Section 3: Trend values of success indicators

Objective	Action	Success Indicator1	Unit	Actual Values [FY 2013-14]	Actual Values [FY 2014-15]	Target Values [FY 2015-16]	Projected Values [FY 2016-17]	Projected Values [FY 2017-18]
Implement National Integrity and Anti-Corruption Strategy (NIACS)	All eligible officials declare asset on time.	Percentage of employees who have declared asset on time	Percent	100	100	100	100	100
	Conduct face to face sensitization program on Ethics and Integrity Tools by concerned TOT participants (Gift Rules & its management, Asset Declaration Rules & its management, Conflicts of Interest Declaration & its management, Code of Conduct and Grievance Redress Mechanism)	Percentage of employees sensitized on: - Gifts, Conflicts of Interest, Code of Conduct, Asset Declaration and Grievance Redress Mechanism	Percent	NA	NA	NA	NA	NA
To Build institutional capacity	Build Capacity of Regional offices, DSC and LGs	Number of new regional staff, DSC members and LG official trained	Number	0	28	100	400	550
	Conduct consumer board meeting	Number of meeting held	Number	0	0	1	4	8
	Establish institutional linkages	Number of new institutional linkages established with foreign agencies	Number	0	3	5	7	8

To enable effective and efficient ICT Service delivery	Enhance basic ICT skills of non ICT staff members.	Percentage of non ICT staff trained.	Percent	NA	NA	NA	NA	50
	Ensure compliance to e-GIF standards	Percentage compliance to e-GIF standards	Percent	NA	Na	Na	Na	100
To enhance consumer services	Framework for consumer protection services (NSFCPS) for approval	National Strategic Framework for consumer protection services (NSFCPS) approved by Consumer Board.	Number	0	0	0	0	Approved, printed and circulated
	Proposal for OCP Autonomy	First draft report on OCP Autonomy Finished	Status of Work	0	0	0	0	0
	Survey and publish Market Price Information (MPI) and upload in the website	Frequency of MPI report publication per year	Number	0	0	1	5	9
To ensure full utilization of Budget	Ensure annual budget utilization	Percentage of annual budget utilization	Percent	NA	Na	Na	Na	100
To protect consumer rights and interest	Conduct Market Monitoring	Number of essential commodities studied.	Number	0	0	0	5	10
		Number of PoL station inspected	Number	0	0	45	45	45
		Number of Thromdes where market Inspection is conducted	Number	0	0	0	5	10
		Percentage of discrepancies reduced in PoL stations inspected.	Percent	0	0	0	0	100

To protect consumer rights and interest	Create public awareness on institutional and legal framework to protect consumer rights and interest	Number of awareness conducted in Colleges.	Number	0	0	0	0	4
		Number of awareness workshop/seminars on consumer rights and responsibilities conducted	Number	0	0	10	22	37
	Establish Dispute Settlement Committee (DSC)	Number of new DSC established	Number	0	4	0	6	10
	Established online complaint system	Percentage by which the online complaint system is established.	Percent	0	0	0	0	System established by 100 percent
	Established Online Market Price Information System	Percentage by which the online market price information system is established.	Percent	0	0	0	0	1
	Rules and Guidelines for tour operators and Bhutanese Pilgrimage	Rules and Guidelines for tour operators and Bhutanese pilgrimage endorsed.	Date	0	0	0	0	Approved

#### Section 4: Definition of Success Indicators

Success Indicator	Description	Data Collection Methodology	Data Collection Frequency	Data Source
Number of awareness workshop/seminars on consumer rights and responsibilities conducted	Advocacy to sensitize general public throughout the country on consumer rights and unfair trade practices will be carried out through workshops/seminars besides mass media	office record, field	Annually	administrative record, OCP Moea, field visit
Number of awareness conducted in Colleges.	Advocacy to sensitize students/teachers in the schools on consumer rights and unfair trade practices will be carried out through workshops/seminars besides mass media	Office record, field visit and tour report	Annually	Administrative record, OCP MoEA
Number of Thromdes where market Inspection is conducted	Market Inspection in the Thromdes (Thimphu, Phuntsholing, Gelephu and Samdrupjongkhar) to verify pricing and labeling to ensure consumer safety	OCP and field	Annually	Field visit
Percentage of discrepancies reduced in PoL stations inspected.	The existing POL dispensing machines will be verified/inspected to ensure that consumers receive right amount of POL and malpractices are avoided	OCP and Field	Annually	Administrative records, OCP, MoEA and Field
Number of PoL station inspected	Number of POL station inspected.	Office record	Annually	Administrative record, OCP MoEA and field
Number of essential commodities studied.	Focus study on five new essential commodities to verify labeling and weights and measures	Office record and field visit	Annually	Administrative record OCPB, MoEA and Field visit
Rules and Guidelines for tour operators and Bhutanese pilgrimage endorsed.	Guidelines for tour operators and Bhutanese pilgrimage approved by board and ready for implementation	Media, Stakeholder meetings, Field visit	Annually	Administrative record, field visit, meetings

Percentage by which the online complaint system is established.	System established by 100%	Administrative record OCPB, MoEA	Annually	Administrative record OCPB, MoEA
Number of new DSC established	Establishment of four new DSC	Office record	Annually	OCP and field
Frequency of MPI report publication per year	A publication on price of commodities will be produced and uploaded on the web quarterly	Survey with Enumerators	Annually	OCP and field
National Strategic Framework for consumer protection services (NSFCPS) approved by Consumer Board.	NSFCPS approved by consumer board	Office record	Annually	Administrative record, OCP MoEA
Number of meeting held	Consumer board meeting	Office record	Annually	Office record
Percentage of employees sensitized on: - Gifts, Conflicts of Interest, Code of Conduct, Asset Declaration and Grievance Redress Mechanism	This indicator will measure the proportion of employees sensitized through face to face sensitization program on the above mentioned Ethics and Integrity Management Tools. The indicator will assess both the proportion of employees sensitized and the level of awareness created among the employees on the tools. Of the total weightage (100 percent), 40 percent is assigned on the delivery part and 60 percent on the level of awareness created. Further 40 percent weightage is apportioned as: 1) No. of tools sensitized – 5 tools (10%); 2) Mode of Delivery - face to face sensitization program (10%); 3) Duration - one day or more (10%); and 4) Percent of employees sensitized – 80 & above (10%). The agencies will report on the above weightage (40 percent) using the standard form developed by ACC.	• Supporting documents from the agencies • Questionnaire based desk survey	Annually	Admin Data

Percentage of employees who have declared asset on time	This indicator will be measured based on the proportion of employees who have declared asset on or before the deadline provided by ACC. For the purpose of evaluation all employees who have declared asset later than deadline shall be considered as non-declaration.	Acc system and record with Administration section, MoEA	Annually	ACC system
Percentage of annual budget utilization	This indicator measures the amount of variation between revised budget and expenditure of an agency for a fiscal year	Through analysis of annual budget and expenditure	Annually	Accounts section
Percentage of non ICT staff trained.	This success indicator measures the percentage of staffs other than ICT professional provided with training on basic ICT skills. This will reduce the turn around time of providing basic troubleshooting services. The training will be provided by ICT Division	Admin records on training conducted	Biannually	ICT division
Percentage compliance to e-GIF standards	This success indicator measures and ensures that Departments comply to e-GIF standards in all ICT related activities.	records of e-GOV review meetings	Biannually	MoIC

### Section 5: Requirements from other Departments & Secretariat Divisions

Organisation Name	Relevant Success Indicator	Requirement from the Organisation	Justification for the Requirement	Requirement detail	Impact (If Not Met)
DEPARTMENT OF TRADE	Number of Thromdes where market Inspection is conducted	Support from Regional Trade and Industry Offices as a consumer advocates representative.	As per the section 49 (b) of the Consumer Protection Act 2012, consumer advocates shall be appointed wherever necessary	P2 level or as determined by OCP	will hamper the conduct of market inspection in their regional towns.
DEPARTMENT OF TRADE	Percentage of discrepancies reduced in PoL stations inspected.	Will require the support from RTIOs and Bhutan Standard Bureau (BSB)	RTIOs during the field verification and technical competency and equipments are with Bhutan Standard Bureau (BSB)	Consumer Advocates from RTIOs and Sr. Technician from BSB	Without the support from BSB, the inspection cannot be carried out since OCP lacks the technical competency and resources.
DEPARTMENT OF TRADE	Number of PoL station inspected	Consumer advocates from RITOs and support from BSB	required the support of regional trade and industry office during the inspection. The BSB has the technical competency and resources for the inspection.	consumer advocate from RTIOs and Sr. Technicians from BSB	Will hamper the conduct of inspection

DEPARTMENT OF TRADE	Number of essential commodities studied.	Need the support of RTIOs during the conduct of inspection. Also need the support of the secretariat for the recruitment of the interns/enumerators and hiring of vehicle. Support from BSB also needed.	Since the study will entail visiting shops and collection data of various commodities, this will need enumerators. Vehicle as needed since the team will have to visit all the regional towns. BSB has the technical competency to verify the weights.	6 enumerators, and one vehicle on hire. one official from BSB who is experts on weights and measures	will affect the study
SECRETARIAT	Number of essential commodities studied.	Need the support of RTIOs during the conduct of inspection. Also need the support of the secretariat for the recruitment of the interns/enumerators and hiring of vehicle. Support from BSB also needed.	Since the study will entail visiting shops and collection data of various commodities, this will need enumerators. Vehicle as needed since the team will have to visit all the regional towns. BSB has the technical competency to verify the weights.	6 enumerators, and one vehicle on hire. one official from BSB who is experts on weights and measures	will affect the study



**Whereas,**

I, the Director General, Office Of Consumer Protection, commit to the Secretary and the Minister, Ministry Of Economic Affairs to deliver the results described in this Annual Performance Agreement.

I, the Secretary, commit to the Director General, Office Of Consumer Protection to provide necessary support for the delivery of results described in this Annual Performance Agreement.

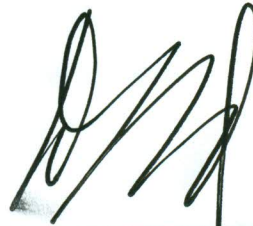
**SIGNED:**



Secretary

11/08/2017

Date



Dr. Ugyen Tshewang  
Director General

Date

11/09/2017