



**PERFORMANCE AGREEMENT**

**BETWEEN**

**Secretary and Director**

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

**(July 1, 2018 – June 30, 2019)**

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**Preamble**

The Performance Agreement is entered into between the Secretary and Director, 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 12th Five Year Plan of the Ministry, and Government's 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 and righteous education programs.

### **Mission**

To promote safety and protect economic interests of consumers by providing support, advocacy and efficient redressal system and creating a fair trade practices in the market place.

### **Objectives**

- 1) Enhance fair, free, safe and competitive market for consumers and business.
- 2) Enhance effectiveness and efficiency in delivery of consumer protection services
- 3) Enhance institutional capacity
- 4) Protection of economic interest of consumers through advocacy, education and awareness.
- 5) Foster consumer confidence through a consistent, predictable and effective consumer protection framework in consonance with the development imperatives of Bhutanese economy.

## Section 2: Objectives, Success Indicators & Target

Objective	Weight	Action	Success Indicator	Unit	Weight	Excellent [100%]	Very Good [90%]	Good [80%]	Fair [70%]	Poor [60%]
Enhance fair, free, safe and competitive market for consumers and business.	32	Survey and publish Market Price Information (MPI)	Frequency of Quarterly MPI report publication	Number	5	4	3	2	1	0
		Conduct study on compliance of standards and safety measures of POL products	Report produced on compliance of standards and safety measures of POL products	Status of Work	4	Report produced and submitted to the Ministry	Report submitted to the Board	Report presented to the Department	Report drafted	Inspection completed
		Conduct Market Monitoring	Number of market inspection conducted in Yenlag Throms	Number	4	12	10	8	6	4
		Standardization of i) packaging and labeling ii) weights and measures iii) price tag in Thimphu throm	Number of Thromde in which review of economic interest of consumer is conducted.	Status of Work	3	Evaluation and follow-up monitoring completed and report produced	Consultation with relevant agencies completed	Gap analysis completed and report produced	Monitoring completed	Notification for standardization issued
		Drafting of TOR for establishment of Dispute Settlement Committee (DSC)	TOR for establishment of DSC drafted	Status of Work	4	TOR finalized by the Department	Consultation of the draft completed	Zero draft completed	-	Desk review completed
		Provide user training on online MPI system to RTIOs and Business Entity	User Training provided	Status of Work	3	Training provided to selected business entities and RTIOs	Programme and training schedule finalized	Preparatory work for training completed	-	-
		Provide user training on online Grievance Redressal	Provide Online Grievance Redressal User training	Status of Work	4	User training provided to Dispute Settlement	Finalize schedule for training	Preparatory work completed	-	-

		System				Committees, EDO, and RTIOs				
		Establish Dispute Settlement Committee	Number of Dispute Settlement Committee established	Number	5	2 DSC established	1 DSC established	collaboration with relevant stakeholders completed	Preparatory work completed	Desk review completed
Enhance effectiveness and efficiency in delivery of consumer protection services	12	Introduce consumer empowerment and financial literacy program	Consumer empowerment and Financial Literacy program incorporated in National Financial Literacy Strategy (NFLS)	Status of Work	4	Consumer empowerment and Financial Literacy incorporated in NFLS	Presented to NFLS working committee	Finalized by the Department	Desk review completed	Formation of working committee
		Redress Consumer Grievance	Consumer Grievances redressed.	Days	4	Mediation and conciliation within turn around time (TAT)	One day after the stipulated TAT	Two days after the stipulated TAT	Three days after the stipulated TAT	Beyond four days of the stipulated TAT
		Conduct research on consumer related issues	Protection of consumers from service providers ensured	Status of Work	4	Report presented to the Board	Data analysis completed	Data collection completed	Research proposal drafted	Proposal not drafted
Enhance institutional capacity	22	Create public awareness on consumer rights and interest for vulnerable consumers	Produced brochures/pamphlets/multimedia on consumer rights and responsibilities	Date	5	09/30/2018	12/31/2018	02/28/2019	05/31/2019	06/30/2019
		Initiate incorporation of consumer protection in school curriculum	Draft proposals for incorporation of consumer protection in school curriculum	Status of Work	4	First draft proposal drafted	Concept note consulted with stakeholders	Concept note drafted	Desk review initiated	Work plan drafted
		Develop SOP and TAT for staff requirement of OCP	Critical HR policies with SOPs and TAT put in place.	Status of Work	4	SOPs and TAT submitted to RCSC	SOPs and TAT endorsed by Board	SOPs and TAT endorsed by Ministry	SOPs and TAT finalized by Department	Gap analysis on HR functions conducted

		Establish institutional linkages	Number of linkages established with stakeholders.	Status of Work	4	One MoU signed	Bilateral meetings conducted	Proposal presented to the Department	Proposal for institutional linkage prepared	Desk review for institutional linkage completed
		Institutional arrangement for DSC members , consumer advocates, local government leaders on alternate Dispute resolution,Ethical Business practices (online and offline)	Number of DSC members, RTIO officials, LG leaders trained	Number	5	50	40	30	20	10
Protection of economic interest of consumers through advocacy, education and awareness.	26	Issuance of receipts by shopkeepers and business establishments for contribution to revenue (BIT and BIT)	Issuance of receipts by shopkeepers and business establishments for contribution to revenue (PIT and BIT)	Status of Work	4	Notification on issuance of receipt issued	-	-	-	-
		Monitor Package Pilgrimage Regulation 2017 compliance by the Tour Operators	Timeline by which the monitoring is carried out.	Date	4	12/31/2018	01/07/2019	01/14/2019	01/21/2019	01/31/2019
		Public Awareness on institutional and legal framework to protect consumer rights and interests for vulnerable	Number of awareness workshops/seminars on consumer rights and responsibilities conducted	Number	5	5	4	3	2	1

		consumers								
		Create public awareness on consumer rights and interest in the educational centers	Number of awareness conducted in educational centers	Number	5	5	4	3	2	1
		Celebration of world consumer rights day	world consumer rights day celebrated	Status of Work	4	World consumer Rights Day celebrated	Programme and activities finalized	Collaborations with stakeholders finalized	Discussion with Management	Preparatory work completed
		Prepare concept paper on economic and financial vulnerability of consumers	Concept paper produced	Status of Work	4	Proposal finalized	Proposal drafted	Consultation within Dept. completed	Concept note drafted	Desk review completed
Foster consumer confidence through a consistent, predictable and effective consumer protection framework in consonance with the development imperatives of Bhutanese economy.	8	Introduce awareness forum (Public Hearing) for consumer protection services	Awareness forum introduced and advocacy program conducted.	Status of Work	4	Awareness forum introduced and advocacy program conducted.	Forum introduced	Notification for participation issued	Plans and program formulated	Desk review completed
		Draft action plan for National Strategic Framework for Consumer Protection Services.	Action plan for National Strategic Framework for Consumer Protection Services drafted	Status of Work	4	Draft submitted to the Board	Comprehensive action plan drafted	Report of Gap Analysis Drafted	In house consultation completed	Review of Gap Analysis done



### 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]
Enhance effectiveness and efficiency in delivery of consumer protection services	Conduct research on consumer related issues	Protection of consumers from service providers ensured	Status of Work	Financial Institutions	Automobile Services	Telecommunication Services	Consultancy services	Travel Agent Services
	Introduce consumer empowerment and financial literacy program	Consumer empowerment and Financial Literacy program incorporated in National Financial Literacy Strategy (NFLS)	Status of Work					
	Redress Consumer Grievance	Consumer Grievances redressed.	Days	Mediation and conciliation facilitated within turn around time	Mediation and conciliation facilitated within turn around time	Mediation and conciliation facilitated within turn around time	Mediation and conciliation facilitated within turn around time	Mediation and conciliation facilitated within turn around time
Enhance fair, free, safe and competitive market for consumers and business.	Conduct Market Monitoring	Number of market inspection conducted in Yenlag Throms	Number					
	Conduct study on compliance of standards and safety measures of POL products	Report produced on compliance of standards and safety measures of POL products	Status of Work					
	Drafting of TOR for establishment of Dispute Settlement Committee (DSC)	TOR for establishment of DSC drafted	Status of Work					
	Establish Dispute	Number of Dispute Settlement Committee established	Number	2	4	8	12	14

	Settlement Committee							
	Provide user training on online Grievance Redressal System	Provide Online Grievance Redressal User training	Status of Work					
	Provide user training on online MPI system to RTIOs and Business Entity	User Training provided	Status of Work					
	Standardization of i) packaging and labeling ii) weights and measures iii) price tag in Thimphu throm	Number of Thromde in which review of economic interest of consumer is conducted.	Status of Work	1 Thromde	3 Thromdes	10 Dzongkhag Throms	10 Dzongkhag Thromss	All Yenlag Throms
	Survey and publish Market Price Information (MPI)	Frequency of Quarterly MPI report publication	Number	4	4	4	4	4
Enhance institutional capacity	Create public awareness on consumer rights and interest for vulnerable consumers	Produced brochures/pamphlets/multimedia on consumer rights and responsibilities	Date					
	Develop SOP and TAT for staff requirement of OCP	Critical HR policies with SOPs and TAT put in place.	Status of Work					
	Establish institutional linkages	Number of linkages established with stakeholders.	Status of Work	1	2	3	4	5

	Initiate incorporation of consumer protection in school curriculum	Draft proposals for incorporation of consumer protection in school curriculum	Status of Work					
	Institutional arrangement for DSC members , consumer advocates, local government leaders on alternate Dispute resolution,Ethical Business practices (online and offline)	Number of DSC members, RTIO officials, LG leaders trained	Number					
Foster consumer confidence through a consistent, predictable and effective consumer protection framework in consonance with the development imperatives of Bhutanese economy.	Draft action plan for National Strategic Framework for Consumer Protection Services.	Action plan for National Strategic Framework for Consumer Protection Services drafted	Status of Work					
	Introduce awareness forum (Public Hearing) for consumer protection services	Awareness forum introduced and advocacy program conducted.	Status of Work					
Protection of economic interest of consumers	Celebration of world consumer rights day	world consumer rights day celebrated	Status of Work	1	1	1	1	1
	Create public	Number of awareness	Number					

through advocacy, education and awareness.	awareness on consumer rights and interest in the educational centers	conducted in educational centers						
	Issuance of receipts by shopkeepers and business establishments for contribution to revenue (BIT and BIT)	Issuance of receipts by shopkeepers and business establishments for contribution to revenue (PIT and BIT)	Status of Work	Notification on issuance of receipts issued	All FCB Outlets co-ordinate with DRC	Convenience stores	Hardware shops	Textile and clothing
	Monitor Package Pilgrimage Regulation 2017 compliance by the Tour Operators	Timeline by which the monitoring is carried out.	Date					
	Prepare concept paper on economic and financial vulnerability of consumers	Concept paper produced	Status of Work					
	Public Awareness on institutional and legal framework to protect consumer rights and interests for vulnerable consumers	Number of awareness workshops/seminars on consumer rights and responsibilities conducted	Number					

#### Section 4: Definition of Success Indicators

Success Indicator	Description	Data Collection Methodology	Data Collection Frequency	Data Source
Awareness forum introduced and advocacy program conducted.	Introduce awareness forum for creating awareness on consumer protection services. However, implementation of the program is subject to participation from stakeholders as the participation is voluntary.	Office record	Annually	Administrative record
Action plan for National Strategic Framework for Consumer Protection Services drafted	Draft action plan for National Strategic Framework for Consumer Protection Services	Office record	Annually	Administrative record
User Training provided	User training on online MPI system will be provided to selected business entities and RTIOs conducted.		Annually	Administrative Record, OCP
Report produced on compliance of standards and safety measures of POL products	Compliance monitoring report on quality, quantity and safety measures of POL products	Office Record	Annually	Administrative record,OCP MoEA and field
Number of market inspection conducted in Yenlag Throms	Market inspection conducted in Yenlag Throms to verify price displays, weight and measures, and labelling to ensure consumer protection	OCP and field	Annually	Field visit ,Administrative Record
Frequency of Quarterly MPI report publication	A publication on price of commodities will be produced and uploaded on the web quarterly	Collection of price of essential commodities	Annually	OCP and field
Number of Thromde in which review of economic interest of consumer is conducted.	Standardization of (i) packaging and labelling, (ii) weights and measures, (iii) price tag in licensed shops dealing in goods in Thimphu Throm. Price tag/display of price for service providers like automobile workshops, tailoring, electronic	Office record	Annually	Administrative record and field

	repairing shops, barber/saloons, cobblers.			
TOR for establishment of DSC drafted	Drafting of TOR for establishment of Dispute Settlement Committee	Office record	Annually	Administrative record and field
Provide Online Grievance Redressal User training	Provide user training on Grievance Redressal system to RTIOs, DSC members and EDOs		Annually	Administrative Record, OCP
Number of Dispute Settlement Committee established	Two Dispute settlement committee will be established	office record	Annually	Administrative record
Issuance of receipts by shopkeepers and business establishments for contribution to revenue (PIT and BIT)	Notification on issuance of receipts issued		Annually	OCP, MoEA
Concept paper produced	Timeline by which the report is produced	Office record	Annually	Administrative record
Number of awareness workshops/seminars on consumer rights and responsibilities conducted	create public awareness on institutional and legal framework work to protect consumer rights and interest for vulnerable consumers including business entities	Office Record	Annually	Administrative record
Number of awareness conducted in educational centers	create public awareness on institutional and legal framework to students/trainees/monks	Office Record	Annually	Administrative Record
world consumer rights day celebrated	15th March 2020 is the World Consumer Rights Day. Various programs will be held to the celebrate the day.	Office Record	Annually	Administrative record
Timeline by which the monitoring is carried out.	Monitoring on the compliance of Package Pilgrimage Regulation 2017 by Tour Operators.	Office record	Annually	Administrative record
Critical HR policies with SOPs and TAT put in place.	Develop SOP and TAT for staff requirement of OCP	Office record	Annually	Administrative record
Number of DSC members, RTIO	Number of DSC members, RTIO	Office Record	Annually	Administrative

officials, LG leaders trained	officials, LG leaders trained on Alternate Dispute resolution mechanism			Record
Number of linkages established with stakeholders.	MoU signed with one of the stakeholders within the country or a similar office/partner in other country	MoU, Office record	Annually	Administrative record
Produced brochures/pamphlets/multimedia on consumer rights and responsibilities	Develop public awareness materials on consumer rights and responsibilities.	Office record, field	Annually	Administrative record, OCP
Draft proposals for incorporation of consumer protection in school curriculum	Draft proposal for incorporation of consumer protection in school curriculum	Office record, field	Annually	Administrative record, OCP
Consumer Grievances redressed.	Consumer grievance mediated means the complaints related to consumer issues conciliated and mediated within the scope of prescribed rules and if the cases do not warrant any additional investigation.	Office record	Annually	Website, Administrative record, OCP MoEA
Protection of consumers from service providers ensured	Research conducted on consumer issue.	Office record	Annually	Administrative record, OCP
Consumer empowerment and Financial Literacy program incorporated in National Financial Literacy Strategy (NFLS)	Consumer empowerment and Financial Literacy program incorporated in National Financial Literacy Strategy (NFLS)	Office record	Annually	Administrative Record

## 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)
SECRETARIAT	Frequency of Quarterly MPI report publication	Timely uploading of MPI in Ministry's website by ICT Division	OCP is required to publish MPI quarterly and upload the same in the ministry's website	ITC division to immediately upload the soft copy of MPI on Ministry's website.	MPI becomes outdated and obsolete to the consumers
SECRETARIAT	Protection of consumers from service providers ensured	Consumer Board's approval to present research finding	Consumer Board is the highest body in the country dealing with consumer affairs and policy and its approval is vital.	Direction and support	Will face difficulties in implementing the recommendations of the study.
All Ministeries	Number of linkages established with stakeholders.	Require support and interest from Relevant Regulatory agencies in signing the MoU	Signing of MoU is fully dependent on the interest of other as there is no legal requirement.	Strong interest and support from other Regulatory agencies	Failure of signing MoU with regulatory agencies.
All Ministeries	Draft proposals for incorporation of consumer protection in school curriculum	Support from Royal Education Council, Ministry of Education in incorporating consumer protection services in school curriculum.	Authority of curriculum lies with the Ministry of education and it is subject to their acceptance and support.	Strong support and acceptance on the curriculum proposal.	Consumer protection will not be incorporated in school education system.
SECRETARIAT	User Training provided	Require support from RTIOs in conducting of user training for MPI online.	User training of MPI online is fully dependent on the interest of Business entity and support from RTIOs	Support form RTIOs and strong interest from Business entity	Will not be able to provide training
MINISTRY OF ECONOMIC AFFAIRS	User Training provided	Require support from RTIOs in conducting of user training for MPI online.	User training of MPI online is fully dependent on the interest of Business entity and support from RTIOs	Support form RTIOs and strong interest from Business entity	Will not be able to provide training



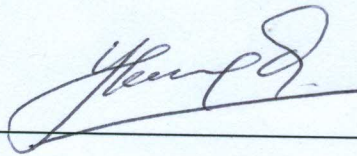
All Dzongkhags	Number of Dispute Settlement Committee established	To identify the members and establish DSC	Dzongkhag and thromdes would have list of the most able person in the locality	Identify the most able members	the consumers complaint will not be redress on time

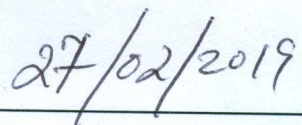
Whereas,

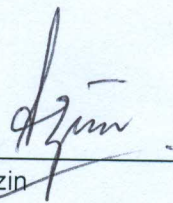
I, the Director, Office of Consumer Protection, commit to the Secretary and the Minister, Ministry of Economic Affairs to deliver the results described in this Annual Performance Agreement.

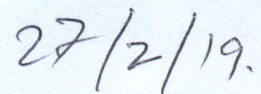
I, the Secretary, commit to the Director, Office of Consumer Protection to provide necessary support for the delivery of results described in this Annual Performance Agreement.

SIGNED:

  
\_\_\_\_\_  
Secretary

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Sonam Tenzin  
Director

  
\_\_\_\_\_  
Date