

Consumer Protection Advocacy Program Successfully Concludes in Paro

Paro, Bhutan – October 31, 2024 – The Competition and Consumer Affairs Authority (CCAA) proudly announces the successful conclusion of a ten-day consumer protection advocacy program in Paro Dzongkhag, which commenced on October 21, 2024. The initiative engaged over 800 individual consumers (with a particular focus on students, monks, and rural residents) and 304 business firms.

In today's commercial landscape, consumer education is vital. It equips individuals with the knowledge and skills necessary for making informed purchasing and investment decisions while safeguarding their interests. Additionally, it is crucial for businesses to understand and comply with consumer protection laws to avoid legal complications and foster consumer trust through the assurance of quality goods and services.

The program addressed key topics, including the fundamental aspects of the Consumer Protection Act of Bhutan, 2012, and the Consumer Protection Rules and Regulations of 2015. Participants gained insights into their rights and responsibilities as consumers, as well as the general duties and obligations of businesses. Discussions also highlighted the increasing risks posed by unethical practices, such as online scams, pyramid schemes, and other anti-competitive behaviors. Furthermore, attendees were educated on the grievance redressal system established by the CCAA to address consumer complaints.

This initiative aligns with the CCAA's ambitious goal to reach 20,000 consumers and 5,000 businesses by the conclusion of the 13th Five Year Plan.

For more information about the CCAA's ongoing initiatives and programs, please visit www.ccaa.gov.bt