



བཟོ་གྲུ་ཚོང་ལས་དང་ལཱ་གཡོག་ལྷན་ཁག།  
དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།



COMPETITION & CONSUMER AFFAIRS AUTHORITY  
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT  
Thimphu: Bhutan

### Tour Report - Sarpang Dzongkhag

The Consumer Empowerment and Economics Division (CEED) successfully concluded a 7 days consumer protection advocacy program in Sarpang Dzongkhag from December 25 to 31, 2024. This initiative aimed to educate consumers and businesses on their rights, responsibilities, and ethical business practices, promoting a fair marketplace through enhanced awareness.

The program covered essential topics, including the introduction to Consumer Protection Act of Bhutan 2012, the Consumer Protection Rules and Regulations 2015, rights and responsibilities of consumers and general duties of businesses entities. Additionally, sessions addressed unfair trade practices and anti-competitive behaviors, with practical examples to help participants recognize and avoid these issues.

E-commerce regulations and conditions were another highlight, where consumers were educated on how to protect themselves in a growing online marketplace. The advocacy program also emphasized on the consumer grievance redressal system, providing guidance on how to lodge complaints and seek information for prompt resolution. The CCAA expresses its gratitude to the Regional Office of Industry Commerce and Employment of Gelephu, Sarpang, the Gewog Administrations of Dekiling, Chhudzom, Sershong and Gakiling, for their vital support.

#### Areas and Participants Covered by the Program:

1. Gelephu Throm - (97 Businesses)
2. Dekiling Gewog - (104 Businesses)
3. Dekiling Gewog - (101 Consumers)
4. Sershong Gewog - (148 Consumers)
5. Chhudzom Gewog - (110 Consumers)
6. Gakiling Gewog - (124 Businesses)
7. Gakiling Gewog - (123 Consumers)

**Total: 325 Business entities and 482 Consumers**

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Pictures from the program



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