

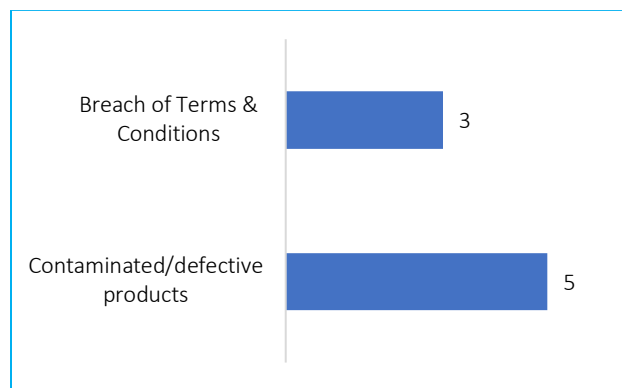
Consumer Complaints and Redressal Update

February 28, 2025 – The Competition and Consumer Affairs Authority (CCAA) reported receiving a total of eight consumer complaints. All complaints were individual cases seeking redressal, highlighting ongoing concerns regarding product quality and business practices.

Two of the complaints have already been successfully resolved, while the remaining six are still under active investigation and mediation. The authority continues to work diligently to ensure the protection of consumer rights.

The CCAA is dedicated to making continued efforts to enhance confidence in consumer transactions and maintain a fair, competitive business environment.

Figure: Number of complaints by type



Market Surveillance in Haa Dzongkhag

February 28, 2025 – The CCAA has successfully completed a market surveillance operation in Haa Dzongkhag, inspecting 39 businesses across various sectors. The inspection focused on a range of business types, including Petroleum Retail Outlets (PROs), grocery and general stores, hardware shops, and garment shops. The findings of this surveillance have been compiled into a detailed report, which is now available for public viewing [here](#).

Following the completion of the Haa Dzongkhag surveillance, the CCAA has already moved on to

ongoing inspections in Paro Town. These continuous efforts by the CCAA are aimed at maintaining market integrity, protecting consumer rights, and ensuring that businesses comply with relevant consumer protection laws.



Protecting your rights - Team CCAA at work inspecting businesses

Launch of Advocacy Videos to Raise Consumer Awareness

February 28, 2025 – The CCAA has taken a significant step towards enhancing consumer education with the release of four new Dzongkha-language awareness videos on February 27, 2025. Each video comes with English subtitles, making the content accessible to a wider audience.

The videos cover a range of essential consumer protection topics, including:

- Precautions to take when shopping online
- How to identify Pyramid and Ponzi schemes
- What to watch out for when purchasing high-value goods
- Understanding the basics of market competition and its critical role in consumer protection

These animated videos are designed to educate the public on common marketplace issues, empowering consumers to make informed decisions while navigating potential risks. By promoting greater

awareness, the CCAA aims to reduce vulnerability to scams and ensure that consumers are equipped to protect their interests.



📷 Director General, Chief Program Officer and Chief Trade Officer of CCAA officially releasing the advocacy videos

The videos are now available for viewing and downloading on the CCAA's official YouTube channel [here](#), as well as on its Facebook page and website (www.ccaa.gov.bt). Through this initiative, the CCAA reaffirms its commitment to consumer protection, while fostering a more transparent and informed marketplace.

Consumer Protection Fact Sheets to Enhance Public Awareness

February 28, 2025 – The CCAA has unveiled seven new bilingual fact sheets in February 2025, covering a range of critical topics related to consumer protection. Designed to be simple, clear, and easily accessible, these fact sheets serve as an effective tool for disseminating important information to the public.

These fact sheets are focused on key consumer issues and aim to empower individuals with knowledge on how to navigate the marketplace responsibly. They are available in both Dzongkha and English, ensuring broader accessibility for diverse communities.

These fact sheets are being distributed through various channels, including the CCAA's social media pages, official website, and during consumer advocacy programs. By making these resources widely available, the CCAA continues to foster consumer awareness and support informed decision-making across the population.

Did you know?

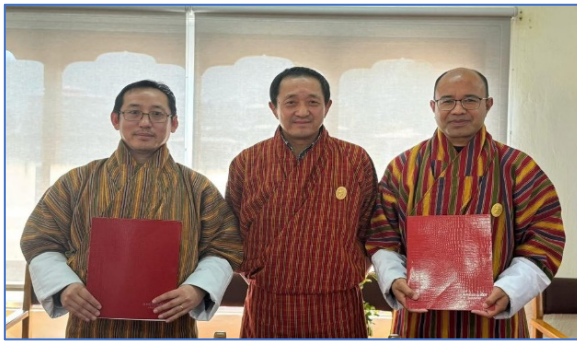
*The term "**Ponzi Scheme**" comes from Charles Ponzi, who promised investors high returns but was actually using new investors' money to pay old ones, leading to massive losses.*


📷 Factsheets on important consumer protection topics

Leadership Changes with Transfer of Division Chiefs

February 28, 2025 – In alignment with the government’s commitment to good governance and professional development, the CCAA has transferred the two division chiefs with effect from February 27, 2025.

Jigme Dorji, previously the Chief of the Consumer Empowerment & Economics Division (CEED), has been transferred to lead the Consumer Protection & Competition Enforcement Division (CPCED). Meanwhile, Gopal Pradhan, who served as the Chief of CPCED, has been reassigned to the Consumer Empowerment & Economics Division.



 Change in leadership- Handing-taking ceremony at the CCAA

These leadership changes are expected to bring fresh perspectives to each division, enhancing the CCAA’s ability to protect consumers and foster a competitive marketplace. By promoting cross-functional experience, the transfers aim to support the authority’s ongoing mission to improve consumer protection and strengthen market fairness.

The CCAA looks forward to the continued dedication and expertise of both leaders in their new roles, as they contribute to advancing the organization’s goals in the rapidly evolving consumer landscape.

CCAA Secures Over Nu. 4 Lakhs in Consumer Refunds

February 28, 2025 – In a significant consumer protection victory, the CCAA has successfully facilitated a refund of Nu. 481,636/- for a consumer who had fallen victim to a pyramid scheme.

This achievement highlights the CCAA's ongoing efforts to protect consumers from fraudulent practices and ensure that businesses are held accountable for misleading or deceptive activities. The consumer, who was misled into the pyramid scheme, received full compensation following the CCAA's intervention.

The successful resolution not only underscores the authority's commitment to consumer redressal but also serves as a reminder of the importance of remaining vigilant in the marketplace.

For any queries or complaint, contact us:

- **Call:** 1214 (Tollfree)
- **Email:** consumerservice@moice.gov.bt
- **Visit:** www.ccaa.gov.bt and go to 'File a Complaint',
- **Visit:** CCAA HQ, Thimphu during office hours