

Inter-division transfer of Chiefs to Strengthen Consumer Protection and Market Competition

Thimphu, Bhutan – February 27, 2025 – The Competition and Consumer Affairs Authority (CCAA) is pleased to announce the strategic inter-divisional transfers of two of its Chiefs, aimed at bolstering its efforts to enhance consumer protection and foster healthy market competition.

The CCAA operates through two primary divisions: the Consumer Empowerment and Economics Division (CEED) and the Consumer Protection and Competition Enforcement Division (CPCED), each playing a vital role in advancing the CCAA's mission. In a move designed to further strengthen these efforts, the two key leaders will take on new responsibilities within the authority, effective February 27, 2025.

Jigme Dorji, a dedicated CCAA professional for the past eleven years, will transition from his current role as Chief Program Officer at CEED to the position of Chief Trade Officer at CPCED. Jigme Dorji has been a key figure in advancing consumer rights and raising public awareness about market competition. As Chief Program Officer, he was instrumental in developing consumer protection policies and spearheading advocacy campaigns. In his new role at CPCED, Jigme will lead enforcement activities aimed at ensuring compliance with consumer protection laws, fostering fair trade, and upholding the integrity of the marketplace.

Gopal Pradhan, an equally dedicated officer who has served as Chief Trade Officer at CPCED for eight years, will move to the role of Chief Program Officer at CEED. During his tenure at CPCED, Gopal was pivotal in monitoring market competition, overseeing enforcement actions, and addressing unfair trade practices. In his new role at CEED, he will oversee initiatives designed to enhance consumer literacy, develop new policies, and strengthen the authority's consumer protection programs.

These leadership transfers reflect the Ministry of Commerce, Industry, and Employment's (MOICE) and the CCAA's ongoing commitment to adaptive governance, professional development, and the advancement of consumer protection and fair market practices in Bhutan.

The CCAA is confident that both Jigme Dorji and Gopal Pradhan will bring fresh perspectives to their new roles, continuing to uphold the authority's mission to protect consumers and promote a competitive marketplace.