

Competition & Consumer Affairs Authority (CCAA) Launches First Batch of Educational Video Animations for Consumer Awareness

Thimphu, Bhutan – February 27, 2025 – The Competition & Consumer Affairs Authority (CCAA) is proud to announce the release of its first batch of video animations aimed at enhancing consumer awareness and protection in Bhutan. The animated videos, created in collaboration with Yellow Box Studio, cover essential topics to inform and educate the public, helping them navigate the complexities of modern marketplaces.

Following what Walt Disney once famously said, “Animation can explain whatever the mind can conceive”, the CCAA has harnessed the power of video animation as a dynamic tool for effective communication. These videos, available in Dzongkha with English subtitles, address the following key topics:

- 1. E-Commerce and Consumer Protection**
- 2. Understanding Pyramid and Ponzi Schemes**
- 3. Points to Consider When Purchasing High-Value Goods**
- 4. Basic Concepts of Market Competition**

By utilizing animation, the CCAA aims to simplify important concepts and make them easily accessible to all Bhutanese consumers. With the rapidly evolving nature of the marketplace, the CCAA emphasizes the importance of equipping consumers with accurate knowledge to make informed decisions and protect themselves from potential risks.

The video animations will be distributed across a variety of platforms, including public television, social media, and outreach programs. The CCAA encourages everyone to engage with these resources and share them widely to maximize their impact. By doing so, the CCAA hopes to foster a more informed and empowered consumer base across Bhutan.

For further information, or to view the videos, please visit the CCAA's official social media channels and website (www.ccaa.gov.bt).