

CCAA Commemorates World Consumer Rights Day with Focus on Sustainable Lifestyles

Thimphu, Bhutan – On March 15, the Competition & Consumer Affairs Authority (CCAA) joined the global observance of World Consumer Rights Day, a day dedicated to raising awareness about consumer rights and advocating for their protection. The event serves as a reminder to hold governments and industries accountable for ensuring that the rights of consumers are upheld and to call attention to the market abuses and social injustices that undermine these rights.

This year, the theme for World Consumer Rights Day was “A Just Transition to Sustainable Lifestyles,” underscoring the importance of shifting towards more sustainable and responsible consumption practices. In alignment with this global initiative, the Hon’ble Minister of the Ministry of Industry, Commerce & Employment (MOICE), issued a message emphasizing Bhutan’s commitment to consumer protection and the promotion of environmentally sustainable practices. The Hon’ble Minister highlighted the significance of reducing waste, adopting sustainable consumption habits, and making mindful choices in daily life to help preserve the environment.

In support of the theme, the CCAA organized a clean-up initiative along the Dochula-Lungchutse hiking trail, one of Bhutan’s scenic natural attractions. During the event, participants successfully collected over 8 kilograms of plastic, glass, and paper waste, which was properly disposed of at designated waste disposal sites in Thimphu.

These collective efforts align with Bhutan's broader goal of empowering consumers while fostering a just and sustainable transition for both the environment and the community. The CCAA’s initiative serves as a reminder of the significant role that every individual plays in contributing to a more responsible and sustainable lifestyle.

By fostering greater environmental awareness and promoting ethical consumer behavior, the CCAA continues to advocate for a more sustainable future for all.