

CCAA successfully conducts Consumer Awareness Program across Zhemgang Dzongkhag

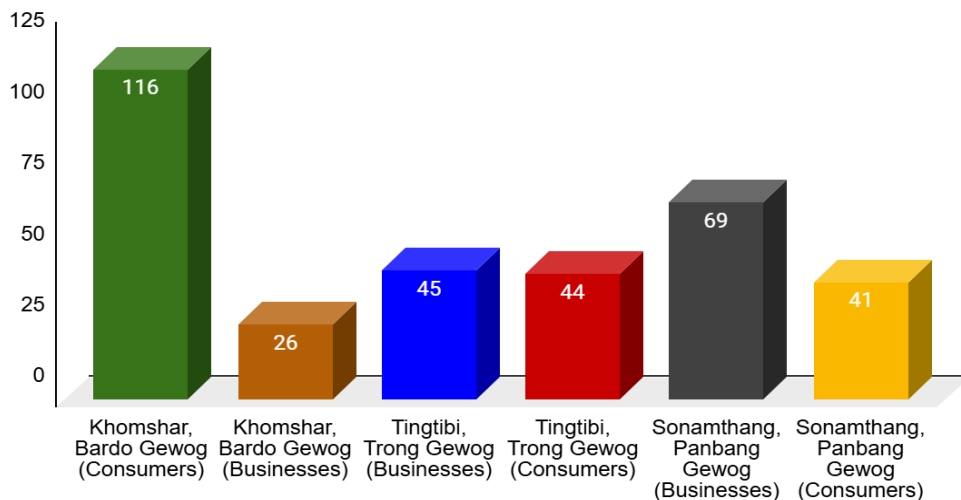
The Competition & Consumer Affairs Authority (CCAA) successfully completed a five-day advocacy program starting March 13, 2025 across several of the most populous gewogs in Zhemgang Dzongkhag. This initiative, aimed at raising awareness about consumer rights, responsibilities, and ethical business practices, played a vital role in fostering a fair and transparent marketplace for both consumers and businesses in the region.

Organized by the Consumer Empowerment and Economics Division (CEED) of the CCAA, the program focused on key aspects of consumer protection, including the *Consumer Protection Act of Bhutan, 2012* and the *Consumer Protection Rules and Regulations, 2015*. Over the course of five days, participants gained in-depth knowledge about their rights as consumers, the obligations of businesses, and the principles of fair trade practices. The sessions also addressed identifying unfair business practices, anti-competitive behavior, and deceptive online advertisements in the marketplace.

A major highlight of the program was the detailed discussion on how consumers can identify and lodge complaints, ensuring they are well-equipped to address any challenges in the marketplace.

The program successfully engaged 140 businesses and over 201 consumers across four gewogs: Khomshar, Tingtibi, Sonamthang, and Panbang. These outreach efforts are part of the CCAA's ongoing commitment to creating an informed and responsible consumer base while encouraging ethical business practices throughout Bhutan.

Fig 1: Coverage (Participants and Areas)



The success of this initiative was made possible with the support of the Dzongkhag Administration and the Gewog Administrations under Zhemgang Dzongkhag. The active participation of all attendees, who took time out of their busy schedules to attend the sessions, underscored the program's importance and relevance to their daily lives.

As part of its continuous improvement efforts, the CCAA collected feedback from participants on the quality and relevance of the program. This feedback will inform future advocacy programs, ensuring they are aligned with changing market dynamics and technological advancements to better protect consumers.

Through such advocacy programs, the CCAA aims to enhance public awareness, encourage responsible consumer behavior, and strengthen consumer protection in Bhutan.

Photos taken from the program



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