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དོ་འགན་དང་ཉོ་ལྷོད་དབང་འཛིན།

COMPETITION & CONSUMER AFFAIRS AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT
Thimphu: Bhutan



Advocacy Tour Report - Thimphu Thromde

The Consumer Empowerment and Economics Division (CEED) conducted a consumer protection advocacy program in Thimphu from September to October, 2024. This initiative aimed to educate consumers and businesses on their rights, responsibilities, and ethical business practices, promoting a fair marketplace through enhanced awareness. The program covered essential topics, including the introduction to Consumer Protection Act of Bhutan 2012, the Consumer Protection Rules and Regulations 2015, rights and responsibilities of consumers and general duties of businesses entities. Additionally, sessions addressed unfair trade practices and anti-competitive behaviors, with practical examples to help participants recognize and avoid these issues.

E-commerce regulations and conditions were another highlight, where consumers were educated on how to protect themselves in a growing online marketplace. The advocacy program also emphasized on the consumer grievance redressal system, providing guidance on how to lodge complaints and seek information for prompt resolution. The CCAA expresses its gratitude to the Changzamtog Start-Up center, Pangrizampa College of Astrology and Yangchenphug HSS for their vital support.

Areas and Participants Covered by the Program:

1. Changzamtog CSI Market (21 Entrepreneurs)
2. Pangrizampa College of Astrology (110 Monks)
3. Yangchenphug Higher Secondary School (365 Students)

Total: 21 Business entities and 475 Consumers

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