

CCAA conducts awareness to combat online scams, educate public servants on e-commerce safety

Haa/Trongsa – June 12, 2025

In response to a growing number of online scam complaints and the rapid rise in digital transactions, the Competition and Consumer Affairs Authority (CCAA) has rolled out a targeted awareness program to bolster digital literacy among public servants.

The initiative, aimed at equipping key government and corporate personnel with knowledge on safe online practices, is part of the Authority's broader strategy to foster a well-informed and vigilant consumer base. With public servants often serving as the first point of contact for citizens in local communities, the program is designed to create a ripple effect of awareness across the country.

Sessions held in Haa and Trongsa

The awareness sessions were conducted in Haa Dzongkhag on June 6 and Trongsa Dzongkhag on June 9, drawing a total of 134 participants- 62 in Haa and 72 in Trongsa- from a range of government and corporate agencies. The sessions were enthusiastically received, with participants noting the timeliness and practical value of the information shared.

Spotting scams and understanding the law

The sessions featured an interactive presentation on e-commerce risks and consumer protection laws. Participants were guided through common digital scams, including Pyramid and Ponzi schemes, and learned how to identify warning signs and report suspicious activity.

In addition to raising awareness about fraudulent schemes, the program delved into Bhutan's legal and regulatory frameworks governing e-commerce, emphasizing consumer rights and the roles of regulatory bodies. Real-life examples were presented to underscore the prevalence of online fraud and the importance of vigilance in digital transactions.

A collaborative effort

The CCAA extends its gratitude to the Dzongkhag Administrations of Haa and Trongsa for their logistical support and for mobilizing participants, noting that the smooth execution of the sessions would not have been possible without their collaboration.

As digital commerce continues to expand in Bhutan, initiatives like this underscore the critical need for proactive education to protect consumers and promote trust in the online marketplace.

Reported by:

Consumer Empowerment & Economics Division (CEED), CCAA