**CCAA Engages Vendors at Kaja Throm to Strengthen Consumer Protection Compliance**

*Thimphu, September 1, 2025* — The Competition and Consumer Affairs Authority (CCAA) held an advocacy session with 225 vendors at Kaja Throm, Thimphu’s largest fresh produce and dairy market, to reinforce compliance with consumer protection standards under the Consumer Protection Act, 2012.

Kaja Throm, a major hub for both local and imported fruits, vegetables, dried meat, and fish, attracts hundreds of consumers daily. During the session, CCAA officials emphasized the importance of fair and transparent business practices to safeguard consumer rights and build trust in the marketplace.

Key compliance requirements highlighted included the mandatory display of clear and accurate price tags, proper product labelling, the use of certified and calibrated weighing scales and the provision of money receipts for every transactions. Vendors were cautioned that failure to adhere to these requirements could result in penalties proportionate to the value of goods involved.

The meeting also served as a platform to brief vendors on consumer rights, their legal obligations as business operators, and the need to avoid unfair trade practices. Participants were further informed about mechanisms available for consumers to lodge complaints.

According to the CCAA, all 225 participating vendors pledged their commitment to follow the prescribed standards and guidelines. The Authority, in turn, reaffirmed its commitment to providing continuous support and guidance to the vendors to help them meet compliance requirements and enhance consumer welfare.

“Ensuring transparency and accountability in markets like Kaja Throm is crucial to protecting consumers and promoting fair competition,” said a CCAA official. “We are encouraged by the positive response from vendors and will continue to work closely with them to maintain high standards of business conduct.”