

Empowering young consumers: CCAA conducts advocacy program at Druk School

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The Competition and Consumer Affairs Authority (CCAA) conducted a consumer protection advocacy program at Druk School on September 26, 2025. The session engaged a total of 121 participants, including 110 students and 11 teachers.

The program aimed to raise awareness on consumer rights, responsibilities and ethical business practices. Key topics included provisions under the Consumer Protection Act 2012 and the Consumer Protection Rules and Regulations 2015, as well as practical issues such as unfair trade practices, anti-competitive behavior, and challenges related to e-commerce.

Participants were encouraged to adopt informed consumer habits, such as reading product labels, comparing prices, exercising caution while shopping online, demanding receipts, supporting locally produced goods and reporting unsafe products.

Feedback from students and teachers indicated that the session was well-received. Mendrel Jime Yusel of Class 9A noted that the discussion on “consumer rights and checking expiry dates” was particularly useful. Tenzin Chimi of Class XII Science shared that “all topics discussed in the program were very useful - especially the consumer responsibilities.” Similarly, Class X student Tshereing Phuntshok Namgyal appreciated the segment on fair trade policy and consumer rights, while Science teacher S.P. Bajgai highlighted the importance of checking gas cylinder expiry dates.

The CCAA has plans to conduct similar advocacy programs in schools and educational institutions across other Dzongkhags, with a focus on helping young consumers protect themselves from unethical businesses.