

Advocacy Program for Consumers and Businesses

Tsirang and Dagana Dzongkhags

📅 October 18 – November 1, 2025

Introduction

Knowledge is power — a timeless truth that holds particular relevance in the realm of consumer protection. An informed consumer, aware of their rights and the dynamics of the marketplace, is empowered to make better choices and safeguard their interests. Likewise, a business that understands its legal obligations, ethical responsibilities and the value of fair competition is more likely to operate responsibly and sustainably.

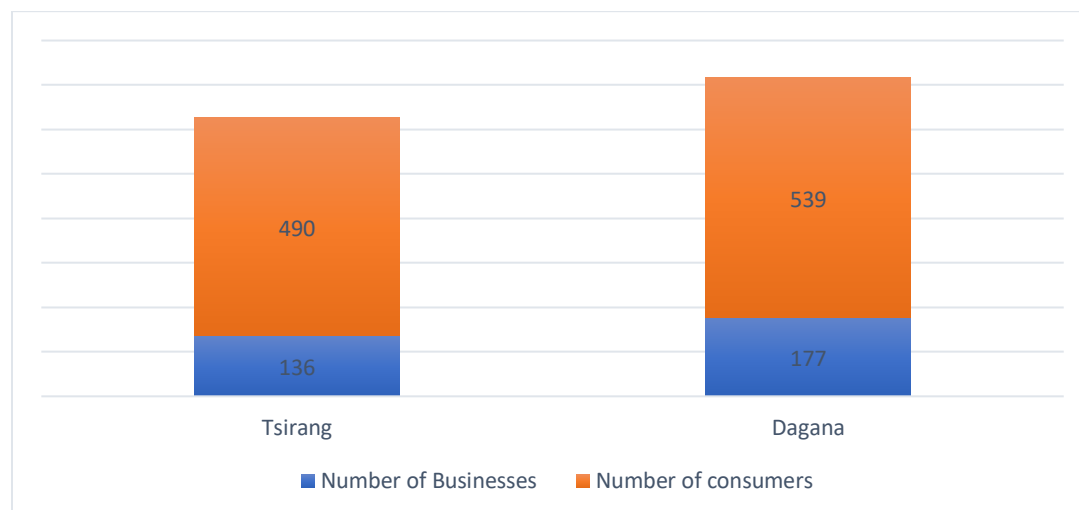
Recognizing this, the Competition and Consumer Affairs Authority (CCAA) has made consumer and business education one of its central strategies for promoting fair and transparent markets. As business models evolve, digitalization accelerates, and artificial intelligence reshapes the commercial landscape, the need for continued awareness among consumers and traders has never been greater. New products, services, and technologies bring opportunities — but also new risks. It is, therefore, essential for the CCAA to stay abreast of these developments and to share knowledge that helps consumers protect themselves and enables businesses to adapt ethically.

Program Overview

As part of this ongoing effort, the CCAA conducted a series of advocacy programs in Tsirang and Dagana Dzongkhags from October 18 to November 1, 2025. These sessions targeted both consumers and business operators, intending to enhance understanding of:

- Consumer rights and responsibilities under existing laws;
- Duties and obligations of businesses to ensure fair trade practices;
- Common unethical business practices observed in the domestic market.

A total of 1029 consumers and 313 business firms were reached during this program.



Participants were also sensitized to emerging issues such as online scams, pyramid and Ponzi schemes, and fraudulent digital transactions. The sessions introduced the grievance redressal services provided by the CCAA and explained how consumers can seek assistance when faced with unfair treatment in the marketplace.

Looking Ahead

The Authority will continue to conduct similar advocacy initiatives across other Dzongkhags in close collaboration with local governments, schools, religious institutions, and the general public. These outreach programs remain vital to strengthening consumer confidence and fostering a culture of fairness and accountability in Bhutan's markets.

Appreciation

The CCAA expresses its sincere appreciation to the Dzongkhag and Gewog Administrations, schools and *dratshangs* under Tsirang and Dagana for their generous cooperation and support. The Authority also extends heartfelt thanks to all participants for their enthusiastic engagement and commitment to promoting a fair marketplace for all.