Consumer and Business Awareness Program, Trongsa Dzongkhag

Advocacy Report | 13–20 October 2026 Prepared by: Consumer Empowerment & Economics Division (CEED), CCAA

1. Introduction

The Consumer Empowerment & Economics Division (CEED) under the Consumer Competition and Affairs Authority (CCAA) conducted an eight-day consumer protection advocacy program in Trongsa Dzongkhag from 13 to 20 October 2026. The program aimed to educate consumers and business entities on the provisions of the Consumer Protection Act 2012 and the Consumer Protection Rules and Regulations 2015.

Participants included business entities and consumers, comprising local government officials, the general public, monks, nuns, teachers, and students.

2. Objectives

- Raise awareness of the rights and responsibilities of consumers and businesses under the Consumer Protection Act 2012 and the Consumer Protection Rules and Regulations 2015.
- Introduce the role of the Authority in protecting consumer interests, monitoring unfair trade practices, regulating market behavior, promoting fair competition and assisting consumers in resolving grievances.
- Strengthen awareness of e-commerce safety, financial scams and unauthorized tax practices.
- Familiarize participants with the CCAA complaint management mechanism.

3. Topics Covered

3.1 Consumer Rights and Responsibilities

Participants were briefed on consumer rights and business obligations under the law. Consumers were also reminded of their responsibilities, namely to:

- check product labels;

- demand receipts;
- verify prices; and
- report unfair trade practices.

3.2 Unfair Trade Practices

The sessions addressed misleading advertisements, false claims, deceptive marketing strategies, overpricing and the sale of expired products. Consumers were encouraged to remain vigilant and to report suspicious practices to the relevant authorities.

3.3 E-Commerce Safety and Financial Scam Awareness

Given the increasing use of digital platforms and online transactions, the program covered:

- safe online shopping practices;
- risks associated with fake sellers;
- secure payment methods;
- refund and return policies; and
- protection of personal information during online transactions.

Participants were also made aware of the risks of pyramid schemes and fraudulent investment opportunities, particularly unrealistic profit promises, recruitment-based earning structures, and pressure to invest quickly without proper verification.

3.4 Unauthorized Tax Applications

The program addressed unlawful Goods and Services Tax (GST) charges by businesses. It emphasized that taxes must be applied only in accordance with government regulations (DRC) and must be properly reflected on invoices and receipts.

3.5 Complaint Management Mechanism

Participants were informed of the CCAA complaint registration and resolution procedures. Consumers learned how to lodge complaints through digital and offline channels and were advised to preserve receipts, invoices and supporting documents when filing grievances.

3.6 Legal Compliance and Ethical Responsibilities of Businesses

Businesses were reminded of their obligations to:

- maintain product quality and safety;
- display prices properly;
- issue receipts; and
- ensure fair treatment of consumers.

4. Interactive Sessions

Interactive discussions and question-and-answer sessions were held during the program. Participants raised concerns relating to online shopping fraud, misleading advertisements, price inconsistencies and product quality issues. CCAA officials responded by clarifying the relevant legal provisions, complaint procedures and consumer remedies available under the law.

5. Coverage and Participation

Over the eight-day period, the advocacy efforts reached a total of **703 participants**, comprising **582 consumers** and **121 business entities**.

Area / Location	Participants Covered	Number
Trongsa Town	Businesses	75
Dzongkhag Dratshang	Consumers (monks)	86
Tangsibji Gewog	Consumers / Businesses	22 / 19
Trongsa College of Heritage and Contemporary Studies	Consumers (90 students and 6 lecturers)	96
Samdrupcholing Goenzin Dratshang	Consumers (monks)	97
Kuenga Rabten Nunnery Dratshang	Consumers (nuns)	52
Nubi Gewog	Consumers	67
Drakteng Gewog	Consumers / Businesses	162 / 27
Total	**Consumers / Businesses**	**582 / 121 (Grand total: 703)**

6. Collaboration and Support

The Trongsa Regional Office of Industry, Commerce and Employment (ROICE), led by the Regional Director and accompanied by few officials, joined the CCAA team in visiting most of the areas. The Regional Office provided support and addressed queries relating to their respective areas of expertise, and facilitated the mobilization of participants in the Town, Dratshang and Gewogs.

7. Outcomes and Recommendations

Participants appreciated the informative sessions. The program was highly beneficial in strengthening understanding of consumer rights, business responsibilities and ethical market practices, and it reaffirmed the CCAA's commitment to safeguarding consumer interests and promoting responsible business conduct across the country.

Participants recommended that similar programs continue across different gewogs and communities within the Dzongkhag.

8. Acknowledgement

The CCAA expresses its sincere gratitude to the Trongsa Dzongkhag Administration, the Gewog Administrations, Taktse College and the business entities for their vital support. The Authority also thanks the Regional Office of Industry, Commerce and Employment (ROICE), Trongsa, for facilitating the mobilization of participants in the Town, Dratshang and Gewogs.

Contact: www.ccaa.gov.bt | Tel: +975 (2) 338336 / 338329 General correspondence: ccaa@moice.gov.bt | Consumer complaints only: consumerservice@moice.gov.bt