

Advocacy and Outreach Programme



A rewarding outcome was the establishment of GNH Clubs in those institutions. Several college Presidents and student leaders have initiated GNH Clubs and reached out to the GNHCB for guidance and support.

To further the noble vision of GNH, the GNHCB in August 2018 completed the first ever GNH Advocacy and Outreach Programme in various schools, colleges and technical institutions of the nation. Scaling the Bhutanese Himalayan mountains involving difficult drives over the rugged and narrow terrains and long and winding roads of over 1500 kilometers, the GNHCB team valiantly overcame all obstacles to reach out to those students with the message of wellbeing and happiness.

With indefatigable determination, GNHCB took the in-country tour through sun and rain, through the plain foothills of the south and the high mountains of the north.



"We drove on straight roads to reach southern districts and through the precarious cliff roads such as the Namling Brag in the east, so that we come one step closer to fulfilling our objective of GNH in action" - said Gopi Kharel, the Communications Officer. He further added that seeing more children embrace the ideals of GNH, was a rewarding experience. As each destination was checked on the tour list, the smiles at both ends were mutual.

