

Advocacy and Outreach Programme



As part of the drive to reach out to as many students as possible in the country with the message of GNH and how it can be implemented in our daily lives, a team from the Programme and Communication division of GNHCB set out on an in-country journey of rugged roads and difficult terrains so that we get a step closer to fulfilling our objective of "GNH in action".

The GNHCB set out on the second phase of the GNH Advocacy and Outreach Programme that started in May 2019. Targeting Gasa and Punakha as the first visit the team covered 10 schools and from the mid of August till September, the team visited 5 Dzongkhags (Bumthang, Trongsa, Zhemgang, Gelephu and Sarpang) covering 16 schools. Over all 37 High and Middle secondary schools were visited including the Technical Training institute in Punakha, reaching over 1000 students.



Planned to take place in stages targeting different districts and areas in the country, the activities are part of an ongoing "GNH Youth in Action Project" that also includes bi-annual workshops for students aimed at honing their knowledge on GNH and encouraging them to come up with their own GNH project