



Annual Report 2018

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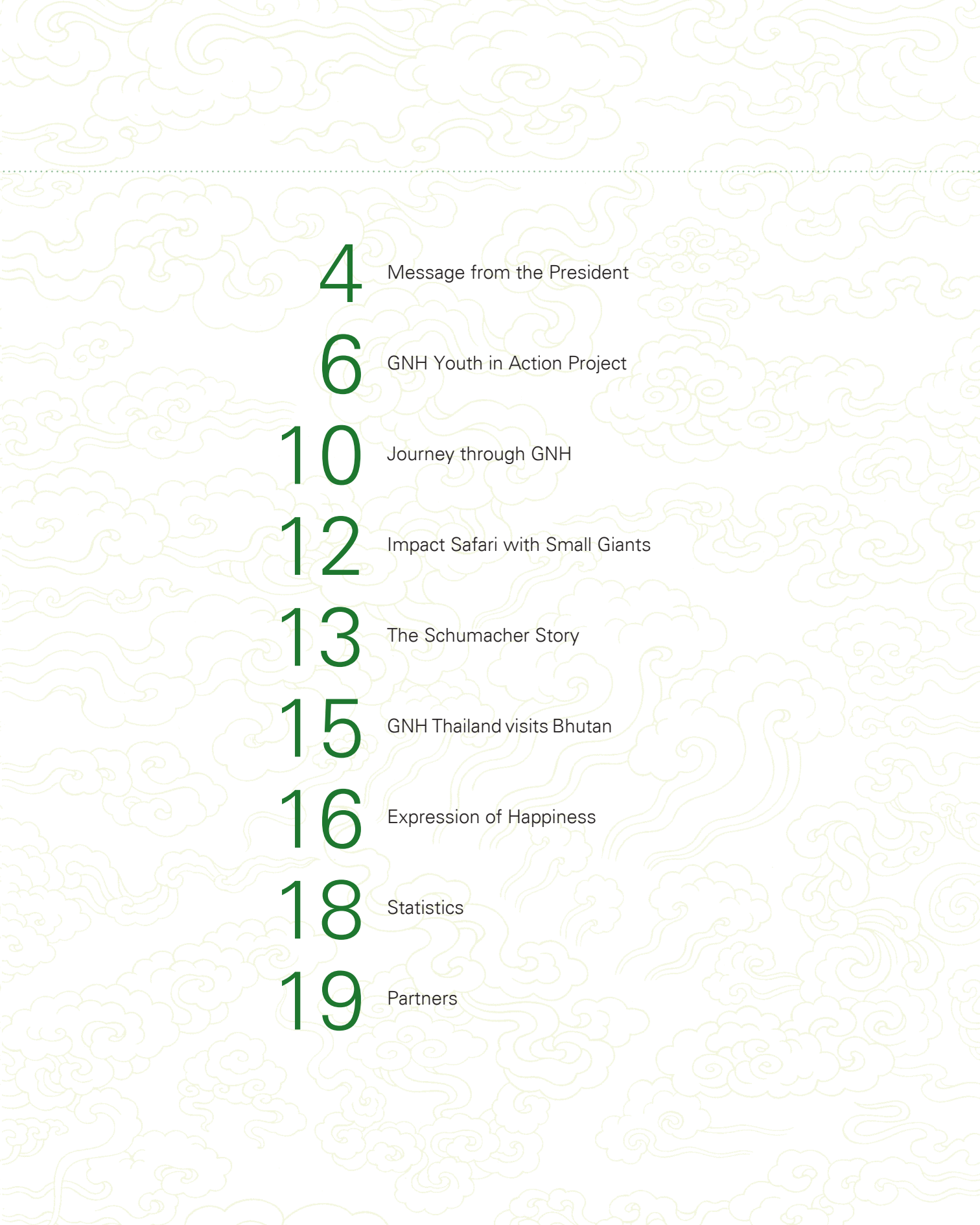
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Message from the President



Her Royal Highness Gyalsem
Kezang Choden Wangchuck, President

We must gently urge our Bhutanese citizens to raise a collective consciousness to embrace the Gross National Happiness point of view. Each of us bears the responsibility to carry on the pursuit of true happiness and goals inspired by the philosophy of GNH.

The Centre exists to offer opportunities to understand, experience and internalize the values of GNH. It has played an instrumental role in augmenting the GNH narrative, by way of our programmes and our national efforts with Bhutanese youth, to thinkers across the globe while also piquing the curiosity of decision makers. The seed of GNH has only just been sown, and I believe today's world is a fertile ground for the concepts of true happiness and wellbeing to take root.

I congratulate the Centre on its endeavours on the ground. With its limited resources the Centre has launched the GNH Youth Advocacy and the GNH Youth in Action programme, fostering new local partnerships, and gaining recognition as an agent of happiness. This demonstrates a commitment to make a difference in our homeland by steadily creating local GNH networks that will ultimately inspire and transform the nation.

The Centre has also successfully built alliances with various partners in the international sphere while also hosting programmes that allow foreign participants to understand GNH and live by its principles. It is through these partnerships the Centre is able to generate a modest amount of revenue so that we are financially independent and carry on with our national efforts.

The National Day of Happiness held every 11th of November coinciding with the Birth Anniversary of the father of GNH, His Majesty the Fourth Druk Gyalpo Jigme Singye Wangchuck, helps the Centre promote GNH and its essences. In 2018, the event was themed "Expressions of Happiness", where foreign dignitaries and expatriates in the country exhibited their renditions of happiness through creative performances such as skits, dances, poetry and songs. I am deeply grateful to the Embassies of Bangladesh, India and Kuwait; the UN fraternity and members of the international community who dignified the event.

The GNH Centre Thailand, which was established in partnership with B-Grimm Thailand has continued to serve as a venue for learning the application and integration of GNH values in a business organization. The GNH Centre Spain is also working to further our vision and is serving as an important centre for GNH advocacy and practices in Europe. With these two international centres, we are hoping that the message of GNH will echo far and wide in the world stage.

What the Centre has achieved so far will propel it further to realize our overarching goals that are consistent with the vision that directly emanates from the Throne. We aspire

to tread our path on our small successes so that more alliances can be built in the future even as we celebrate many milestones that seemed daunting seven years ago when GNH Centre was first established.

As we share our stories from 2018 on this Annual report, I extend my gratitude and Tashi Delek to distinguished diplomats based in the country, our Board members, friends of the Centre and the staff who have supported the Centre. May each year bring happier and purposeful accomplishments.

Tashi Delek



GNH Youth In Action Project



Although there is no universally agreed age range that defines “youth”, there is growing awareness that this threshold between childhood and adulthood is a critical period in shaping one’s identity, values, and future livelihood. Keeping this in mind, the GNHCB launched a national youth project, GNH Youth in Action in 2017. The overarching goal of the project is to create responsible Bhutanese citizens who embody the essence of GNH values. Components of the project are tailored as advocacy activities, leadership workshops, communication styles, emerging social issues and understanding entrepreneurship. The following activities were conducted in 2018 as part of the GNH Youth in Action Project:

RAISING RESPONSIBLE CITIZENS

GNH Youth Leadership Workshops

In 2018, the GNHCB conducted two leadership workshops for over 60 participants from 6 colleges all over the country. The main focus was understanding GNH, the GNH Index and the Screening Tool

Starting in January, the week-long Module 1 GNH Leadership Workshop saw over 30 youths deliberating on all matters GNH and happiness. Representing diverse institutions and arriving from various parts of Bhutan the students were all smiles as they took the learning journey. The leadership workshop covered an introduction to GNH,

understanding the tools - GNH Index and the GNH Survey. Participants also conducted a mock survey to assess their own levels of happiness and well-being, furthering interesting debates and discussions. The exercises were designed to enhance their understanding of GNH, realize their role as future citizens of Bhutan and embrace GNH values. The event also saw a panel discussion with experts from the Youth Development Fund, the National Parliament, Bhutan Narcotics Control Agency, Drizlam Namzha Department and a spiritual discussion with learned practitioners. The informal setting and interaction encouraged the young participants to have an open dialogue and that created a platform for innovative project ideas.

The Gross National Happiness Centre Bhutan continued with the second phase of the programme with another 5-day event in July where youths and students presented their own project prototypes to implement the values of Gross National Happiness in daily living. The event took place from 9th to 13th July 2018.

The youths presented various project ideas aimed at highlighting or amplifying one of the pillars, domains or simply an aspect of GNH to create an applicable and viable programme to the benefit of youths and general public.

Students from Taktse College of Language and Cultural Studies were the proud recipients of the best GNH Prototype Project titled "Promoting Community Vitality". The



students presented their research on how effective reduction of cell phone addiction can reduce insomnia, depression, manage time and generally improve their ability to concentrate in studies and reduce costs incurred in data usage.

Other students, meanwhile, presented various other project ideas that were no less impressive, as the zealous pupils sought to address many other issues pertinent to the nation such as environmental conservation, and mindfulness.

Bhutanese youth at risk of cellphone addiction

Students from the Taktse College of Language and Culture Studies identified and conducted a study about the risks of cellphone addiction as their GHN project prototype.

The prototype was a critical thinking element of the workshop for students to demonstrate their leadership capabilities.

The study found that many young people in the college are addicted to their cell phones.

It was reported that 148 out of 212 college respondents said that they experience anxiety of losing their phones – Interestingly, this is a strong indication of addiction.

Over 100 respondents said that they feel the urge to use their phones in places where it is not allowed and an overwhelming number of them (about 200) stated that they use their phones in bed at night.

On an average, students spent over 7 hours a day using their phones and use up voice and data packages worth over Nu. 3000 a month.

The GNH prototype assignment encouraged students to come up with ideas based on any of the aspects of GNH such as its pillars or the domains or any other happiness, health or wellbeing-related topics.

The students selected the mobile phone addiction as an emerging social issue which had direct impact on relationships with family and friends. The effect would on one hand, address youth issues while also demonstrating how wellbeing and a balanced life-style was at the forefront of the GNH story.

Dorji Tenzin, a student and GNH club coordinator spearheaded the research and it was also covered by the Bhutan Broadcasting Service, the national and the only television news broadcaster in the country.

148 out of 212 college experienced anxiety of losing their phones

respondents said that they feel the urge to use their phones in places where it is not allowed

100

students spent over

7 hours a day using their phones

“I was exposed to cell phone when I was 18. Over the years, I have become smartphone addict too. I feel as if something is missing when I’m without my phone. I answered the survey questions myself first and found I am an addict,” he said.

Due to the study’s relevance to today’s issues with youths in addition to its attempt to address the significant aspects of health, wellbeing, relationships and lifestyles, the project was awarded as the best among other studies presented during the workshop.

THE ROAD TRIP OF HAPPINESS

Advocacy & Outreach Programme (August- September 2018)

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



- **20 INSTITUTIONS/ SCHOOLS**
- **OVER 13 DISTRICTS**
- **OVER 9000 STUDENTS**
- **1 MONTH ACTIVITY**
- **3 CLUBS FORMALIZED, SEVERAL INITIATED**

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.

Aimed at inspiring Bhutanese youth to understand the concept of GNH and how it offers a solution towards contemporary issues in today's world, the memorable sojourn has been a success story for the organization.

Listed among the objectives of the advocacy were the introduction to GNH, introduction to basic meditation sessions; the current youth issues in the nation, creation of GNH Clubs/ projects in various institutions and enhancing the GNH Centre's visibility.

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.

Principles, teachers and students expressed their appreciation for the initiative taken by GNHCB. They said they were able to learn a lot more about GNH and were happy to know that there were many opportunities to participate in GNHCB programmes.

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.

" We are very inspired by this Advocacy programme. We all hear about GNH, but today we were able to gain insightful and deeper knowledge and decipher the intricate meaning of GNH, which is the development of ourselves mainly through contentment and value system taught to us by Their Majesties. Programmes such as these are very helpful to youth and adults alike. "

- Sharon Tshomo Bhattarai, Student,
Phuntsholing Higher Secondary School



" This advocacy is very important, especially now that this philosophy has been accepted throughout the world and an increasing number of people are trying to embrace GNH. Our youth need to understand the alternative path of development for nation building. It becomes important and pertinent for all of us to make our young people understand what GNH is and what it means to a small nation like Bhutan."

- Mr. Tshering Wangdi, President of
Sherubtse College



Journey Through GNH

The “Journey through GNH” programme allows our international participants to take an immersive journey with values of Gross National Happiness as a medium. The journey deepens the understanding of self and helps one discover innate values and connect with nature and community through the following experiential elements:

- Learning about Gross National Happiness from Bhutanese experts to gain a deeper understanding of GNH
- Nature-based inner quest: Deep nature experiences and connecting to self.
- Mindfulness: Daily mindfulness practices (meditation, walks, relaxation, mindful eating among others) as well as opportunities for reflection, journaling and dialogue.
- Visiting sacred and cultural heritage sites: experiencing and connecting to the sacredness that is still vibrantly alive in Bhutan.



The French Connection (February 2018)

The French Connection was held from 31st January to 9th February, 2018 with an all French group. As part of the programme, participants were introduced to GNH via engaging activities such as presentations, sharing, meditation or mindfulness sessions, journaling and prototyping ideas to understand GNH in one's own context.

In order to acquire the feel of the authentic Bhutanese culture and history, they visited places like the Astrology School and the Royal Textile museum and also sought to understand GNH in education with a visit to the Early Learning Centre in Thimphu. They also visited Punakha and Paro and explored the themes of community vitality by experiencing rural lives in farm and traditional sports and games.

The American Alliance (November 2018)

The Centre welcomed 20 enthusiastic participants from The United States of America who arrived in the Kingdom for the 7-day experience “Journey Through GNH” in collaboration with Dr. Kimchi Moyer. Through this programme, participants took an immersive journey filled with learning sessions and spirituality including activities such as visiting a community school, participation on 11 November and a symposium involving experts. As an outcome of this programme we were able to identify various project ideas for 2019.

The participants partook in a set of invigorating activities aimed at both raising awareness and getting familiar with Bhutan and GNH. Taking a little break from the rigorous learning plenaries, participants enjoyed a river rafting activity set as an ice breaking session. It was also a day of interaction with locals as they took a hike and met with the wonderful students of a community school in Lakhur village to understand the implementation of GNH in education.

The programme, at the same time was also filled with another knowledge-inducing event. A symposium was held in which experts talked on different topics related to GNH. That was a chance for our participants to meet and interact with those experts to gain a deeper understanding on how GNH works in Bhutan.



As part of the last day of the programme set as the day for deepening of commitment and spiritual experience, our participants hiked to Bhutan’s most iconic landmark and religious site, the Paro Taktsang (The Tiger’s Nest) monastery so that participants ended their journey with a deeply fulfilling experience coupled with the knowledge of Bhutan’s rich cultural heritage. They also enjoyed a Bhutanese cultural show in the evening taking the participants a step closer to understanding the wealth of tradition the nation is blessed with.



Impact Safari with Small Giants (March 2018)

Organized from 15th – 23rd March 2018, The Impact Safari was a thematic and explorative programme aimed to contemplate on matters related to “Leadership in the New Economy” from the lens of GNH. The programme was executed in collaboration with our long-term partner in Australia, the Small Giants Group. The participants comprised of about 26 Australians, who were involved in a range of social enterprises and impact investments, and were keen to explore the New Economy and spiritual perspectives behind creating a more sustainable and caring economy.

This programme, which takes place each year, is designed for leaders working in purpose-led businesses who want to explore how to lead in the new economy, by introducing GNH with personal and professional leadership experiences in the surrounds of an ancient and beautiful culture.

The safari was replete with learning experiences and spiritual encounters where the GNH story was explored by means of informative gatherings, symposium involving important stakeholders, and visits to discover the true Bhutanese culture. In Thimphu, participants visited the main fortress and the government headquarters, the Tashichodzong. While continuous workshops sought to deliberate on the implementation of GNH in economy and business, visits to traditional destinations like the Punakha Dzong gave way to an understanding of how culture and identity played a role in a balanced developmental paradigm. Similar visits were made to spiritually significant places such as the Chimi Lhakhang. Closing the journey with the hike to the monumental Tiger’s nest in Paro, the programme participants took with them, a host of memories for life, and lessons for living.

The Schumacher Story

GNHCB's story with Schumacher college in the UK has been that of a long and lasting partnership that started in the hay days of our organization in 2013. It started with what was then called the Right Livelihood Programme, which in the present day has evolved into two separate programmes. Focussing exclusively on GNH values, they were launched as pilot certifications. The Master Class, which is presently called the Practitioner Class certifies successful participants as GNH practitioners while the Bridging Class allows previous participants to deepen their understanding of the concept.

GNH Master Class In Partnership with Schumacher College UK (May 2018)

In collaboration with the College, the third module of the “The Gross National Happiness Master Class” took place in Bhutan. The participants were taken on an enriching experience on Gross National Happiness in practice, and how to develop the skills and experience to create their own GNH prototype. The participants relished an evocative “sensing journey” in their quest to learn more about Bhutan, GNH and self transformation.

They also took part in an intriguing “GNH Symposium” that involved imminent thinkers and speakers of the nation like Dr. Karma Phuntsho, Lyonpo Thakur Singh Powdyel and Lama Ngodup Dorji whose talks shed

light into some of the deeper aspects of GNH. They also visited VAST Bhutan to get a taste of the contemporary Bhutanese art and social responsibility.

The Master Class (now called the “Practitioner Class”) is an in-depth, hands-on GNH program, designed to lead participants on a personal journey of discovery, while cultivating the skills and experience needed to develop their own GNH-inspired project or prototype. Involving two residential modules in the UK and Bhutan, the programme allows participants to learn about alternative progress measures, and how GNH is being applied and adapted in Bhutan and globally.



The Bridging GNH Practitioner Class (July-August 2018)

The Bridging GNH Practitioner Class held at the Schumacher College from 23 July to 2 August 2018 acted as a formal bridge for those who have previously completed a GNH-inspired programme.

It was aimed at deepening the participants' understanding of Gross National Happiness, and developing their own GNH prototype. Participants learnt that in contrast to the narrow pursuit of economic growth for its own sake, GNH promotes the sustainable happiness and well-being of all life, by balancing equitable and sustainable socio-

economic development with environmental conservation, cultural promotion, and good governance.

Spreading far beyond the Himalayan Kingdom of Bhutan, GNH is now inspiring individuals and organizations from around the world to adapt and apply its principles and practices in diverse contexts and countries.

The bridging class was designed in collaboration between Schumacher College and the Gross National Happiness Centre Bhutan



GNH Thailand Visits Bhutan (25 October 2018)



The Gross National Happiness Centre Bhutan, in October, welcomed our GNH Centre Thailand delegation, who were visiting the Kingdom to deliberate on the future collaboration towards promoting a long-term relationship between GNH Centre Bhutan and Thailand. During the meeting the two parties discussed about formulating a new Memorandum of Understanding (MOU) which was to expire in early 2019, in order to further strengthen our collaboration.

In 2016, The GNHCB entered into an agreement with B.Grimm to establish the first GNH Centre outside of Bhutan and ever since, the Thai organization has been an instrumental partner in spreading the words of GNH to the outside world.

GNH Centre Thailand was represented by Ms Caroline Link, President of the BGRIMM Group of Companies; Ms. Kanyanat Lansaad, Director and Ms. Parinee Nimakron, Manager.

Expressions of Happiness (11 November Programme)



The annual observation of the National GNH Day was led by GNHCB on 11 November 2018. The programme included a collective offering of prayers at the sanctum of Semtokha Dzong in the morning for the happiness, well-being and long life of His Majesty the Fourth King.

That was followed by “Expressions of Happiness” attended by various dignitaries in the country. This year’s theme was designed as an international cultural festival in Bhutan where Bhutanese and world citizens present in the country demonstrated creative expressions to experience, promote and embrace the values of GNH through dance, music, poetry and other artistic performances.

The celebration was part of the annual “GNH Experience” organized by GNHCB on 11 November on different themes coinciding with His Majesty Drugyal Zhipa’s Birth Anniversary. The event was held at the Centenary Park in Thimphu.

From 10:30 AM onwards, various stalls related to health and wellbeing such as meditation yoga, Pranic Healing, traditional medicine among others remained open at the Centenary Park for the benefit of the public.

The “Expressions of Happiness” programme started around 4pm. Among interesting items presented were musical performances by a visiting Chinese group, a performance

by an American group and poetry and song by members of the Bangladesh Embassy. A skit on GNH was also performed by students of Jigme Losel Primary School.

“ This programme and the day-long activity was designed to inspire deeper understanding of Gross National Happiness that cuts across boundaries,”

– Sonam Tsoki Tenzin,
Officiating Executive Director of GNHCB.

The Takse College of Language and Culture Studies in Trongsa also celebrated the day by conducting a variety of cultural programmes and mask dances. At the same time the Samtse college of Education also marked the day by advocating about GNH in their college. The activities in both the colleges were initiated by the GNH club members. The clubs were established with guidance from GNHCB.



GNH CENTRE BHUTAN

Receipts & Payments for the Period ended 31 December 2018

Particulars	Schedule	AMOUNT	
		2018 (NGULTRUM)	2018 (USD)
Opening Cash & Cash Equivalents			
<i>Current Account (Operation)</i>		646,741.67	\$ 9,239.17
<i>Foreign Currency Account (Value in Ngultrum)</i>		5,070,325.81	\$ 72,433.23
<i>Current Account (Construction)</i>		45,084.19	\$ 644.06
<i>Cash In Hand</i>		1,393.85	\$ 19.91
Total Cash & Cash Equivalents (A)		5,763,545.52	\$ 82,336.36
Receipts			
<i>Donations & Contributions</i>		3,561,887.84	\$ 50,884.11
<i>Income from GNH Persentation Fee</i>		29,457.00	\$ 420.81
<i>Income from others</i>		3,600.00	\$ 51.43
<i>Income from International Programs</i>		6,908,706.41	\$ 98,695.81
Total Receipts (B)		10,503,651.25	\$ 150,052.16
Payments			
<i>Administrative and Operation Expenses</i>	1	5,990,087.00	\$ 85,572.67
<i>National Program Expenses</i>	2	880,591.50	\$ 12,579.88
Total Payments (C)		6,870,678.50	\$ 98,152.55
Net Cash & Cash Equivalents (D = A +B - C)		9,396,518.27	\$ 134,235.98
Closing Cash & Cash Equivalents			
<i>Current Account (Operation)</i>		1,694,926.42	\$ 24,213.23
<i>Foreign Currency Account (Value in Ngultrum)</i>		5,142,251.10	\$ 73,460.73
<i>Current Account (Construction)</i>		2,553,717.75	\$ 36,481.68
<i>Cash In Hand</i>		5,623.00	\$ 80.33
Total Cash & Cash Equivalents (E)		9,396,518.27	\$ 134,235.98

Partners

In addition to the global GNH Centres, the GNH Centre Bhutan (GNHCB) also works in partnership with the following organizations. Together we run various thematic programmes both national and international. As we seek new approaches towards our vision of empowering people to sustain the planet with the values of GNH, partnerships play an important role in carrying forward our aspirations.

**Schumacher
College**



Small Giants



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Civil Society Organizations Authority