



Annual Report

2017



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Message from the President



Her Royal Highness Gyelsem
Kezang Choden Wangchuck
President, GNHCB

Let us remind ourselves of our core motivation to serve as the third arm devoted to promoting the philosophy of His Majesty Drugyel Zhipa. Ours is a commitment to support and augment GNH based development plans and policies of the Royal Government on the one hand and research and conceptual development by scholars and institutions on the other. Our purpose as a civil society organization is to create and offer opportunities to citizens and others of all ages, gender and walks of life to understand, experience and internalize the values of GNH. Our deeper aspiration is to see our homeland becoming a GNH society that will ultimately inspire and transform all of humanity. It is our conviction that in being

driven by such a vision, the GNH Centre will contribute progressively toward furthering and sustaining the peace, prosperity and wellbeing that our people are blessed with under the guidance and protection of His Majesty the King.

Perhaps, we could all agree that such an aspiration can only be achieved by raising the collective consciousness of our people who, in turn, would then see the true beauty of the multidimensional values of life through the prism of GNH. As our people change ever so rapidly in ways they want as well as in ways they are least prepared for, our society faces challenges like the rest of humankind in our fragile, turbulent world. There is, therefore, a growing need to reach out and help people to become aware and to discover that happiness is not only desirable but possible, that it is in human nature to crave it and within our ability to achieve it. Our people and we, ourselves here at the centre, deserve to tread on the clear GNH pathway to our personal and shared happiness.

This is the reason why the GNH Centre has pledged and must not deter from its mission to take the GNH message down to the grassroots. It is our responsibility to explain and demonstrate how we can mindfully pursue a productive, meaningful and contented life without harming others, fellow beings or the vitality of our precious planet. In this regard, the year 2017 has given us some confidence and encouragement with a variety of programmes and activities scattered across some parts of the country.

A notable achievement has been the hosting of the first international high-level summit on “Sustainable Brands: Exploring Leadership for a Good Life”.

The Centre has been forming and building on valuable partnerships to our mutual satisfaction, with various agencies that work to promote GNH values and principles. Together and separately as well, we have hosted several discourses and retreats to reflect on the meaning and purpose of life; to share life experiences, insights and knowledge for our greater appreciation of the day to day relevance and profound wisdom of GNH. In particular, it continues to be one of our primary objectives to facilitate GNH experiential learning in our alpine centre in Bumthang where spirituality is certain, commune with nature a joyful reality and appreciation of precious human life not improbable. Honest and meaningful reflection becomes a natural inclination. It is my hope that we will be able to build more of such centres in in similar environs across the country for the convenience of our people.

The GNH Centre in Thailand established in 2016 as the first of its kind, is doing well and serving as a useful stage for studying the application of GNH in business. The GNH Centre Spain is the second such outreach created in partnership with the Impact Hub Madrid and the Honorary Consul of Bhutan to Spain in 2017. We are also very happy to see interests being shown from countries like France, United States and Switzerland to create similar centres. Small as these beginnings may be, we are seeing the initial germination of seeds on fertile grounds for the fruition of our dream. Indeed, these have served to warm our spirit and we would like to thank everyone for their support.

I would like to thank our Board members and ask them to join me in expressing our appreciation to our international and in-country partners for their valued support and cooperation. We would also like to commend our Secretariat officers and staff for their dedication.



About The GNH Centre Bhutan

The GNH Centre Bhutan (GNHCB) is a non-profit civil society organization registered under the Civil Society Organization Authority of Bhutan. The GNHCB was established in 2012 as a tribute to take forward the vision and philosophy of GNH as introduced by His Majesty the Fourth King Jigme Singye Wangchuck in the early 1970s.

The GNH Centre Bhutan strives to promote the legacy of Gross National Happiness as envisioned by His Majesty the Fourth King Jigme Singye Wangchuck. Under the leadership of our President, Her Royal Highness Gyelsem Kezang Choden

Wangchuck, the GNH Centre Bhutan works for transformative change towards a more meaningful, sustainable and happier life across Bhutan.

The GNHCB promotes the concept of GNH values nationally and internationally by facilitating transformational learning to achieve sustainable societal change. The GNHCB is passionate about creating a better world with true happiness and sees itself as a cultivator of compassionate GNH values. Under the people centric values of GNH, we work towards offering sustainable solutions for people and planet.



With Gratitude to Dr. Saamdu Chetri



The GNH Centre Bhutan (GNHCB) would like to express our deep appreciation and gratitude to Dr. Saamdu Chetri for the caring leadership and dedicated service since the inception of the GNHCB in 2012.

His dedicated service and leadership has taken GNH beyond Bhutan. His 5-year tenure as the Executive Director ended in December 2017.

Building on his efforts to date, the GNHCB looks forward to deepening the vision, principles and practices of GNH, together



with our local and international friends and partners.

The GNHCB wishes him Tashi Delek as he begins a new chapter in his life at the IIT Kharagpur, West Bengal, India.





The Annual GNH Youth Leadership Programme

The GNH Centre started 2017 with The GNH Youth Leadership Programme from 20- 31st January, an annual event based on leadership and mindfulness exploration. The programme aims to deepen the practical understanding on how we can cultivate GNH in living practice along with compassion and wisdom to our personal lives and the communities we live in. The 10-day programme with 30 college youths under Royal University of Bhutan focused on the values of leadership values, family, friendship, connections with all forms of lives and discovering new ideas. The goal of the programme was to transform young citizens as mindful, responsible and effective GNH leaders of Bhutan and bring societal changes at a time of ecological, economical, societal and leadership crisis.

“ This wonderful 10-day journey on GNH Youth Leadership will always be one of the best programmes. I now can integrate the values of GNH in all the fields.”

- Kinley, College of Science and Technology

“ The network of good people and power of sharing and interdependence touched me the most. I will implement the values of GNH to my best”

- Jamyang Choden, Gaeddu College of Business Studies

“ I have truly learnt that mindfulness is the source of happiness.”

- Tshering Choden, Jigme Namgyel Engineering College

The participants travelled to Lhamoizhinkha under Dagana Dzongkhag and also attended a sensing journey designed to create awareness, advocate and infuse the values of GNH among the participants.



Transformational Programme for Round Glass Fellows

A Transformational Programme for Round Glass Fellows was held from 14 to 20th February 2017 which took participants on an inner journey, to reflect and use mindfulness techniques to undergo a transformative experience, implementing the values of GNH. As part of the programme, participants also participated in a symposium on GNH and Education, Social Entrepreneurship, Wellbeing and Development.

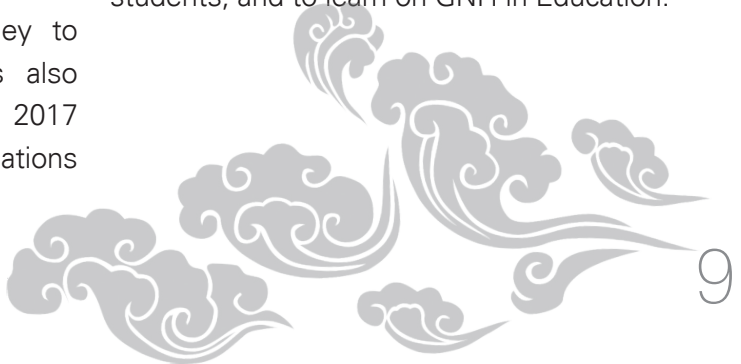
On one occasion, the participants learnt to draw a basic mandala, did role plays, learnt deep relaxation techniques as well as cooking lunch for themselves. Every day the participants went through guided meditation, sharing circle and storytelling. The transformation experience programme ended with a hike to Taktsang (The Tiger's Nest).

UN Day of Happiness Commemorated



Eleven international guests visited the GNH Centre and an in-depth GNH framework and its implementation in Bhutan and internationally were presented. Further, to experience GNH through interactive workshop with exercises, Q&A and journaling were also on the shelf. In the afternoon, the guests went to Early Learning Center to meet the teachers and students, and to learn on GNH in Education.

A two-day event "Leadership Journey to Bhutan with Sander Tideman" was also hosted by the GNHCB in March 2017 to commemorate the United Nations International Day of Happiness.





Knowing our Brand

GNHCB led a 4-day workshop on 31st March 2017 in order to gain greater insights into the strategies relating to branding and creating and unique identity for one's organization.

Aimed at encouraging us to know ourselves and our brand better, the workshop also helped understand the purpose of our existence and our work.

The workshop was facilitated by Dr. Sirikul Lauaikul from Sustainable Brands Thailand.



Topics covered marketing strategies, SWAT analysis, knowing the targets, our market, and values. It also helped in developing a marketing strategy to claim a robust organizational positioning. The GNH Centre Secretariat and Board participated in the event.



The Right Livelihood Programme- Bhutan



The Right Livelihood Programme-Bhutan is the GNH Centre Bhutan's longest standing international programme. Designed as a collaborative effort between Schumacher College (UK) and the GNHCB, the 12-month programme includes 3 residential modules in the UK and Bhutan. As part of the programme in April, the participants visited Bhutan to understand the functioning of GNH in the national context, learn the culture and values as seen in the country. During the programme, the participants explored what is wrong with the current system and why it is not delivering wellbeing for people and the planet. Implementing the values of GNH, the participants looked at the seeds of new possibilities and what it is we need to let go of, for the new to emerge. The participants searched for the path towards their own right livelihood.

As part of the programme, a half day event in world café format and symposium was also held at the Wangchuk Resort in Thimphu. The participants also visited the RENEW



Centre and BCMD Media Lab. The event saw the coming together of imminent speakers from the Loden Foundation, GNH Commission, Green Public Procurement, Tarayana Foundation, BCMD, Greener Way, RENEW and Clean Bhutan.

We are grateful that Satish Kumar, a pioneer in the fields of ecology and non-violence joined the programme to give inspiring presentations to the group.



Journey Through GNH



The “Journey through GNH”, is an effort initiated by the GNHCB in 2016. It is aimed to take place every quarter to advocate GNH to the international audience. Two of these events took place in April and mid-May and

June. The groups comprised of Vietnamese ELI Trainers, and Brazilian participants. The programmes are designed for national and international participants to experience GNH principles in action.

Loud Minds



The GNHCB also collaborated on an international entrepreneurship event called “Loud Minds” in June 2017 to build an experiential community of young creators, entrepreneurs, inventors and artists among others who were eager to discover themselves and make a real impact. The half-day programme was organized by the Loud

Minds, Noida, India and it was India’s first adventure and experiential education journey for future entrepreneurs, community leaders and artists. The international participants, who were all youths, aged 16 to 23, also interacted with Bhutanese entrepreneurs to have an exchange of ideas.



GNH Youth Leadership Programme: Igniting our Faith in GNH for Self Transformation

To promote an interactive learning platform for Bhutanese youth, the GNHCB led the, “GNH Youth Leadership Programme” on the theme “Igniting our Faith in GNH for Self-Transformation”. Over 30 Bhutanese youths from 6 different colleges participated in the week-long programme, which was designed to keep the youths engaged over the summer break. Sessions included advocacy on GNH values, basic understanding of spiritual values and leadership training as future leaders of Bhutan. As part of the leadership training, all youths were given the opportunity to facilitate various sessions, develop project ideas. The programme also focused on raising self-awareness and practicing mindfulness, meditation and effective leadership.

As part of the programme, on one occasion, the participants hiked to the Chokhortse

monastery. The participants practiced mindful walking in the nature, meditated in the monastery, had fun with outdoor activities and shared their inner call.

“ I am so happy to have attended the GNH programme that helped me to be mindful in my daily activities and the good values I learned during the programme; I still wish to learn more from the GNH Centre”.

- Uttam Ghalley, Sherubtse College

“ The programme is effective one for dissemination of information for the younger generation. It not only helps us to take part in the programme but also strengthen the relationship between different people.”

- Ganesh Kumar, Samtse College of Education



Sustainable Brands Summit, Bhutan: Exploring Leadership for the Good Life

The first international high-level event on “Sustainable Brands Summit, Bhutan: Exploring Leadership for the Good Life” was held from 11th to 14th September 2017. Conducted in partnership with Sustainable Brands Organizations, the programme hosted the Chief Executive Officers and Presidents of business organizations such as B Grimm Group, the Health Promotion Foundation, Thai Listed Companies Association, Stock Exchange of Thailand, Tourism Authority of Thailand, and Sustainable Brands, among others. The programme allowed those participants to learn about inner values and inner transformation for a sustainable and flourishing world and GNH’s relation to self

and organizational development. The 4-day event was held in Thimphu and Paro. The first-of-its-kind summit was created as a result of HRH Ashi Kezang Choden Wangchuck’s visit to Thailand in 2016 where she was invited as the Key Note Speaker to that year’s Sustainable Brands event in Thailand.

The programme also introduced an overview of GNH in the Bhutanese context, GNH leadership, and how Bhutan has been able to integrate GNH values within the government and business sectors. The event also saw discussions and dialogue between national experts and the international participants.



The GNH Experience

The annual two-day event “GNH Experience: Promoting Community Vitality” was held on 11th and 12th November 2017 at the Centenary Park, Thimphu.

This event is marked each year in celebration of the Birth Anniversary of His Majesty the Fourth King of Bhutan, Jigme Singye Wangchuck. The day is also observed as the “National Happiness Day” in the country.

Her Royal Highness Gyelsem Kezang Choden Wangchuck, President, GNHCB, graced the opening of the event. The Board members, officials from the CSOs, International Agencies, Government, Corporations and Parliamentarians were also present.

The theme of community vitality was advocated as an effort to promote human values that encourage social dialogue, and equip the people, especially the youths, to have a positive role in Bhutan’s changing scenario. As part of the advocacy campaign, a GNH skit was also performed by Jigme Losel Primary School. The multifaceted event served as an advocacy campaign in disseminating the values and importance of GNH to the people. The 2-day programme was held from 9am to 6pm. Open to the general public, the event aimed to encourage social dialogue, promote community vitality and provide a space to learn GNH through various activities.



The Slow Change Experience



The Slow Change Experience, held in November 2017 was a 12-day programme that took 15 participants on a journey of positive development and deep wisdom through the lens of GNH to create change in ways that serve their highest values and needs of our communities.

During one of the days of the programme, the participants were delivered presentations on overview of Gross National Happiness and Bhutan's history. They also visited a local school where students presented a skit on GNH and a dance, Lhahyi Zhingkhram,

a tribute to the kings, before exploring the local craft Bazaar for souvenirs.

Throughout the programme, the participants were immersed in GNH through various activities. They also visited Trongsa, Bumthang, Phobjikha and Taktsang (Tiger's Nest) in Paro.

The Slow Change Experience is an annual programme, started in 2016. It is designed by the GNH Centre Bhutan, Humankind Enterprises (Australia) and Digital Storytellers (Australia).



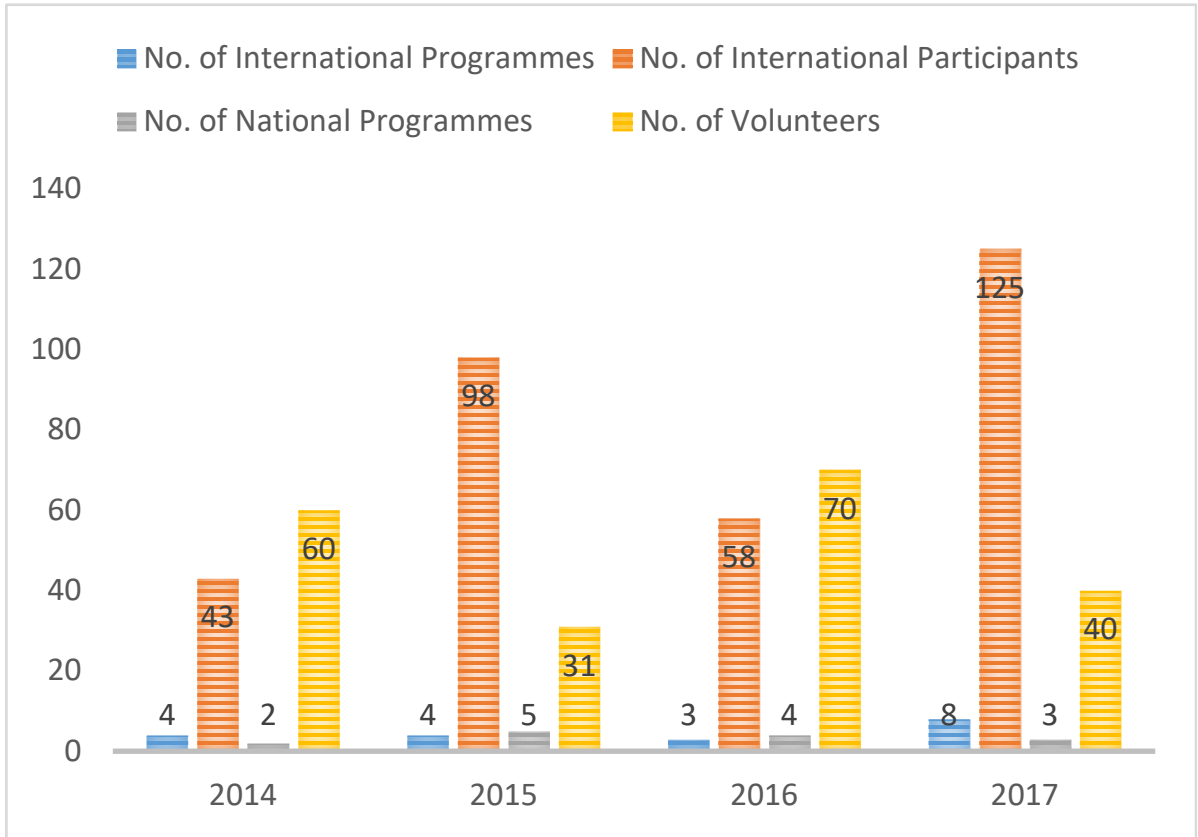


Financial Statement 2017

Particulars	2017
Opening Cash & Cash Equivalents	
<i>Current Account (Operation)</i>	1,136,651.68
<i>Foreign Currency Account</i>	2,163,399.56
<i>Current Account (Construction)</i>	45,084.19
<i>Cash In Hand</i>	23,173.98
Total Cash & Cash Equivalents (A)	3,368,309.41
Receipts	
<i>Donations & Contributions</i>	2,144,293.77
<i>Income from GNH Persentation Fee</i>	86,591.90
<i>Income from others</i>	22,000.00
<i>Income from Program</i>	17,682,622.27
Total Receipts (B)	19,935,507.94
Payments	
<i>Administrative and Operation Expenses</i>	7,447,922.07
<i>Program Expenses</i>	10,092,349.76
Total Payments (C)	17,540,271.83
Net Cash & Cash Equivalents (D = A +B - C)	5,763,545.52
Closing Cash & Cash Equivalents	
<i>Current Account (Operation)</i>	646,741.67
<i>Foreign Currency Account</i>	5,070,325.81
<i>Current Account (Construction)</i>	45,084.19
<i>Cash In Hand</i>	1,393.85
Total Cash & Cash Equivalents (E)	5,763,545.52



Statistics					
	2014	2015	2016	2017	Total
No. of International Programmes	4	4	3	8	19
No. of International Participants	43	98	58	125	324
No. of National Programmes	2	5	4	3	14
No. of Volunteers	60	31	70	40	201





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.



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Civil Society Organizations Authority