Using Technology for Gross National Happiness

By Tshering Cigay, CEO, TTPL
Kyoto Smart City Expo
Kyoto, 3 - 4 October 2019
Outline

1. Bhutan and Gross National Happiness
2. Challenges and opportunities facing Bhutan
3. Impact of Thimphu TechPark
4. The road ahead
His Majesty Grants Audience to the Prince & Princess Akishino and Princess Mako

19 August 2019: His Majesty The King granted an audience to Their Imperial Highnesses Crown Prince Akishino and Princess Mako Japan at the Golden Throne Room, Tashichhodzong this morning. The Imperial Family were escorted in a ceremonial Chhipo to the Dzong. Following the Audience, the Japanese Imperial Family were invited to the Lingkana Palace. The Imperial Family will visit Bhutan on Saturday for a private visit by invitation of His Majesty The King.
Japanese Prince Hisahito with our beloved The Gyalsey. Moments such as this is what binds friendship between countries. May Japan - Bhutan Friendship deepen with trust and affection.

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Tshering Gyeltshen: The humility of prince n princess could not be imagined despite their nobility. Their togetherness heralds the deepest bilateral relationship of two nations for many years to come... thank you Namgay Sir for this rare n dear photos.

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Childhood dream to come to Bhutan, says Princess Mako

His Majesty The King granted an audience to Her Imperial Highness Princess Mako of Akishino of Japan yesterday following a traditional chipdrel procession into the
Bhutan
Last Himalayan Buddhist Kingdom
“If the govt. cannot create happiness for its people, there is no purpose for the Govt. to exist”
- Zhabdrung (Founder of Bhutan) in the 17th century
The Fourth King of Bhutan (Ruled: 1972 – 2006)
“GNH is more important than GDP”
- Fourth King of Bhutan from the 1970s
What is GNH?

• “Gross National Happiness (GNH) measures the quality of a country in more holistic way [than GNP] and believes that the beneficial development of human society takes place when material and spiritual development occurs side by side to complement and reinforce each other.”

- Centre for Bhutan Studies
What is ‘Happiness’ in GNH?

• “We have now clearly distinguished the ‘happiness’ ... in GNH from the fleeting, pleasurable ‘feel good’ moods so often associated with that term. We know that true abiding happiness cannot exist while others suffer, and comes only from serving others, living in harmony with nature, and realizing our innate wisdom and the true and brilliant nature of our own minds.”

  - Jigmi Y. Thinley, former PM of Bhutan
GNH questions the purpose of development

Graph showing Japan’s GDP in billion USD from 1968 to 2016

SOURCE: TRADINGECONOMICS.COM | WORLD BANK
Four pillars of GNH

- Sustainable & Equitable Socio-Economic Development
- Environmental Conservation
- Preservation & Promotion Of Culture
- Good Governance
Nine Domains of GNH with 33 Indicators

- **Living Standards**
  - Assets
  - Housing
  - Household per capita income

- **Psychological Wellbeing**
  - Life satisfaction
  - Positive emotions
  - Negative emotions
  - Spirituality

- **Health**
  - Mental health
  - Self reported health status
  - Healthy days
  - Disability

- **Ecological Diversity and Resilience**
  - Ecological Issues
  - Responsibility towards environment
  - Wildlife damage (Rural)
  - Urbanization issues

- **Time Use**
  - Work
  - Sleep

- **Community Vitality**
  - Donations (time & money)
  - Community relationship
  - Family
  - Safety

- **Education**
  - Literacy
  - Schooling
  - Knowledge
  - Value

- **Good Governance**
  - Govt performance
  - Fundamental rights
  - Services
  - Political Participation

- **Cultural Diversity and Resilience**
  - Speak native Language
  - Cultural Participation
  - Artistic Skills
  - Driglam Namzha
GNH being extended to businesses

- 7th International Conference on GNH: “GNH of Business”, 7-9 November 2017
- The conference was proposed GNH of business
- 8th International Conference on Gross National Happiness held in Kuching, Sarawak, Malaysia on the 13 - 17 November 2018.
GNH of Business

Publication Year: 2017
ISBN Number: 978-99936-14-93-7
PAGES: 106
DOWNLOAD: Proposed GNH of Business
What GNH of Business is about?

- Encourages corporations and businesses to put employees’ and customers’ happiness at the centre
- There are already many businesses practising the principles of GNH
- Proposed GNH of Business book is available online for free download

The Challenge of Youth Unemployment

Number of Bhutanese college graduates (2001 to 2013)
Thimphu TechPark at a Glance
Bhutan Innovation & Technology Centre

Shared Technology Centre (Conference room)

Business Incubation Centre

Data Centre Services
Private Sector Development Project

Thimphu TechPark: one of the three main components of Bhutan Private Sector Development Project

IT Park Infrastructure
Phase I (Thimphu TechPark) – Completed on 30th April 2012

Skills development program – trained 1300 youths in IT & ITES Sector

Strengthening the financial sector through IT investments - established inter – Bank Electronic Fund Transfer Clearing System (EFTCS)
DBFOOT Model of PPP used for IT Park

Thimphu TechPark Pvt. Ltd. (APG:DHI 70:30) to:

- D - Design
- B - Build
- F - Finance
- O - Own (for 30+30+30 years)
- O - Operate (for 30+30+30 years)
- T - Transfer
Govt.'s Contributions

- 5-acre land on lease for 30+30+30 years
- Tax holiday to TTPL for 15 years
- Tax holiday for tenants for 10 years
- Customs duty and sales tax exemptions
- Ancillary facilities - road access, water supply, power supply, fibreoptic connections
- Long term lease of 10,000 sqft space on ground floor to set up Bhutan Innovation & Technology Centre that houses the first incubation centre.
Project Timeline

• 2006 – IT Park Project conceptualized
• 8 May 2008: Grant received from IDA for PSD Project
• 17 July 2009: DHI and APG were awarded the DBFOOT contract.
• 24 August 2009: TTPL incorporated
• 18 May 2010: Groundbreaking ceremony for IT Park
• 1 Nov. 2011: IT Park inaugurated
• 30 April 2012: IT Park completed
• 7 May 2012: IT Park operations began
• 29 Oct. 2014: DHI assumed full ownership of Thimphu TechPark
• Feb. 2016: Employment crossed 700
### Thimphu TechPark Overview

**Office premises**
- Full commercial leases
- Flexible occupation structure - leases or licenses, long or short term, serviced office style or traditional warm shell

**Bhutan Innovation & Technology Centre**

**Shared Technology**
- World class Tier II Centre
- Equipped to host/co-locate systems
- Centralized authentication system

**Business Incubation**
- Wired café
- Training rooms
- Cisco Telepresence
- Conference room

- Office rental services
- Business services
- Overseas Expert Program
What Thimphu TechPark has to Offer

- Redundancy in mains and back-up power, with power available at under 30% of the cost in other parts of the region.
- High-capacity dual feed internet connectivity through redundant optical fibre connectivity (cost to be at par with India).
- High quality English speaking talent pool available for the IT / ITES and BPO sectors.
- Flexible occupation structures - leases or licences, long or short term.
- Has a mixed-use Incubation Centre as part of Bhutan Innovation and Technology Centre.
Incentives for Companies

• Support from the Ministry of Labour & Human Resources for training and recruitment of new employees in Bhutan.

• A tax holiday of five years

• Import of capital goods forming direct inputs for the IT/ITES companies in the IT Park shall be exempted from customs duty and sales tax.

• Subsidy for Internet connectivity so that the cost of Internet connection is maintained at about the same rates as those in India.

• Availability of low cost stable green power at only INR 3.43 per unit

• 100% foreign equity participation shall be permitted for the IT/ITES companies in the IT Park.
THE INITIAL CHALLENGES
Bad media coverage in the beginning

The Bhutanese
January 7, 2013

Thimphu Tech Park turns into a White Elephant
http://www.thebhutanese.bt/thimphu-tech-park-turns-into-a-…/

Thimphu Tech Park turns into a White Elephant - The Bhutanese

The management is optimistic but with little or no commercial takers at all the country's first IT Park continues to remain vacant

THEBHUTANES.BT
A complete turn-around

IT park running out of space

FDI: In what could rid its image as a white elephant, there are more than 600 Bhutanese employed at the IT park today and almost all of its office space has been rented out.
The black elephant

In a turn of events, the IT park is shedding its image as a white elephant.

By the end of this year, there could be a thousand Bhutanese, the majority youth, employed at the park. It may not have met initial expectations of bringing in a large IT company like Infosys or Genpact but it seems to be headed in the right direction in terms of employment and local skills development.
More than 700 employed at IT park today

Employment: More than 700 Bhutanese are now employed at the IT park, its operator Thimphu TechPark Ltd (TTPL) announced, last week.

The park was under contract to employ at least 700 by 2015 end.

“As of today (February 24), there are 717 Bhutanese, mostly youths, working at the IT park,” the company announced in a press release.

There are eight companies operating at the park, excluding incubating companies. Of the eight, three are 100 percent FDI companies.
CURRENT STATUS OF THIMPHU TECHPARK
Activities of Bhutan Innovation & Technology Centre

- Co-working space for entrepreneurs
- Trainings and workshops
- Business Idea Competition of Bhutan annually since 2012
- Startup Weekend organized in 2017
- So far, hundreds of aspiring entrepreneurs inspired
- Around 50 entrepreneurs with connection to BITC
Impact of Thimphu TechPark

- Foreign exchange earnings
- Employment of hundreds of youths
- Entrepreneurship promotion
- Spillover impact - created indirect jobs and fueled local economy;
- Catalyzer role and policy changes
- TechPark showed that Technology could be a solution to our problems.
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<tr>
<th>Company</th>
<th>Country of Origin (HQ)</th>
<th>Sector</th>
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<td>ScanCafe</td>
<td>San Francisco, USA</td>
<td>Photo editing and Photobook design</td>
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<td>Southtech</td>
<td>Dhaka, Bangladesh</td>
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<td>MultiRational</td>
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THE WAY AHEAD
Centre of Excellence for IT at Thimphu TechPark

Centre of Excellence for Information Technology
Inaugurated by
Dasho Ugen Chewang, Chairman, DHI, on 12th September 2019.
“We have to figure out ways to use technology to solve problems - to improve governance, democracy, education, agriculture, to create jobs, enhance wellbeing, in healthcare, to make our cities safer and cleaner, and in various other ways that will benefit our people”

- King of Bhutan
We will look up to Japan to learn from you

KICA Program

- Learning Japanese
  - "Yasashii Nihongo I - II"
  - Voluntary Japanese Lessons
- KICA seminar
- Teaching Japanese
- Essay Contest
- International Tea Gathering
- Colored Pencil Class

Kyoto International Cultural Association

3F Kyoto International Community House
2-1 Tori-cho, Awateguchi, Sakyoku,
Kyoto 605-8625, Japan

Essay Contest

"Omoiyari - A Japanese Lesson"
Tshering Cigay Dorji (Bhutan)

It has been over four years since I came to Tokushima. During all this time, I have been a beneficiary of the hospitality and kindness of the people of Japan. The people of Japan in general and the people of Tokushima in particular have taught me many things. And in the process, I think, they have made me a better human being. Today, I would like to tell you about one of those things I have learnt from the people of Japan. It is called Omoiyari.

I had my first experience of Omoiyari soon after my arrival in Tokushima in 2005. One fine day, I was riding my bicycle along a narrow street. An old lady was approaching from the opposite side on her bicycle too. When I tried to give her way, I lost balance and blocked her way instead, causing her to apply her brakes suddenly that made her almost fall down in the process. It was clearly my fault. I was not good at riding bicycle then. I was getting ready to receive some rude
• The questions that GNH poses will become ever more important

• What does the future hold for us with AI, robots etc.? Should we not be in charge of the kind of future we design for our children?

• Japan is one of the best countries to take a lead role in this kind of questions.
Final message

In the larger scheme of things, most things that stresses you are not that important. So, take a larger view on life and be happy.

• Value your time
• Value friends and family
• Value health
• Give yourself enough sleep