



TV

UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

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Length: 3'52"

BHUTAN PROMOTES ORGANIC INDUSTRY IN PURSUIT OF GROSS NATIONAL HAPPINESS

VIDEO

LANDSCAPE/THIMPHU
TRAFFIC (13")

STREET SCENES (18")

PEOPLE/INTERNET CAFÉ (9")

W/S MINISTRY OF
AGRICULTURE (20")

AUDIO

NARRATION

Bhutan, a landlocked kingdom secluded in the Himalayas, is now at a crossroads. It needs development, but it also wants to preserve its national heritage.

Today, Thimphu, the capital, tradition remains largely untouched by foreign influence. Its architecture is predominantly Bhutanese. National clothes are the standard fashion. There are no fast food outlets or other Western franchise chains.

But with a growing young population desiring a better life, can the country progress without sacrificing centuries of tradition?

One answer may lie in promoting an organic industry. The Ministry of Agriculture, supported by the UN Development Programme, UNDP, is looking into expanding organic farming. Kesang Tshomo is the Coordinator for the organic

programme.

KESANG TSHOMO ON CAMERA
(17")

TSHOMO:

"Because our country is basically mostly natural, and very little disturbance has been done to our farming. Because our farming area is only 8% of our country, so we have still a lot of potential to capitalize in the organic area."

POWER LINE/RIVER (13")

NARRATION

Bhutan's current largest industry is the export of hydroelectric power. Based mainly on run of the river schemes, it already provides nearly half of the kingdom's revenues.

TOURISTS IN MARKET (13")

Another industry, tourism, is growing. But the government is not keen to encourage it. More than just economic growth, it wants progress that promotes a holistic development of people.

VENDORS WITH PRODUCTS/
SHOPKEEPER STRUGGLING
WITH VISA CARD (23")

The concept, advocated by the King, his Majesty Jigme Singye Wangchuck, is called "Gross National Happiness". United Nations Resident Coordinator in Bhutan, Renata Dessalien explains.

RENATA DESSALIEN ON
CAMERA (9")
FARMERS IN MARKET (18.5")

DESSALIEN:

"His fundamental idea was that development has to be about more than gross national product."

"People are not just economic animals, they are social animals, they are cultural animals. And development plan has to cater to all these various

dimensions of a person.”

NARRATION

FARMERS IN MARKETS (20”)

Subsistence farmers make up over three quarters of Bhutan’s 700,000 population. Their crops are free of pesticides and other chemicals. By raising exports for the world’s growing organic market, the government hopes to increase farmers’ income while allowing them to continue living their traditional lives.

MEETING IN MINISTRY OF AGRICULTURE (18”)

In 2003, the Ministry of Agriculture began identifying products for export. The criteria is high value, low volume. One particular mushroom variety fits exceptionally well in this category. Deidre Boyd from UNDP.

BOYD:

DEIDRE BOYD ON CAMERA (12”)

“The matsutake mushroom actually gains high prices in the international market that outweigh logistic cost and export cost that Bhutan has to bear as a landlocked country.”

NARRATION

MATSUTAKE MUSHROOM (15.5”)

A single stem of matsutake mushroom can sell for as high as one hundred dollars or more in Japan and Singapore. Known for its high nutritional value, some say it also has special aphrodisiac powers.

LANDSCAPE/FARM PRODUCE (15”)

In pursuing sustainable development, Bhutan faces many challenges, from raising exports to

tackling the complex rules of organic certification.

THIMPHU/PEPSI AD ON
BUILDING (13.5")

But one of the toughest issues remains the effort to maintain its unique traditions in today's increasingly globalized world.

LOGO (12")

This report was prepared by Patricia Chan for the United Nations.