Her Majesty, the Queen Mother of Bhutan, has a compassionate interest in the welfare of women, youth and children and travels extensively throughout Bhutan interacting with all segments of the population. Over the years, Her Majesty has been actively involved in promoting social causes with an emphasis in the areas of health and education.

Her Majesty recognizes the importance of ensuring that health issues are recognized as an integral part of the overall social and economic development process. She believes in the importance of ensuring physical, mental and social well-being at the family, community and national levels.

Her initiative, RENEW (respect, educate, nurture and empower women), founded in 2004, works to increase the empowerment of disadvantaged women and adolescents nationwide.

Her Majesty has been a UNFPA Goodwill Ambassador since 1999 and has played a key role in advocating for safe motherhood, improved health services, including sexual and reproductive health, and the prevention of HIV/AIDS and gender-based violence.

In 2019, UNFPA Executive Director Dr. Natalia Kanem presented Her Majesty with an award celebrating 20 years as a UNFPA Goodwill Ambassador and commending her for her outstanding achievements in advancing sexual and reproductive rights throughout Bhutan. In 2020, Her Majesty was recognized as the individual laureate for the 2020 annual United Nations Population Award.