

## VISION

“A vibrant participatory democracy rooted in Gross National Happiness.”

## MISSION

The mission of BCMD is to nurture a culture of democracy by strengthening media, expanding public discourse, and providing essential training and education.



## AIMS AND OBJECTIVES

- Create a responsible citizenry that will actively engage in the practices of democracy
- Enable media to improve the quality of news and information that reach the public.
- Create “Public Spaces” for civic discourse.
- Strengthen the institutions of civil society.

## BHUTAN CENTRE FOR MEDIA AND DEMOCRACY

Bhutan Centre for Media and Democracy (BCMD) is a non-profit organisation formed in 2008. It was officially registered as a Civil Society Organisation in 2010.

## ACTIVITIES

- Media and Democracy Literacy
- Forums and Dialogue
- Bhutan Media Dialogue
- Trainings and workshops
- Media Nomads - a peer to peer youth programme



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Do you believe everything that you see and hear on media?

Is your voice being heard?

What can you do in our democracy to improve Bhutan?

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Do you believe everything that you see and hear in the media?

“Seeing is not necessarily believing.”  
- Phub Dorji,  
*Yangchenphu Higher Secondary School*

BCMD supports opportunities for Bhutanese youth to come together to talk about the nature of mass media and how it influences their beliefs and worldviews. One such opportunity is the Media Nomads Workshop, during which youth, like Phub Dorji, develop a critical understanding of the media and learn to use communication for social change.



BCMD also supports training for journalists—both print and broadcast to help improve the quality of Bhutan’s media. In our Enterprise Reporting Workshop, journalists from Kuensel, Business Bhutan, and BBS were coached on the importance of accountability in business coverage, and learned how to better incorporate facts and figures into their stories.

Is your voice being heard?

Bhutanese citizens should no longer be afraid to speak out; as the Constitution of Bhutan states: “A Bhutanese citizen shall have the right to freedom of speech, opinion and expression.”

BCMD offers offline and online platforms that enable Bhutan’s citizens to exercise this fundamental right to expression. In our public forums, we invite a speaker to talk briefly on media, democratic society and other contemporary Bhutanese issues. Thereafter, all citizens are invited to freely participate in an open discussion on the given topic. Examples of past topics include:

- The Role of Public Space in a Democracy
- Journalism and Society
- The Evolution of Media
- Social Media and Democracy



But the conversation doesn’t end there... online, we offer Bhutan Speaks ([www.bhutanspeaks.bt](http://www.bhutanspeaks.bt)) and the Media Nomads Blog ([www.bcmt.bt/medianomad](http://www.bcmt.bt/medianomad)) At these websites citizens can continue discussions on media and democracy. Join us online and be a part of the discussion!

What can you do in our democracy to improve Bhutan?

No democracy can manage without the collective efforts of citizens, organisations, and government to understand each other. By organising dialogues between government, media, civil society organisations and citizens, BCMD hopes to enable all Bhutanese to listen to one another and smooth the way for understanding and collaboration.

### KEY THOUGHTS

- **STAY INFORMED** on what’s going on in your community through media.



- **WRITE LETTERS** to the editor of your local news paper to express your concerns.



- **SPEAK UP** to share your views and concerns.

You can help and be a part of the Bhutan Centre of Media and Democracy by following us on Facebook and attending and actively participating in the public forums BCMD organises.