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ANNUAL REPORT 2015

BHUTAN INFOCOMM AND MEDIA AUTHORITY
ROYAL GOVERNMENT OF BHUTAN
THIMPHU, BHUTAN

TABLE OF CONTENTS

DIRECTOR GENERAL'S FOREWORD	1
CHAPTER 1: BHUTAN INFOCOMM AND MEDIA AUTHORITY	3
Introduction	3
Structure And Functions	3
Members Of The Authority	4
CHAPTER 2: ICT AND MEDIA SECTOR PROFILE	6
A. ICT SECTOR PROFILE	6
Communications (Mobile Cellular and Fixed line) Services	6
Internet Services	7
Cable Television	7
B. MEDIA SECTOR PROFILE	8
Broadcast	8
Print	9
Places of Entertainment	10
Films	10
Licenses issued in 2015	11
CHAPTER 3: REFLECTION OF ACTIVITIES	12
A. RULES	12
700MHz Frequency Band Plan	12
ICT Certificate and Type Approval Rules	12
Rules on Infrastructure sharing	12
B. PROJECTS AND PROGRAMMES	13
School ICTization Programme	13
Rural Communication Programme IV	13
Up Gradation of Online licensing System and Design and Development of Website	14
C. STUDIES	14
Assessment of Radio Spectrum Management System	14
Cable Television Survey	14
Development of e-services	15

	Future telecommunications regulatory reforms	15
	Collaborative regulation	15
	Quality of Service Experience (QoSE) regulation	16
D.	MONITORING AND ENFORCEMENT	16
	Compliance monitoring	16
	Verification of book registration	17
	Illegal antennas	17
E.	CONSULTATION	18
	DTH consultation meeting and advocacy	18
	Consultation on draft Rules	18
F.	OTHER ACTIVITIES	18
	Office land case	18
	Construction of Caretaker Shelter in Tsirang Radio Monitoring Station	18
	CHAPTER 4: REVENUE OF THE AUTHORITY	19
A.	REVENUE AND CASH DEPOSIT ACCOUNTS	19
	Revenue Trend	20
	CHAPTER 5: WAY FORWARD	21
A.	STRENGTHENING REGULATORY FRAMEWORK	21
B.	MONITORING & COMPLIANCE	21
C.	PROFESSIONAL & INSTITUTIONAL DEVELOPMENT	22
	ANNEXURE	23
	ANNEXURE I: FILMS	23
	ANNEXURE II: ENTERTAINMENT LICENSES	25
	ANNEXURE III: ICT AND MEDIA LICENSES	28
	ANNEXURE IV: LOCAL BOOK REGISTRATION	30
	ANNEXURE V: NATIONAL FILM REVIEW BOARD MEMBERS 2015	32

DIRECTOR GENERAL'S FOREWORD

The year 2015, has been another productive year for the Authority. Since its establishment in 2006, the Authority has not only strengthened its position as an autonomous converged media regulatory body but has also significantly contributed to provide a wide range of quality ICT & Media services to the Bhutanese people.

The annual report for the calendar year 2015 presents a profile of the Authority as well as a brief report on the activities of the Authority. In addition to our regular functions of licensing and monitoring for compliance, the Authority conducted various studies and surveys to further streamline the delivery of services in terms of quality, effectiveness and efficiency.

At the regulatory front, emphasis was laid to rationalize regulation through collaborative regulations and review and repeal of the existing rules while simplifying the required processes to facilitate the various service providers. A consultancy to this effect was also carried out to examine and propose for future regulatory reforms.

Towards our effort to provide access to ICT and Media services, the provision of internet to schools and the fourth phase of the rural connectivity programme were initiated through the use of the Universal Service Fund. Under the programme 50 schools have been provided with internet connectivity and 63 unconnected villages

will have mobile connectivity by the end of 2016. From the quality aspects, a study was conducted in Thimphu to seek public opinion on the quality of services for internet, mobile and cable television. This study will form the basis for future course of action and recommendations on improving the quality of these services.

Despite challenges, there has been significant progress in all sectors including the efficient delivery of our services and utilization of resources. We commit to intensify our efforts in 2016 and take advantage of the organisation's overall execution and professional capability to further uphold our regulatory values and expand and improve on the effective and efficient delivery of services. As indicated in the way forward plan, we look ahead to a productive year to further strengthen the regulatory framework, improve on the quality of internet and telecom services and carry out need based research to make informed decisions.

We acknowledge the strong support and guidance of the Authority members and the Ministry of Information and Communications in helping us to grow as an organization in delivering professional and efficient services.


Chencho Dorji
DIRECTOR GENERAL

VISION

To be a premier information, communications and media regulatory body promoting environmentally friendly, accessible, quality and affordable services founded on the principles of Gross National Happiness

MISSION

To regulate information, communications and media industry by fostering an environment that promotes fair and sustainable competition, stimulates innovation, encourages investment, protects consumers and ensures that all Bhutanese have access to a wide range of quality ICT and media services at affordable prices



CHAPTER 1: BHUTAN INFOCOMM AND MEDIA AUTHORITY

INTRODUCTION

The Bhutan InfoComm and Media Authority (BICMA) is an autonomous government agency responsible for the regulation of Information, Communications, Media and Entertainment in Bhutan. It is a converged regulatory body established as per the provisions of the Bhutan Information, Communications and Media Act 2006. BICMA's responsibilities include:

- Licensing all systems and services in the communications industry, including; telecommunications, broadcasting, internet, media and entertainment sectors;
- Managing the country's frequency spectrum and numbering resources;
- Facilitating the development of e-commerce;
- Type approving and accepting communications equipment meant for use in the country to ensure interoperability and efficient use;
- Managing competition within the sector to ensure a level playing field for all players;
- Regulating retail and wholesale tariffs for communications services;
- Protecting consumer rights within the communications environment;
- Managing the universal access fund to facilitate access to communications services by all;
- Monitoring the activities of licensees to enforce compliance with the license terms and conditions as well as the law;
- Issuing filming permits and reviewing films for certification;
- Accreditation of national and foreign journalists;
- Develop rules, guidelines and appropriate standards for uniform ad consistent enforcement and efficient utilization of available resources.

STRUCTURE AND FUNCTIONS

The Authority comprises of six Members including the Director General of BICMA, who serves as the member secretary. Besides, approving the Rules, Code and Standards prepared by the Secretariat, the Members of the Authority are responsible to guide, advice and support the Secretariat in carrying out the functions that are not well-defined in the Act.

MEMBERS OF THE AUTHORITY

The Members of the Authority are appointed as per section 18 of the Act and serve for a minimum period of three years and not exceeding five years from the date of the appointment. The Members are appointed by the Minister

for Information and Communications Ministry on the advice of the Royal Civil Service Commission. The present Members of the Authority are shown in table 1.1.below:

Table 1.1 Members of the Authority

				
PHUNTSHO WANGDI, Secretary, MoWHS CHAIRPERSON				
				
SONAM WANGCHUK Secretary, GNHC MEMBER	KUENGA TSHERING Director General, NSB MEMBER	SINGYE WANGMO Program Director, ICS, MoAF MEMBER	DOMA TSHERING Director, Multilateral Dpt., MoFA MEMBER	CHENCHO DORJI Director General, BICMA MEMBER SECRETARY

DIRECTOR GENERAL OF THE AUTHORITY

The Director General functions as the Member Secretary of the Authority and the Chief Executive Officer with powers of general superintendence and direction

in the conduct of affairs of the Authority. He is responsible for discharge of powers and functions of the Authority as assigned under the provision of the Act.

CHANGE IN MANAGEMENT

Mr. Chencho Dorji, erstwhile Director General of the Department of Youth and Sports (DYS) took over as Director General of the Authority on 17th August, 2015 after the former Director, Mr. Sonam Phuntsho was transferred to Bhutan Standards Bureau (BSB).

ORGANOGRAM

The Authority has three core regulatory divisions namely Radiocom and TV; Telecom; and Media. To take up other functional roles, the Authority has also a legal, Administration and Finance unit. The Authority has 32 staff spread over the three core divisions and the legal, administrative and finance unit.



Figure 1.1: Organogram of the Authority

STAFF

The total staff strength of the Authority as of December 2015 is 32 in the ration of 17 male and 15 female staffs. The division-wise staff strength is as given in figure1.2.

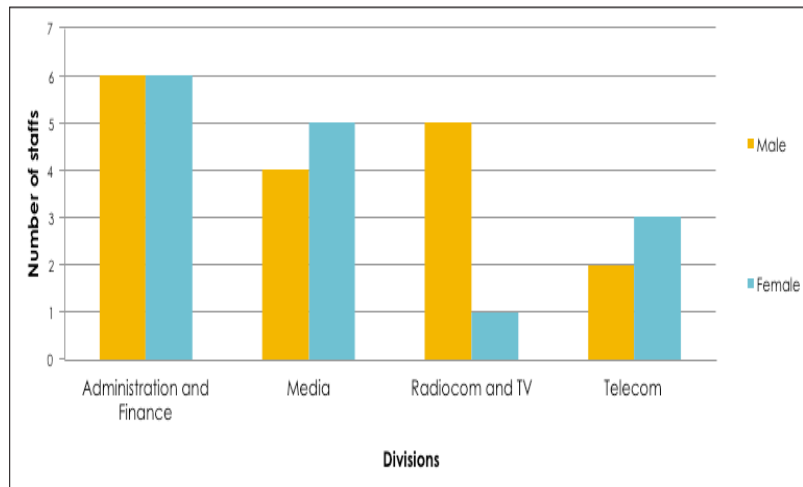


Figure 1.2: Division-wise staff profile

CHAPTER 2: ICT AND MEDIA SECTOR PROFILE

A. ICT SECTOR PROFILE

Communications Mobile Cellular and Fixed line) Services

In the last few years, Bhutan's Information and Communication Technology (ICT) sector has seen a significant growth driven by the mobile sector.

Over the years, Bhutan saw a significant growth of the mobile cellular services. The number of mobile users has almost caught up with the total population of the country as shown in the figure below:

By the end of 2015, Bhutan Telecom had a total of 486,228 mobile subscribers while

Tashi Cell had 190,220. The penetration rate of mobile cellular service has increased from 0 percent in 2003 to 87 percent by end of 2015.

However, the growth of fixed-line service was on decline starting from 2007 onwards. The highest ever recorded was in 2005 with a total subscriber of 33,000. As of 2015 there were only 21,811 fixed-line users and most of the users were either government, state-owned corporations or private offices as well as private business enterprises.

Figure 2.1: Total population and mobile subscribers

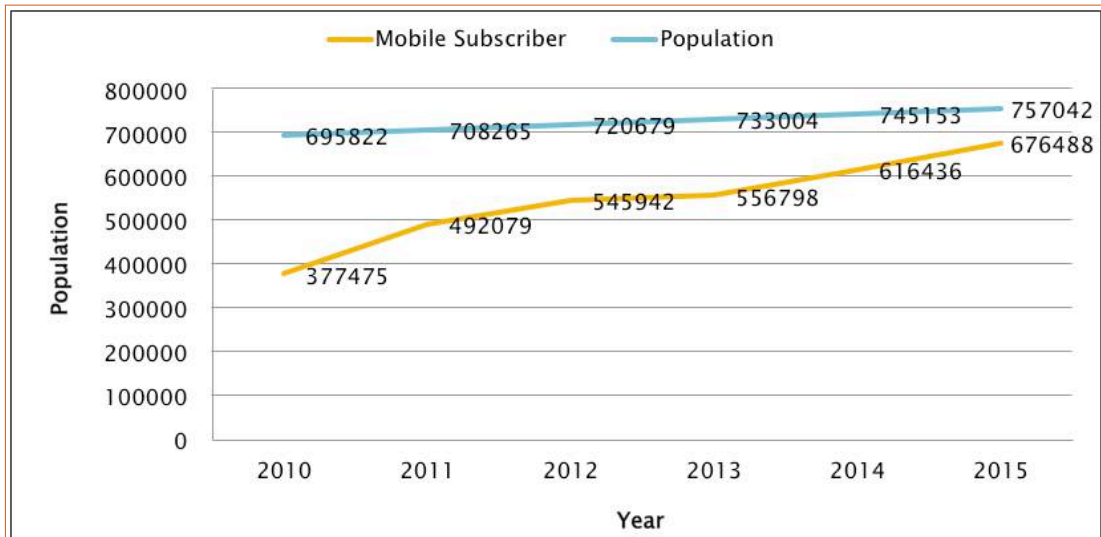


Figure 2.2: Subscriber trend for mobile phones

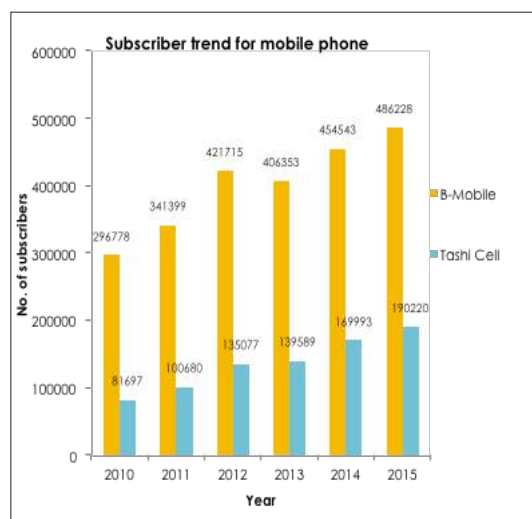
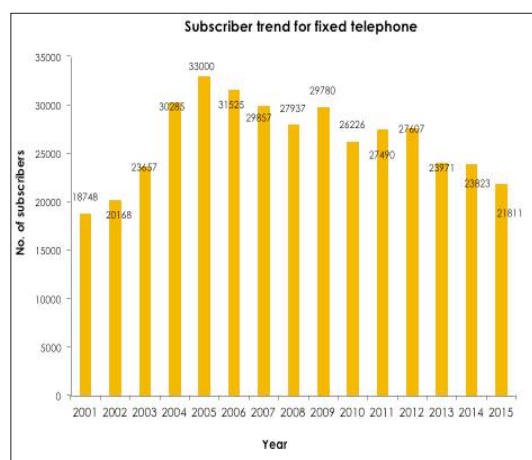


Figure 2.3: subscriber trend for fixed telephone



Internet Services

With the launch of mobile broadband services like 3G by the Bhutan Telecom Ltd in 2008 and Tashi InfoComm Ltd in 2013, an enormous growth of subscriber-base for internet services have been observed. The Internet penetration has increased from less than 1 percent in 2008 to about 62 percent by the end of 2015.

The growth of internet users is mainly driven by wireless (3 G) technology. Currently, 94.3 percent of the internet users are on 3 G network. Only 5.7 percent access internet using fixed network (either through leased-line or ADSL network).

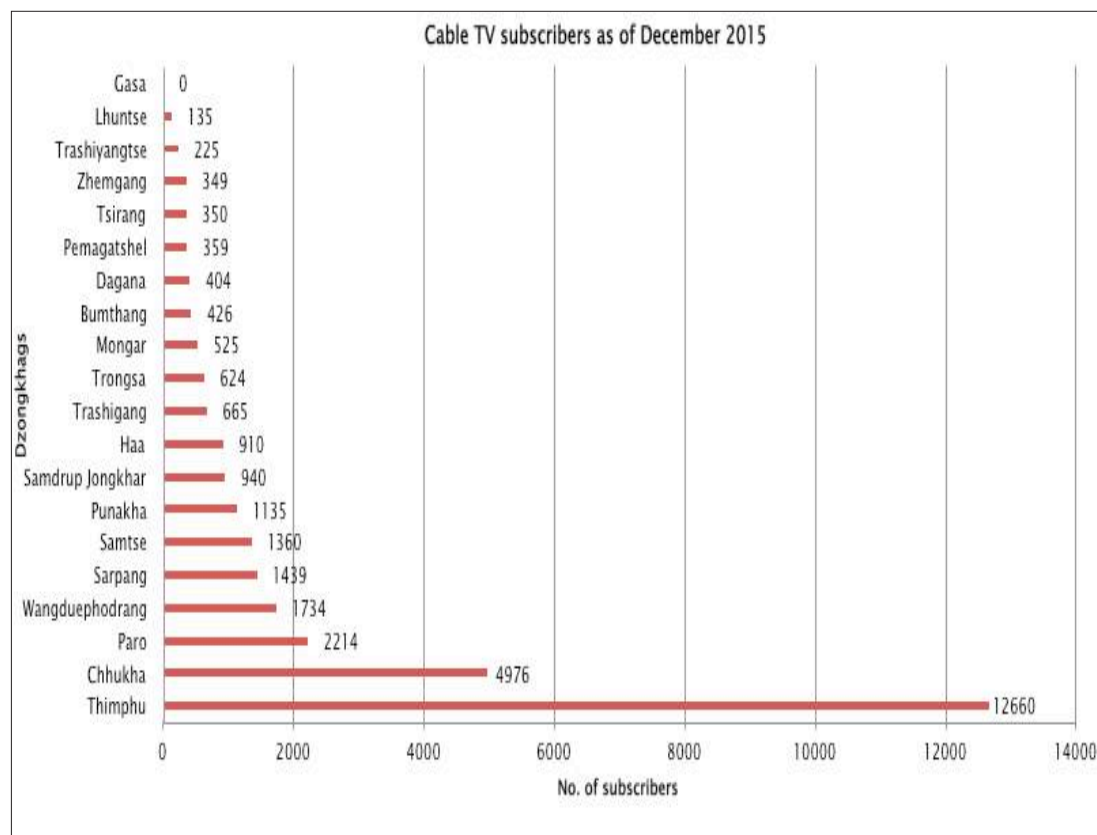
Table 2.1: No. of internet subscribers

Year	Internet Subscriber
2008	5726
2009	6038
2010	62390
2011	139566
2012	162807
2013	218576
2014	236681
2015	482068

Bhutan Telecom has 78 percent of the 3G market share when compared to Tashi InfoComm Ltd. with 22 percent. Tashi InfoComm Ltd. launched its 3G services only towards the end of 2013. Bhutan Telecom Ltd. also launched 4G internet services in 2013 in Thimphu and has around 500 users. Tashi InfoComm Ltd will soon launch its 4G services sometimes in the beginning of 2016.

Cable Television

As on December 2015, Gasa is the only Dzongkhag without any commercial cable television service. In 2015, two cable operators were licensed to establish cable television network in Pema Gatshel Dzongkhag.

Figure 2.4: No. of subscribers for Cable Television

B. MEDIA SECTOR PROFILE

Broadcast

By the end of 2015, there were 6 radio and one Television broadcasters. Besides, the national broadcaster (BBS) and Kuzoo FM which carries news and current affairs, the remaining radio stations are purely entertainment broadcasters and based in Thimphu only. BBS and Kuzoo are available throughout the country.

Table 2.2: Radio and TV Broadcasters

Sl. No	Type of broadcast	Name of the broadcaster	Coverage
1	Television	Bhutan Broadcasting Service	Nation wide
2	FM radio	BBS Kuzoo FM	Nation wide
3		Radio Valley Centennial Radio Yiga	Thimphu valley

The Authority has issued two ‘In-principle approval’ for establishment of community radio under PemaGatshel and Samtse Dzongkhags and is currently reviewing

the proposals for setting up community radio stations under Trongsa Dzongkhag.

In-principle approval was also accorded to College of Science and Technology (CST) at Phuentsholing for the establishment of Campus Radio Station.

Print

By the end of 2015, there were 10 newspapers with different periodicity of publication. Kuensel is the only paper which publishes its issue daily.

The Dzongkhag wise circulation reach as of 2014 of each newspaper is as given in table 2.4. This information is based on the annual statement submitted by the

individual newspapers as required by Rules Governing Printing Presses, Books and Newspapers.

Table 2.3: Newspapers

Sl. No	Name of Newspaper	Periodicity of publication
	Kuensel	Daily
	Bhutan Today	Bi-weekly
	Druk Neytshuel	Weekly
	Business Bhutan	Weekly
	Bhutan Times	Weekly
	Druk Melong	Weekly
	The Bhutanese	Weekly
	GyalChi Sarchog	Weekly
	Druk yoedzer	Weekly
	The Journalist	Weekly

Table 2.4: Details of Dzongkhag-wise circulation figure (excluding e-subscription)

Sl no.	Dzongkhag	Business Bhutan	Bhutan Today	Kuensel	Druk Neytshuel	Bhutan Times	The Journalist	The Bhutanese	Druk Yoedzer	Druk Melong	Gyalchi Sarchog
1	Bumthang	239	1784	10742	240	594	840	520	1900	0	480
2	Chukha	364	10212	103947	120	4184	7200	1300	1150	480	2640
3	Dagana	231	1411	0	0	167	360	0	654	180	0
4	Gasa	287	0	0	0	0	0	0	543	0	0
5	Haa	398	1328	31717	0	521	720	520	475	180	140
6	Lhuntse	558	883	18815	240	0	600	0	2025	0	140
7	Mongar	635	1728	74075	240	492	3000	520	3596	180	1200
8	Paro	8643	13848	189533	120	5801	3000	2600	2636	240	1680
9	P/Gatsel	305	439	36060	240	756	960	0	1596	0	140
10	Punakha	0	894	51225	0	507	720	0	4154	180	720
11	S/Jongkhar	0	4064	57416	0	414	3000	0	848	0	0
12	Samtse	321	2634	54273	120	507	960	520	499	180	480
13	Sarpang	0	3204	89392	0	508	1800	520	384	0	140
14	Thimphu	18992	77912	864893	2448	17543	27000	9747	15156	5400	2160
15	Trashigang	878	7744	75220	480	660	1440	520	878	120	1200
16	T/Yangtse	0	3951	27825	480	635	720	1040	1288	120	1440
17	Trongsa	424	1808	22688	360	510	600	780	1813	180	480
18	Tsirang	170	2225	15475	120	292	720	520	288	0	140
19	Wangdue	688	3943	53661	0	445	840	520	2111	180	140
20	Zhemgang	0	888	17558	0	212	600	260	1122	360	140
	Total	33,133	140,864	1,794,245	5208	34,748	53,760	19,887	43,116	7980	13,460

Places of Entertainment

As of December 2015 there were 373 places of entertainment licensed by the Authority. The places of entertainment include Discotheques, Drayangs, Karaoke, Live music, Snooker, Video game, and outdoor gaming.

Thimphu has the highest number of licensed places of entertainment. The details on such licenses issued in 2015 are included in annexure III.

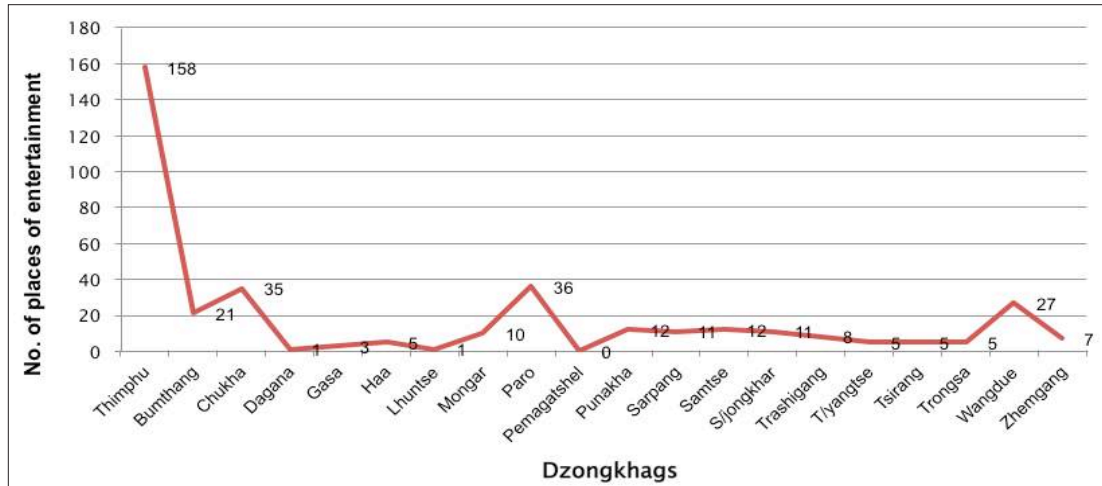


Figure 2.5: No. of places of entertainment by Dzongkhag

Besides places of entertainment, the Authority is also mandated to issue permits for entertainment programmes including television reality shows. In 2015, the Authority issued permit to host a singing competition show titled “Drukgi Drinchen Amai Sungkye”.

Films

The Authority is responsible for issuing filming permit to both national and international film makers to shoot films within Bhutan and also review films to categorize them for public viewing. To facilitate the film review, the Authority

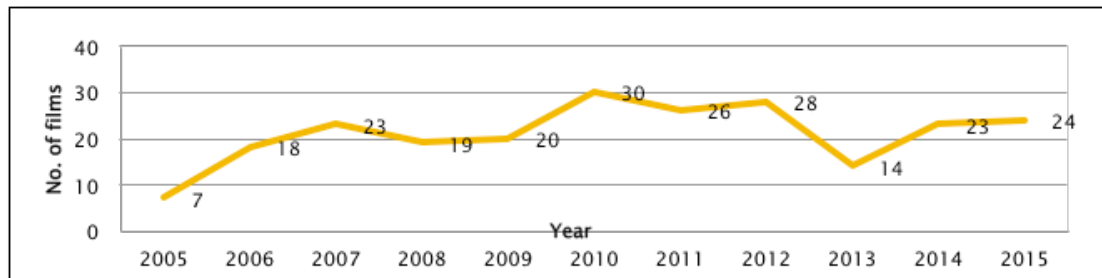


Figure 2.6: No. of national films certified by the Authority

has established an independent film review board from relevant agencies who are appointed for a period of three years. The list of Film review Board members for 2015 is given in Annexure V.

In 2015, a total of 24 national films have been reviewed and certified for public exhibition by the Authority. Besides national films, the authority has also issued 20 international

documentary filming permits. The number of Bhutanese films produced annually from 2005 to 2015 is as given in figure 2.6.

Licenses issued in 2015

Table 2.5 shows the number of licenses and permits issued during 2015. It also contains the list of books registered with the Authority during the year. The details are given in annexure III and IV.

Table 2.5: Licenses issued in 2015

Sl.No.	Type of License/permits/registrations/certificates	No. of License/permit/registrations/certificates
1	ISP License	2
2	Apparatus License	42
3	ICT Dealer Certificate	1
4	Book Publishing House License	3
5	Individual Publishing License	23
6	Printing License	2
7	Local Books registered	54
8	National Films	24
9	International Films	20
10	Drayang	2
11	Discotheque	1
12	Karaoke/Live Music	25
13	Performing Troupe	3
14	Video Game	15
15	Reality Show	1
16	Snooker	50

CHAPTER 3: REFLECTION OF ACTIVITIES

A. RULES

For effective implementation of the Act, the Authority developed the following Rules/Band Plan after completing the due process as required by the Act. These documents were made public by posting on our websites followed by thorough consultation with all relevant stakeholders. The valuable inputs from the stakeholders were incorporated before finalizing the documents and submission to the Authority Members for approval.

700MHz Frequency Band Plan

In order to ensure fair and transparent allocation and assignment of the 700MHz Frequency band to the mobile operators for deployment of wireless broadband services such as 4G service, the Authority prepared the Band Plan and floated for public consultation. The public consultations were held to seek feed-back /comments from the Ministry, Telecoms, Internet Service Providers and broadcasters. Based on the out-come of the consultation, the Authority adopted the band plan on 5th November, 2015.

ICT Certificate and Type Approval Rules

In accordance with Section 68 of the Bhutan Information, Communications and Media Act, 2006, the Authority developed the ICT Certification and Type Approval Rules. The Rules comprise of

two elements; ICT Certification (for local distributors) and Type Approval (Foreign parties who intend to sell their product in Bhutan). The objectives of these Rules are to:

- Ensure that the ICT apparatus are interoperable and can be interconnected with any communications networks;
- Ensure that the ICT apparatus do not cause any damage to the public telecommunications network and public health;
- Ensure that the ICT apparatus do not generate electromagnetic disturbance exceeding the prescribed internationally accepted level;
- Promote and assure the quality of ICT equipments ;
- Define processes for the Type Approval of communications equipment; and
- Identify applicable technical standards, including those promulgated by International standard organization and Regional standards organization.

Rules on Infrastructure sharing

In order to encourage and promote sharing of infrastructure between different ICT service providers to maximize the use of existing resources

and reduce infrastructure duplication and cost, the Authority developed the Rules on ICT Infrastructure Sharing. This rule highlights the appropriate regulatory framework that would facilitate infrastructure sharing including sharing methodology, the costing and dispute resolution.

B. PROJECTS AND PROGRAMMES

School ICTization Programme

To commemorate the 60th Birth Anniversary of His Majesty the Fourth Druk Gyalpo, the Royal Government directed the Authority to connect 50 schools with internet by 1st November 2015. The Authority accomplished the programme through the use of Universal Service Fund (USF). A sum of Nu. 5,321,211 was spent from USF to connect the schools. The lists of Schools to be connected were provided by the Department of School Education, Ministry of Education. The ICTization of school programme was awarded through open competitive bidding.

The ICTization programme was targeted to connect schools with 1 Mbps leased-line Internet connectivity, establish the Local Area Network (LAN) for those schools without one and to provide wireless Internet access to staff room and office of each school.

Rural Communication Programme IV

In continuation of the Royal Government's universal connectivity programme, the Authority planned, developed and awarded the fourth phase of the rural communications for implementation to two licensed service providers (Bhutan Telecom Ltd and Tashi InfoComm Ltd) on 16 Sept. 2015 which is scheduled for completion by end of March 2017.

This programme was implemented in accordance with the directive of the Royal Government authorizing the Authority to connect only those un-connected villages which are not covered in the earlier phases through the use of the Universal Service Fund (USF).

The Authority identified 63 un-connected villages under 21 Gewogs in 11 Dzongkhag for the fourth phase, based on the information obtained from the respective Dzongkhag Administration and crossed verified with two licensed service providers.

The programme was awarded for implementation to two licensed service providers based on the bid for minimum subsidy required for connecting the identified villages. Out of 63 villages, 31 villages were awarded to Bhutan Telecom Limited and the remaining 32 villages to Tashi InfoComm Limited.

The total cost of implementing the fourth phase of the rural communication

programme is Nu. 328.7 Million, out of which a sum of Nu. 244.6 Million will be spend from the USF to provide subsidy to the two licensed service providers for this programme.

Up Gradation of Online licensing System and Design and Development of Website

For providing effective and efficient public service, the Authority has developed an online licensing system. However, while implementing the system, numerous shortcomings and problems were identified. Therefore, to improve and enhance the system, the Authority carried out the up-gradation of the system to make it more simple and user-friendly, including re-designing of its official website.

To carry out this task, the Authority sought technical assistance from the consulting firm through Quality and Cost Based Selection procedure. The task was completed and is on trial-run.

C. STUDIES

Assessment of Radio Spectrum Management System

With the rapidly changing radio spectrum market trend and technology innovation, there is a need for a regulator to assess the current spectrum management techniques. In order to align itself with the international best practices of spectrum management, the Authority carried

out a study on its current spectrum management system.

For this study, the Authority with technical support from the International Telecommunications Union (ITU) carried out the review and assessment. The study involved reviewing the existing Acts, Rules, Guidelines and Standards, and consultation with the relevant stakeholders including the Ministry of Information and Communications, Broadcasters, Telecoms, Internet Service Providers and some of the beneficiaries of the radio frequency spectrum.

This study came out with a comprehensive report outlining the current drawbacks in the spectrum management systems and significant recommendations that would assist the Authority to align with the international best practices.

Cable Television Survey

Since we require a national baseline on the subscription of cable TV service in the country, which is also used to calculate the annual renewal fee of the licensed Cable Television (CATV) operators, the Authority conducted customer survey in four selected areas ; Phuntsholing, Chukha, Gedu and Haa.

Besides the subscribers' figure verification, the survey also collected information on the customers' satisfaction, including their views and feedback on the quality of CATV service. Such information would

help the Authority in making informed decision to improve the quality of services. The out-come of the survey shows the difference in the number of subscribers as shown in the table below:

Place	Name of the Cable Services	No. of cable subscribers	
		Previous (Before Survey)	Present (After Survey)
Gedu	Kharung Cable Service	543	845
Chukha	Karma Cable Service	900	1308
P/ling	Tshela cable Service	1800	1913
	M/s Cable Sat Club	1476	1519
Haa	Lekey cable Service	380	900

Table 3.1: Cable TV Subscribers

Development of e-services

For the past few years, the Authority has received numerous inquiry on the licensing process for e-services. However lack of clarity in the Act and in the absence of clear government directive and policy, the Authority was not in a position to make any decision on e-services.

In order to understand and study the details on the e-services market including regulations and licensing process from an independent prospect, the Authority recruited a local consultant to carry out this assignment.

Future telecommunications regulatory reforms

With the emergence of new technologies and service, the Authority felt the need to assess the Future Regulatory reforms in the Information, Communication and Media sector. Therefore, an independent consultant was recruited to conduct the assessment. The assessment study is to provide evidence based assessment of the existing Regulatory regime, identify the Gaps and recommend future regulatory reforms.

The consultant was selected through Quality and Cost Based Selection procedure. The inception report is expected to be submitted by the consultant in January 2016.

Collaborative regulation

For effective and efficient functioning, the Authority faces immense challenges particularly in the field of enforcement and monitoring of the licensed service providers due to its lack of presence throughout the country and inadequate resources including human capacity. The Authority is Thimphu-based and the licensees are scattered across the country.

Although the current weakness of the Authority could be solved by recruiting more manpower and opening regional offices in the country, however such steps would not be viable as it would incur huge financial burden to the government. Therefore, the Authority plans to focus on effectiveness and cost cutting measures

through alternative approach by adopting collaborative regulation with the involvement of relevant organizations.

For this purpose, a paper on “Collaborative regulation” has already been drafted and once the paper is finalized, the Authority plans to discuss this strategy with all relevant stakeholders and initiate necessary action for implementation.

Quality of Service Experience (QoSE) regulation

The quality of service of the ICT services; mobile, internet (data) and cable television (channels) is frequently discussed in the social media. Many of the customers had expressed their dissatisfaction on the poor quality of services.

In order to understand the issues pertaining to poor quality of service and take necessary regulatory recourse for improving the quality of services of the respective service providers, the Authority carried out a survey on the quality of service experience (QoSE) of customers in Thimphu Dzongkhag .

The questionnaire for this survey was prepared with the assistance from the officials of National Statistic Bureau (NSB) and the survey was carried out with the help of six interns from College of Science and Technology, and Gaedu College of Business Studies. Currently, the data of the survey is being processed and once it is completed, the analysis of the data will be carried out. Based on the analysis, a report will be generated and shared with general public. The report is expected to be completed by February 2016.

D. MONITORING AND ENFORCEMENT

Compliance monitoring

In order to ensure compliance with the Act and Rules including license terms and conditions by the licensees, the Authority carried out inspections and any non compliance were dealt with appropriate actions. The various courses of actions including levying of penalty and suspension of licenses are given in the table 3.2 below.

Table 3.2: Actions taken for non-compliance

Type of license	Nature of non-compliance	Number of licensee	Action taken
Snooker	Late renewal of license	5	Penalty imposed based on number of days for late renewal
Karaoke/Live Music	Late renewal of license	1	Penalty imposed based on number of days for late renewal
Drayang	Violation of licensing terms and conditions	16	Penalty imposed
Video Game	Late renewal of license	3	Penalty imposed

Newspaper	Late Renewal of license	2	Penalty charged and license suspended
	Noncompliance of terms and conditions and procedural lapses	2	Sought written explanation and supplementary terms and conditions signed
	Ownership change without knowledge and approval of the Authority, Noncompliance of terms and conditions and procedural lapses and late Renewal of license	1	License suspended, Sought written explanation and supplementary terms and conditions signed and penalty charged
	Adverse reporting and publication of sensitive content and errors in reporting, Noncompliance of terms and conditions and procedural lapses, late Renewal of license Missed publication, editorial judgements, and other breaches of supplementary Terms and conditions	1	Explanation sought and final cautionary notice served on adverse publication including sourcing of stories from anonymous and controversial websites. A new Editor was asked to be appointed. Sought written explanation and supplementary terms and conditions signed along with newspaper terms and conditions. Suspended the license

Verification of book registration

In an exercise to verify that the book stores comply with the “Rules Governing Printing Presses, Books and newspapers”, the Authority conducted surprise monitoring exercise of book stores in Thimphu, Gelephu and Phuntsholing. During the exercise it was found that most of the international books available for sale were not registered with the Authority and also the registered books did not carry BICMA registration number.

It was also found that the main reason for non-compliance was because of high cost for registration and having to deposit 3 copies of books with the Authority. Based on these findings, the Authority is revising the rule to facilitate bookstores to register new books with the Authority.

Illegal antennas

The Authority received many reports along with the pictures of illegal antennas being installed at Phuentsholing Thromde. These antennas were installed for receiving internet services from across the neighbouring Indian town. Based on the information obtained, the Authority in collaboration with officials from Phuentsholing Thromde and Royal Bhutan Police carried out a surprise inspection and seized 14 numbers of illegal antennas in November 2015.

After seizing the antennas, a formal list of seized items was prepared and shared with Royal Bhutan Police (Phuentsholing) and Phuentsholing Thromde for their reference. A cautionary notice was also served to the owners of the illegal equipments.

A general notification was issued to educate and request the general public to refrain from installing illegal antennas in both print and television in December 2015. As a follow-up, the Authority plans to carry out follow up surprise inspection.

E. CONSULTATION

In order to create awareness and educate the general public on the legitimacy of the Indian Direct-to-Home (DTH) television service, the Authority carried out the following consultation.

DTH consultation meeting and advocacy

Despite the availability of the Cable Television (CATV) services, there have been rampant increases in the use of Indian Direct-to-Home (DTH) dish. In order to curb this, the Authority carried out an awareness programme to educate the public to refrain from using DTH. The Authority met with the local government to share the responsibility in curbing the use of DTH in the areas.

Consultation on draft Rules

The Authority conducted consultations with relevant stakeholders on all draft Rules before such Rules were finalized for submission to the Authority Members for approval.

F. OTHER ACTIVITIES

Besides usual and professional functions, the Authority also resolved the pending issue on land case of the Authority.

Office land case

The Authority attended court hearings on its office land case where one of the adjoining land owners claimed easement right over the boundary of the Authority's plot. The court proceedings have been completed and the Authority is awaiting the judgment.

Construction of Caretaker Shelter in Tsirang Radio Monitoring Station

The Authority constructed a separate caretaker shelter at its Radio Monitoring Station in Tsirang since the caretaker had to stay in the main building which caused inconvenience to caretaker and his family and also to the officers visiting the station to monitor frequency.

CHAPTER 4: REVENUE OF THE AUTHORITY

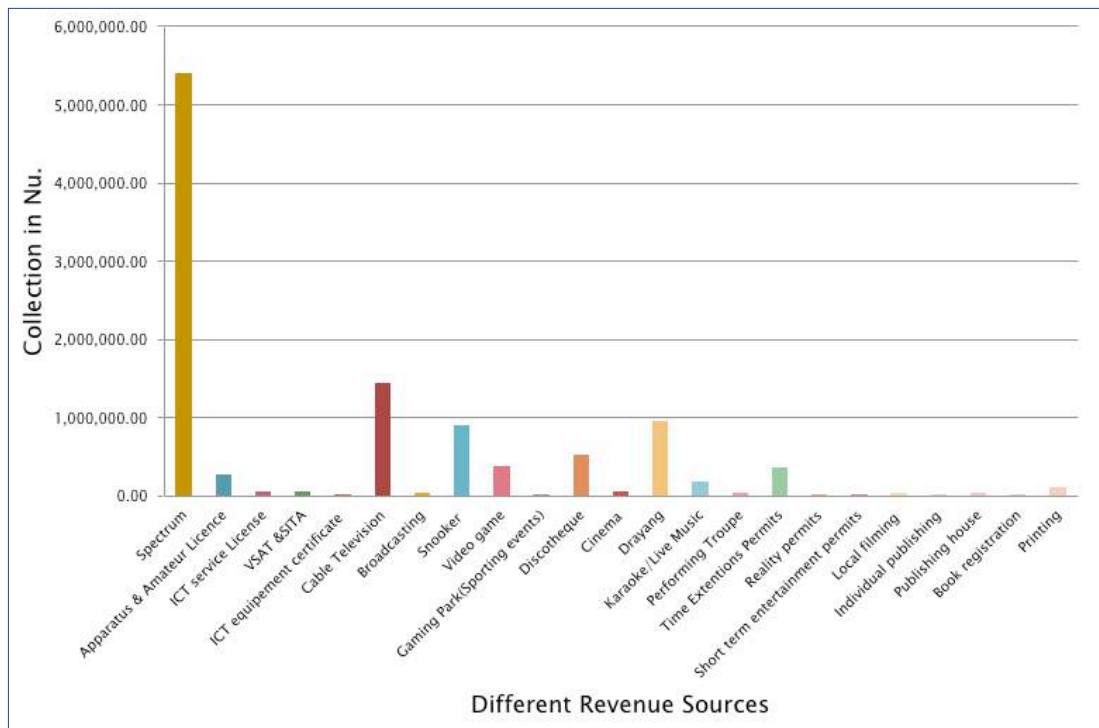
REVENUE AND CASH DEPOSIT ACCOUNTS

The Authority has a Current Deposit (CD) account and Royal Government Revenue (RGR) account. The CD account is used for depositing collections from Universal Service Fund (USF) and Media Development Fund (MDF). While USF collections come from ICT service and Facility Licenses, the MDF collections are

from national and international filming permit fees, and national and ad-hoc journalist accreditation.

Other collections are deposited in the RGR account. Estimated share of revenue collection from different sources during the Financial Year 2014-15 is as shown in figure 4.1 below:

Figure 4.1: Revenue from different sources for Financial Year 2014-2015



The collections and deposit for the CD account is as shown in table 4.1 below:

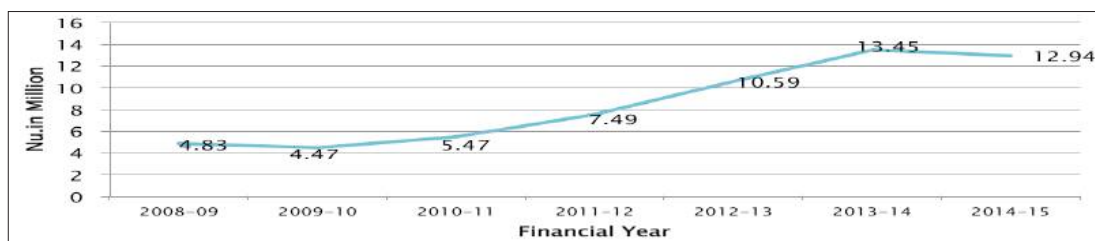
Table 4.1: Statement of collections and deposit for CD account for FY (2014-2015)

Revenue Heads	Category of Collections	Opening Balance (Nu)	Collections (Nu.)	Payments (Nu.)	Balance (Nu.)	Remarks
MDF	National Film Permit Fee	26,446,875.8	5,727,000.71	2,773,204.00	29,400,672.51	Payments for Security refund and sitting fees for Authority Members
	National Journalist Accreditation Fee					
	International Film Permit Fee					
	Ad-hoc Journalist Accreditation Fee					
USF	ICT Service/ Facility License	206,226,321.00	87,412,500.00	Payment amounting to Nu. 127,863,018.00 will be made in the Financial Year 2015-16 for implementation of 4 th Phase Rural Communication Programme and ICTization of Schools.	293,638,821.00	Licence Fees from Bhutan Telecom Ltd. & Tashi InfoComm Ltd.
TOTAL OF USF & MDF		232673196.80	93139500.71	2773204.00	323039493.51	

Revenue Trend

Figure 4.2 illustrates the revenue trend of the Authority for the past seven years. In the initial years of the establishment of Authority, there is a slight drop in

revenue which may be because of less entertainment, media and ICT licensees. With the growth in ICT and Media Sectors in the country, the past few years saw consistent increase in the revenue.

Figure 4.2: Revenue trend for different financial years

CHAPTER 5: WAY FORWARD

The Authority needs to keep itself abreast with new technological developments to adapt its regulatory framework to the needs of the changing times as regulatory compliance is not just about defence. It is an opportunity to consistently strengthen the organisation through strategic, proactive measures to institute best practices. Towards further streamlining the regulatory framework as well as the quality of services, the Authority will focus on the following activities in 2016.

A. STRENGTHENING REGULATORY FRAMEWORK

- The Authority will focus its effort to strengthen Regulatory Frameworks and will accord priority in developing new rules & guidelines and in reviewing and amending the existing rules to make them relevant and implementable to foster growth as well as to enhance competition.
- Conduct researches and studies on relevant topics regularly to enable the Authority to make informed decisions. Two topics projected for research are on the rural communication projects to see if these projects have fulfilled the intended objectives. The socio-economic impact and benefits of

these projects shall also be studied to help guide the Authority in moving forward with the connectivity projects to enable rural residents harness maximum benefits. The other study will be to review the existing quality of internet, mobile and cable television.

Such studies would enable the Authority to learn important lessons from the ground realities to make amendments, improve the system and make appropriate regulatory and policy interventions in the sector.

B. MONITORING & COMPLIANCE

- The Authority shall coordinate with relevant agencies and institute systems to take up monitoring more seriously to ensure compliance and prevent illegal service providers in the sector.
- In order to effectively manage spectrum, the Authority plans to fully equip the fixed monitoring station in Tsirang and purchase a mobile monitoring vehicle to carry out frequency monitoring on a regular basis.

C. PROFESSIONAL & INSTITUTIONAL DEVELOPMENT

- The Authority shall continue to keep abreast with latest technological and regulatory developments in the world by taking part in relevant regional and global meetings, seminars, workshops and trainings.
- Continue to improve its service provisioning by improving licensing processes and overall system of dealing with clients. The Turnaround Time (TAT) for service provisioning shall be reduced to a minimum to foster faster service. Clients shall be encouraged to use Online Licensing system through advocacy and education.

ANNEXURE

ANNEXURE I: FILMS

NATIONAL/ INTERNATIONAL FILMS	NAME OF THE FILM	PRODUCTION COMPANY
NATIONAL FILMS	Kuenden Lhatshok	Today Multi Media Service
	Thimphu	Rabbit in the twilight productions
	Singye and Gawa	Mediamax Films
	Sang Magewai Sem	Lhawang Yugyel Pictures
	Gasa Lamai Singye and Changyuel Bumo Galem	Yangdrak Production
	Gelongma Pema	Mila Communications
	Samsara-A Bhutanes Tale	Thuktro Productions
	Sheychangma	Lhawang Yugyel Pictures
	Kay Chi Gi Dey Wa-SMS	AK Films
	Tshowai Gyelpo	Druk Norbu Drayang Production
	Lhakhang-The Temple	Happy Himalayan Pictures
	Wai Lama Kencho	Future Films
	Sampai Mitsey-The Dream	Thinley Yoezer Audio Visual
	Lu Chig Tang	Tsong Tsong Ma Production
	Ga Tey Yoeh	Thinley Dargay Production
	Sertobb	Pejam Rigsel Pictures
	Sem Dhi Mo-My Love in Sikkim	Pema Production
	Dhoenyoe Dhendup	Norling Drayang
	Serge Lungten	Karma Yoebar Entertainment
	Nazhoen-The Youth of Tomorrow	Dhenphel Pictures
	Day Ten at Paro Dzongkhag	Peace Finder Production
	Sangwaa	Ghatshel Pictures
Lam Khabjay-Cross Road	Star Creations and Wisdom Pictures	
Raywa	Atsara Entertainment	

INTERNATIONAL TV DOCUMENTARY	Bhutan Travel	Salih TV
	Winds of Change	Creative Warehouse
	Walking the Himalayas	October Film Production
	CNN Wonderlist	CNN America
	Dining with the chef	NHK
	Japanese women around the world	NHK
	Maryada Purushottam Siya Ke Ram	Triangle Film Company
	GNH (tentative)	Freelance
	City Times Traveler Season 2	Xtreme Media Pte Limited
	Tour of the Dragon	Alternative Escapes
	Ambassador	Bio Illusions
	Make my trip travel bubble	Make My Trip
	Women at the end of the world	TVN S.A
	Taking heads video clip	Weltmuseum Wien
	Aim! Olympian of 2020	NHK
	A thousand and one nights	Dubai Film production LLC
	Where the wind blows	Hem + Spire
	ZDF- German Television	ZDF Geman Television
	Asia Insight	Ortus Japan
	The Nomad	Nomad Media co., Ltd

ANNEXURE II: ENTERTAINMENT LICENSES

TYPE OF ENTERTAINMENT	NAME	LOCATION
DRAYANG	Gisel Drayang	Basement of Dotila building Gelephu town
	Tshering Trophel Drayang	Pelri lam, Near Tshenden Hotel, Plot no. S2, Gelephu Throm
DISCOTHEQUE	Thrabsa	Chamkhar town, Bumthang
KARAOKE/LIVE MUSIC	Dho-Khab-Len (Magnet) Karaoke	Khuruthang town, Plot no. ML-17, Punakha
	Tshering Lhamo Boutique	1st floor of Dendup Passanf building, Trongsa town
	Druk Star Karaoke	Norzin lam, near 8 eleven, plot no. MIG-5A, Thimphu town
	Puenzhi Karaoke	Sonam Wangdi Building, Plot no. VL-08, Tashi Yangtse town
	SD karaoke	Basement of Kunzang Tshering's building, Gedu Zero, Chukha
	Samphel Karaoke	Basement of Late Kado's building, Norzin Lam, Thimphu
	Yoe-Bar Karaoke	4th floor of Sonam Choden building, Norkhil lam, Phuentsholing town
	Haven Inn Karaoke	Deeklingkha building, PWD colony, Plot no. 148, P/ling town
	Ree-Rab Karaoke	Pelrithang, Sarpang
	Escape Live Music	Norzin Lam, Ata Khangzang, Thimphu
	Jigda Karaoke	2nd floor tshewang Dorji building, olakha, Thimphu
	Tshangsay Ma (Karaoke)	1st Floor of Dechen Tshering building, Plot no. 1(18)A, Changlam, Thimphu town
	Ugyen Tshomo Karaoke	Mongar town
	Jimmys Karaoke	Ground floor of Sonam Dorji building, Plot no. 33, Daga Thro, Dagana
	Metho Pema (Karaoke)	opposite to clock tower, Plot no. 11(13)&11(13)A, Karma Jamtsho Dorji building, Thimphu town
	Bleu-Heem Karaoke	KDP complex, Yarkey building (Aum Karma building) Phuentsholing, Chukha
	Trotten Karaoke	S/jongkhar, Plot no. A-3/A-U, Ground floor, Samdrupjongkhar town
	Spark Karaoke (Mizey Karaoke)	Plot no. B1 R1 (A), opposite to Changlam Plaza, Thimphu town
	So-Yala Karaoke	Samdrup Gatschel, Dewathang, s/jongkhar
	Zomsho Karaoke	Chamkhar town, Bumthang
Sher-Wang Karaoke	Haa town	
Lhachap Entertainment Pub	Gelephu throm, Sarpang	
Zomba Karaoke	opposite to zangtopelri, basement of DC complexes, P/ling	
Losel's Pub	Lingmethacng Throm, Mongar	
Charo Zomsa Karaoke	Lower market, Main town, S/jongkhar	

PERFORMING TROUPE	Lha-yeeg Lugar Performing Arts	YDF, Simply Bhutan, Thimphu town
	Khaju Luyang	Changzamtog, Thimphu town
	Yangchen Lugar	Kichu, Paro
VIDEO GAME PARLOUR	Jigme Play Station	Dechencholing, Dhangreyna, Thimphu
	U.D playstation	Taba, Thimphu
	Norgyen Game Station	Thimphu
	Kids Zone	Phuentsholing
	Shekharman Playstation	Wangduephodrang
	Jigdrel's Ps4 Playstation	Wangduephodrang
	Yoesel Playstation	Changzamtog, Thimphu
	Phuntsho Playstation	Mongar Town
	Dharma Zone	Norling Building, Changangkha, Thimphu
	Dee Wang Game Parlor	Mitishina, Lobesa, Punakha
	Lopchan Game Parlor	Damphu Town, Tsirang
	Play Center	Opposite to Changlam Plaza, Thimphu
	Dhejong Khorlo Game Parlor	Changjij, Trowa Theatre, Changzamtog, Thimphu
	PS3 Game Parlor	Bondey, paro
	Kaycee Game Parlor	Changzamtog, Thimphu
SNOOKER	Kelden Snooker, KAB33531	Semtokha Lap, Thimphu
	TAAG Snooker	Tingtibi town, Trashigang
	Trashigang Snooker	Upper market, Trashigang
	M.G Snooker	Thimphu Plaza
	Bijay Snooker	Central Plaza
	D.WANGchuk Snooker	Wangduephodrang
	Ray-Yang Snooker	Damphu Town, tsirang
	KC Snooker	Damphu Town, Tsirang
	Chugyal Snooker	Changjalu, Thimphu
	Lekzin Snooker	Lapchakha, Gedu
	Om Snooker	Paro Town, Paro
	Nyurlam Snooker	Lower market, Trashigang
	Frenz Play Zone	Bajo Town, Wangdue
	Rabsel Snooker	Tsimalakha Town, Chukha
	K.Cee Snooker	Chenari, Dewathang
	Sonam Snooker	Opp to Changlam Plaza, Thimphu
	Pema Lhaden Snooker	Behind ECB Office, Olakha, Thimphu
	Star Snooker	near truck parking, Phunsum Lam, Gelephu
	Tashi Square Snooker	Tingtibi, Zhemgang
	Gaki Yangkhil Snooker	Bajo Town, Wangduephodrang
	Selden Yargay Snooker	Gua Bari, near AWP gate, Samtse
	Zambhala Top Snooker	Guruda Shopping Complex, P/ling
	Rigden Snooker	Phodong, Wangdichholing, Bumthanag
	Jutsuen Snooker	Pasakha, Chukha
	Kelzom Snooker	Babesa, Thimphu

SNOOKER	Chime Snooker	Chamkhar, Bumthang
	Jampel Snooker	Changzamtog, Thimphu
	Phuntsho Snooker	Bondey, Paro
	Phuentshog Lhuendrup Snooker	Changzamtog, Thimphu
	Yangter Kunzang Snooker	Changzamtog, Thimphu
	Tshering Snooker	Lobesa, Punakha
	S&S Snooker	Gasa Town
	Kezang Sonam Wangmo Snooker	Trashiyangtse Town, Trashiyangtse

ANNEXURE III: ICT AND MEDIA LICENSES

TYPE OF LICENSE	NAME/ ADDRESS OF THE LICENSE
APPARATUS LICENSE	Deyjung Construction Pvt. Ltd, Trashigang
	Road Safty and transport Authority
	Druk PNB Bank Ltd, Thimphu.
	Tashi Namgay Resort,
	Jachung Security Services Pvt Ltd, Jazam,
	Department of Disaster Management,
	Land Record Section, Dzongkhag Administration, Lhuntse
	SD Eastern Bhutan Coal CompanyLtd
	Forest Fire Section,
	Basochu Hydro Power Plant,
	National Housing and Development Corporation,
	M/s Gammon India Limited,
	Bhutan Power Corporation, Thimphu (Nation Wide)
	Taksha Stone Quarry
	Penden Cement Authority Ltd
	M/s Rigsar Construction, Tashigang
	Projects Department, Planning and Design division, Druk Green Power Corporation Limited,
	Royal Academic of Performing Arts, (RAPA),
	Kheychok GeoInfosys,
	Fire, Safety and Disaster Management Unit, Chukha
	Tashi Air Services Private Limited,
	Rinson Construction
	Wangchuk Centennial Park, Bumthang,
	Bhutan Centennial Distillery, Army Welfare Project, Bhur,
	SKW-Tashi Metals and Alloys Private Limited,
	The National Museum of Bhutan,
	Jai Prakash Associates Limited, Punatshangchu-II Hydroelectric Project, Bajo,
	Punatsanchu-II Hydro Electric Project Authority,
	Hindustan Construction Company Limited,Punatshangchu-I Hydroelectric Project (PHP-I MC-3), Rurichu-Wangdue
	Department of Civil Aviation,
	Ugyen Academy, Khuruthang, Punakha
	Larsen and Toubro Limited, Punatshangchu Hydro Electric Project MC-1 7
	Gaseb Construction Private Limited,
	Department of Immigration,
Department of Human Settlement,MoWHS	
Gelephu Thromde,	
Chanlochen Enterprise	
Project Manager, Trashigang Dzong Conservation Project.	
Save The Children, Bhutan Country Office,	
Uma by Como, Bhutan Eco Ventures (P) Limited,	
Quality Stone Aggregates Factory,	
Dungsam Cement Corporation Limited,	

ICT EQUIPMENT DEALER CERTIFICATE	Tshomo Geo Tech
BOOK PUBLISHING HOUSE	K.C Publication Karma Choden, Thimphu, Bhutan
	Institute for Management Studies, Olakha Thimphu Tenzin Lekphell, Thimphu
	Druk Publication, Thimphu, Bhutan
INDIVIDUAL PUBLISHER	Chandrika Pradhan
	Phub Dorji
	Karma Jigme
	Tashi Dorji
	Damcho Dorji
	Dhendup Zangpo
	Lham Tshering
	Sonam Pelbar
	Indra Kumari Vishwa
	Gyonpo Tshering
	Ugyen Tenzin
	Letho
	Druk Odiyanna Foundation
	Kinley Wangchuk
	Rinzin Rinzin
	Pema Gyaltshen
	Bhawath Bhandari
	Sonam Phuntsho
	Tashi Gyeltshen
	Royal Textile Academy
Kencho Ngyenda	
Nidup Denkar	
Kuenga Tenzin	
PRINTING LICENSE	United Printing Press (Small), Thimphu
	Lhamu Printing Press (Cottage), Phuentsholing

ANNEXURE IV: LOCAL BOOK REGISTRATION

SL NO	NAME OF THE BOOK	NAME OF THE PUBLISHER
1	Chodzey Namshed	ILCS, Taktse
2	Safe Journey: Road Safety Tips for Children	Prem P Adhikari
3	Garpa: The Attendant	Pema Tshering
4	Thung Thung Thinley	Miza Books
5	Know your King: Drukgyal Zhipa	Kuensel
6	Moenlam, A nation pauses to pray	Karma Jigme
7	The Little Bakhuman	Chandrika Pradhan
8	Thimphu Information Guide Book	Phub Dorji
9	Tashi Moenlam	Druk Publication
10	The Enchanted land of Tuva	Kuenga Tenzin
11	Treatment Handbook	Dhendup Zangpo
12	Kadrinche Miwang cho	Damcho Dorji
13	Chronicle of love foretold	Miza Books
14	The Green Mandala: What makes Bhutan an Environment Paradise	Tashi Dorji
15	The Smiling Shadow: A collection of Stories from Ranjung	FISC, Ranjung Autonomous Higher Secondary School
16	Happiness Booklet	Sonam Pelbar
17	Bibliography of His Majesty the Fourth King	Lham Tshering
18	Moments and Beyond	Indra Kumari Vishwa
19	Drinchen Ghi Gyalpo	Gelephu Thromde Education
20	1.The Fourth King of Bhutan, Images of his Life. 2. Moments with the Fourth King	Kuensel Corporation Ltd
21	Melodious Song of the Spring Queen: The Wonderous Deeds of the Great Fourth	Gyonpo Tshering
22	The Bodhisattva King of Bhutan	Bhutan Publishing House (Tshering Tashi)
23	Timeless Treasures, Moments in the life of the King of Nation	IMS
24	Bhutan's Beloved Beacon, The World's Enigma	Ugyen Tenzin
25	The light in the Darkness	Mr. Lhetho, Druk SaTair Corporation
26	Atlas of Bhutan	National Land Commission
27	Bhutan Phenology Network, Birds through Bhutanese Ballades impromptu ballets proverbs and folk songs	Ugyen Wangchuk Institute for Conversation and environment
28	Guru Takeyla in Bhutan, The significance of empowerment and spiritual treasures	Druk Odiyana Foundation
29	Kadrinche..Beyond Words	Kinley Wangchuk

30	The Chosen One: A biography of Dungsey Garab Rinpoche	Kencho Ngyenda
31	The Story of the Raven and the Owl, The peasant takes the snake to court, The Eggs to the rescue, The Story of the Yak and Buffalo	Rinzin Rinzin
32	Gonor Tshugi Che Meylu Phen	Yonten Nidup
33	Poems with No Rhyme or Reason	Bahawath Bhandari
34	1. The Heavenly Bird, 2. Lamche Learns quick, 3. Lamche goes to Merak, 4. Lamche, Nago and Dawala save the day, 5. The magical Mongoose and the Dzambhala, 6. Batoo, the talking parot	Ms. Pema Gyaltshen
35	Bhutan: 15 Gun Salutes: British Reports on Bhutan from 1905-1945	Bhutan Publishing House (Tshering Tashi)
36	Tiger and the Monk and Guru Rinpoche if Coming	Riyang Books
37	Bhutan: A Complete Guide	Sonam Phuntsho
38	Bhutan Quiz Book	Tashi Gyaltshen
39	The Twilight Cultures	Shejun
40	1. Come with Me, 2. Hair, 3. I like to draw, 4. Look at my House, 5. This is Big, 6. This is Small, 7. We go shopping, 8. What am I doing, 9. What Can you Do, 10. Where is it 11. yellow	Bhutan Observer
41	The egg in the Orchard	Miza Books
42	Folded into Paper Boat	Riyang Books
43	My Twilight Angle	KMT Publishers
44	The Darkest June	Karma Tenzin
45	Dhangpo Dingpo, The Story of Mirgola	Thuenlam Pvt. Ltd
46	Little Pema and Mighty Naygays	Bhutan Observer
47	The Students Treasure, 2. The Student Guide, 3. Knowledge is power	Kuensel Corporation Ltd
48	The Folk Muesums, Weaving Rainbow	Miza Books
49	In the service of the King	Royal Textile Academy
50	1. Biography of Thukse Dawa Gyaltshen, 2. Biography of Gyalse Pema Thinlay	Shejun
51	The Autobiography of Terton Pema Lingpa	Shejun
52	The Autobiography of Terton Pema Lingpa	Shejun
53	Earth Neither start nor end of life, The mild Nectar	Kuensel
54	Bhutan Observer focus, walking away from home	Bhutan Observer

ANNEXURE V: NATIONAL FILM REVIEW BOARD MEMBERS 2015

SL. NO	NAME	AGENCY
1	Dorji Tshering	Dept. of Culture
2	Pem Tandi	Private
3	Phuntsho Namgyel	Cabinet Secretariat
4	Karma Tshering	Royal University of Bhutan
5	Tshering Yangden	Dept. of Information and Media
6	Tsedon Lhamu Dorji	Chief of Human Resource and Administration at His Majesty's Secretariat
7	Phuntsho Wangdi	Ministry of Works and Human Settlement
8	Sherub Gyeltshen	Department of Dzongkha and Culture
9	Phintsho Choden	Department of Youth and Sports (MoE)
10	Chimi Pem	Tourism Council of Bhutan
11	Kezang Tshomo	Ministry of Agriculture and Forestry
12	Thinley Drukla	Royal Bhutan Police (RBP)
13	Pema Choden Tenzin	Yeewong Magazine
14	Yeshey Lhendup	National Library (MoHCA)
15	Sonam Deki	Royal Institute for Health and Sciences (RIHS)
16	Chimi Wangmo	Ministry of Labor and Human Resources (MoLHR)
17	Deki Seldron	Bhutan Chamber of Commerce and Industry (BCCI)