



BHUTAN INFOCOMM & MEDIA AUTHORITY

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ANNUAL REPORT
2024-2025



DIRECTOR'S FOREWORD


It is my privilege to present the Bhutan InfoComm and Media Authority's Annual Report for the financial year 2024-2025 with the hope that this report will be informative and provide a comprehensive view of the work undertaken by the Authority.

During the financial year, the Authority undertook numerous initiatives and programs aimed at enhancing the accessibility, quality, and governance of the ICT and media sectors. The Authority implemented key initiatives to improve ICT access, service quality, and regulatory compliance. Major highlights include the release of cybersecurity and privacy guidelines for telecom providers, revision of the Journalists' Code of Ethics, a new SOP for content complaints, and licensing of Starlink for satellite internet services. Rural mobile connectivity was expanded through RCP Phase VII and its supplementary phase, connecting 44 remote villages. Additional efforts included EMF radiation checks on telecom towers, ISP and mobile service quality monitoring, cable layout clean-up in Thimphu, and coordination on microwave spectrum use between operators.

To revive Bhutan's film industry, the Economic Stimulus Programme (ESP) fund was strategically utilized across key areas beginning with technical skills enhancement, promotion, and recognition, and extending toward long-term infrastructure development. Training programs in sound design, color grading, Dzongkha and Driglam Namzha, and film appreciation strengthened industry capabilities, while international participation, such as at Film Bazaar in Goa, promoted Bhutan as a filming destination. The fund also supported six filmmakers through production grants, helping create culturally rich, independent films. Youth engagement was fostered through Art for People, a hands-on creative initiative that empowered young storytellers to produce original films and performances. The successful 24th BNFA reinforced recognition for creative excellence in the film industry. In the long term, the construction of cinema halls in Bajo and Samdrup Jongkhar aims to improve access and expand the film ecosystem, ensuring lasting impact from the ESP initiative.

As we move forward, the Authority will continue to evolve and adapt its regulatory approaches to keep pace with technological advancements and emerging service models. We remain committed to embracing





innovation, promoting responsible digital practices, and building strong partnerships through active collaboration with all stakeholders.

I would like to extend my heartfelt appreciation to the entire team in the Authority for their dedication, professionalism, and hard work in achieving results that went beyond our annual work plan. With the same drive and determination, we look forward to fulfilling our goals and delivering on our commitments in the 2025–26 financial year.



(Jigme Wangdi)
Director



VISION

A dynamic ICT and Media ecosystem contributing towards the growth of a digital economy and informed society

MISSION

To ensure access to fair, reliable and affordable ICT and media services.

To foster an environment for innovation and encourage investment in the ICT and media sector.

To ensure fair and sustainable competition in the ICT and media sector.


To ensure courteous and responsive service to customers.





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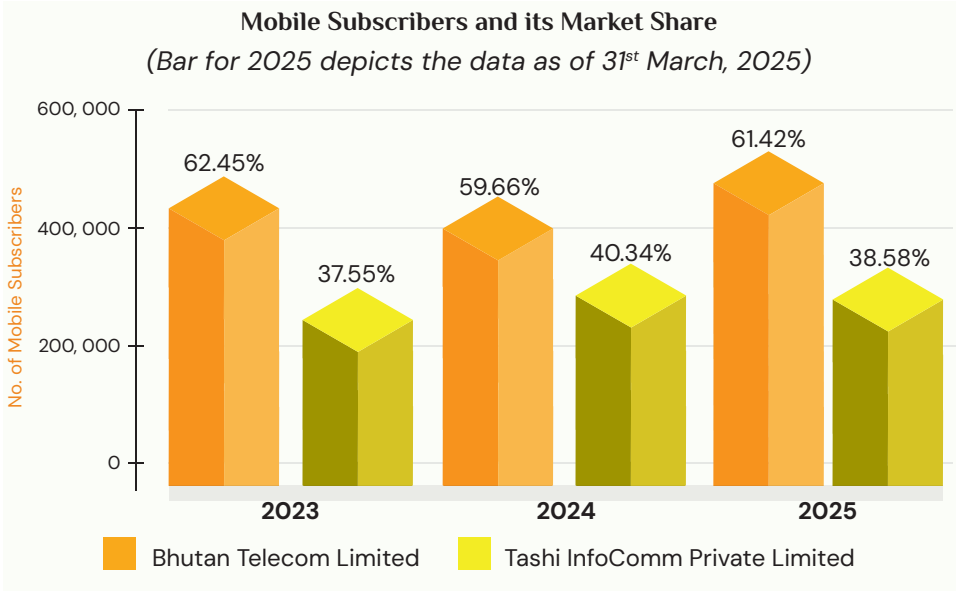
ICT AND MEDIA SECTOR AT A GLANCE



1. ICT Sectors

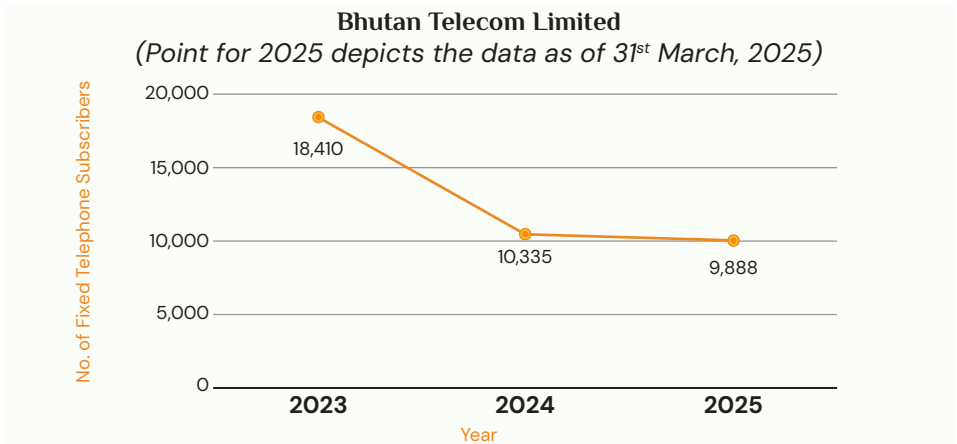
1.1 Mobile Subscribers and its Market Share

- ☞ Total Mobile Subscribers: 868,781
- ☞ Service Providers: Bhutan Telecom Limited and Tashi InfoComm Private Limited

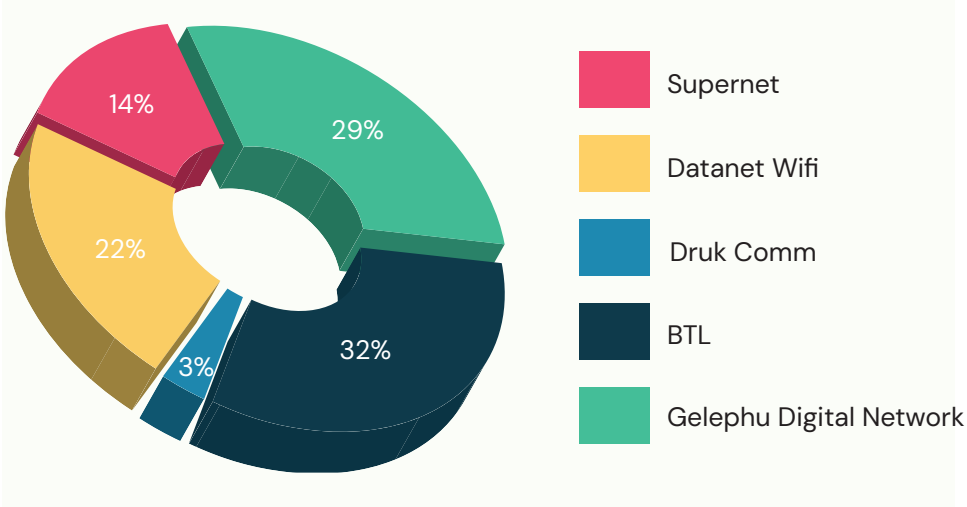


1.2 Fixed Telephone Subscribers

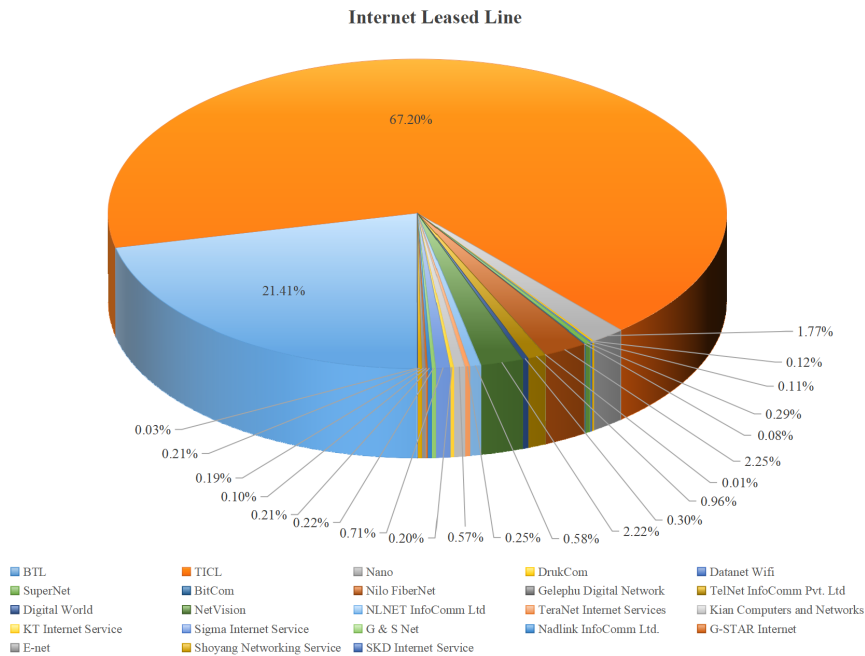
The graph below shows a decreasing trend in the number of subscribers availing fixed telephone services in the country:



1.3 Fixed Broadband Service Provider and its Market Share



1.4 Internet Leased Line Service Providers



1.5 Local Cable Operators

The map below shows the number of cable operators in respective dzongkhag. Annex 1. Showing detail cable TV operators



2. Media and Broadcasting Sector

2.1 Mainstream Print and Broadcast Media



2.2 Licensed Over the Top (OTT) Players

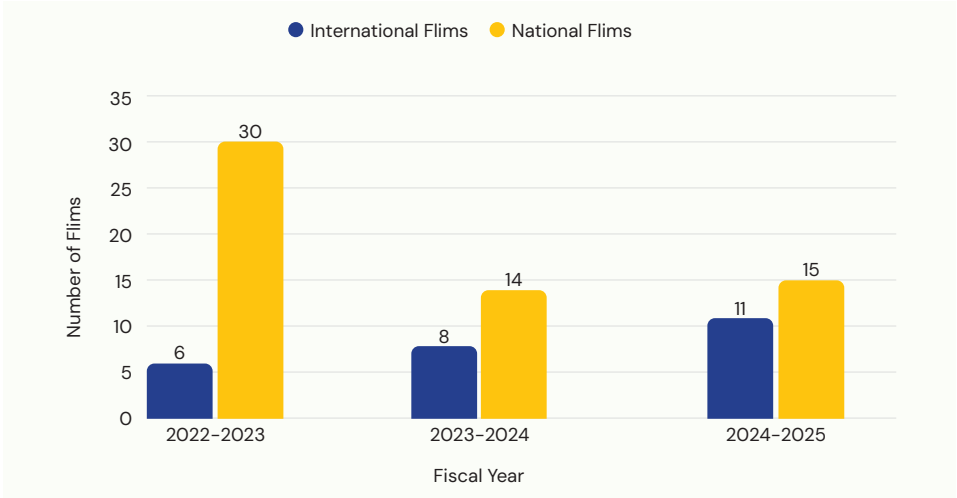


The Over-The-Top (OTT) service providers are service providers providing the television and film content via the Internet at the request and to suit the requirements of the individual viewers. The term ‘Over-The-Top’ which indicates that a content provider is going over the top existing internet services.

As the digital landscape evolves, OTT media services have emerged as a dominant force in the realm of entertainment, revolutionizing how we consume the content. OTT media services deliver diverse audiovisual content directly to users through the Internet, transcending traditional broadcast and cable television. This shift has given rise to countless original series, films, documentaries, etc. providing audiences with more choices.

As per the provision of the Information, Communication and Media Act 2018 and the rules and Regulations on the ICT Facilities and Services, The Bhutan InfoComm and Media Authority have licenced Six OTT media service providers, however, Zhathra and Gatroo Entertainment music video OTT’s license has been canceled. Currently, we have four OTT service providers as reflected in the above diagram.

2.3 Number of Films Certified and Authorised (National and International Films as of 30th June 2025)





REFLECTION OF THE ACTIVITIES



During the Financial Year 2024–2025, the Authority implemented the following major activities:

1. Regulatory Framework/Guidelines and Studies undertaken

a. Published Code of Practice for Information Security, Cybersecurity and Privacy Protection for ICT/Telecommunications Service providers (October, 2024)

The Bhutan InfoComm and Media Authority has published the Code of Practice for Information Security, Cybersecurity and Privacy Protection for ICT/Telecommunication Service Providers and the Code of Practices comes into effect from 10th October, 2024. The Code of Practice for Information security, Cybersecurity and Privacy protection for ICT/Telecommunication Service Providers outlines specific measures and guidelines to protect essential ICT/telecommunication services from cyber threats.

b. Study report on Content Regulation (October 2024)

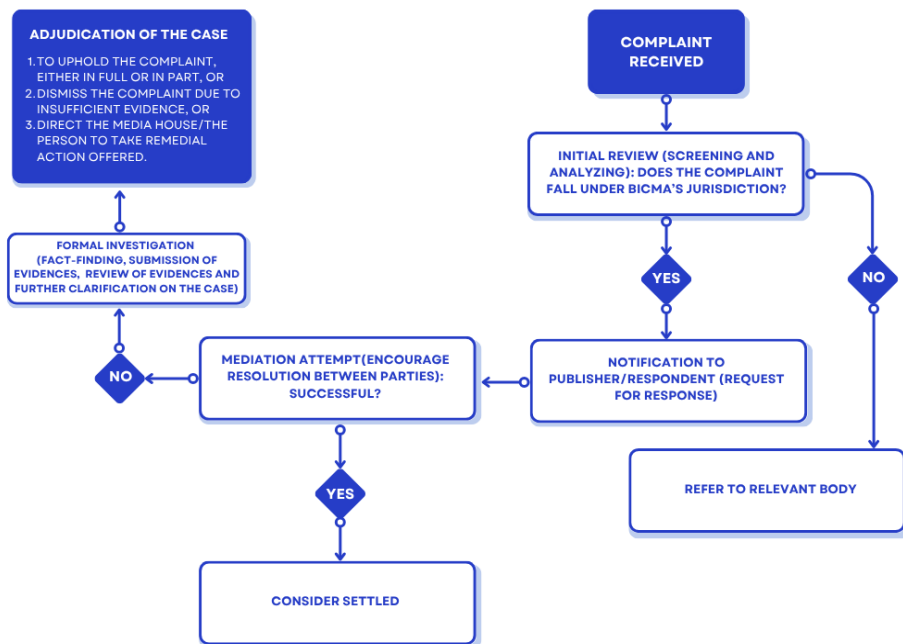
This study report explores the evolving challenges of content regulation in the digital age, particularly on social media platforms. With rising internet usage in Bhutan, concerns have emerged over the spread of misinformation, hate speech, and other harmful content online. While licensed ICT and media service providers are effectively regulated under existing rules, social media content poses greater difficulty due to its decentralized and cross jurisdictional nature. The report draws lessons from regulatory practices in India, Singapore, and Nepal, highlighting their models for managing digital content, enforcing compliance, and protecting users while also acknowledging critiques around free speech and privacy.

To address these challenges, the Authority recommended a multi-pronged approach including: strengthening media and digital literacy among the public; designating agency level media focal points to fact check and counter misinformation; and establishing direct communication channels with global social media platforms to facilitate faster response to harmful or false content affecting Bhutan. Collaboration with key stakeholders such as the Department of Media, Creative Industry and Intellectual Property, and civil society organizations is emphasized to ensure sustainable public

education initiatives and responsible media use.

c. Standard Operating Procedure for Content Complaint's Redressal (March 2025)

The objective of developing this Standard Operating procedure (SOP) is to establish a clear, transparent and structured mechanism for addressing grievances related to media content. It outlines the steps for lodging, reviewing and resolving grievances in a fair and timely manner. By establishing a transparent and consistent complaint handling process, this SOP promotes accountability among media professionals and reinforces public trust in both the media and the Authority's role as a regulator. It also supports the development of a responsible media environment that respects both freedom of expression and the rights of individuals.



d. Revision of the Code of Ethics for Journalists (April 2025)

Recognizing the vital role of the Code of Ethics in upholding professionalism, accountability, and credibility within the media industry, the Authority has revised the Code of Ethics for Journalists. It reflects current media challenges and reinforces ethical standards, ensuring responsible journalism that fosters public trust and protects the integrity of the profession. Through this revised code, the Authority aims to support journalists in navigating the complexities of new media landscapes while maintaining the highest principles of transparency, impartiality, and respect for human dignity.

e. Starlink License Terms and Conditions

The Starlink License Terms and Conditions was developed in consultation with the Starlink Services Pvt. Ltd, Bhutan and GovTech Agency. The License Terms and Conditions ensures the need of quality of services, fees, customer services, cybersecurity, cooperation, spectrum assignments, service continuity, duration of license, provisions of fines and penalties, information sharing and other legal provisions which are critical for Service Providers to abide by. Starlink Services Pvt. Ltd was issued Internet Service Provider License on 6th December 2024.

2. Rural Communication Programme

Rural Communication Programme(RCP) is one of the projects/programmes carried out by the Authority to provide mobile network connectivity (2G voice and 4G data services) in remote rural parts of the country. The programme is funded through the Universal Service Fund (USF) to build the mobile network infrastructure and the connectivity with grants or subsidies to achieve universal access to ICT facilities and services.

The initial step towards implementation of the Rural Communication Programme in rural areas is to collaborate with local government bodies and identify the remote villages/households without mobile network connectivity. This data can be received in the form of complaints by individuals or Local Government Officials. Data is then validated with physical verification of the mobile network connectivity in those villages/ Households. The physical verification involves testing the Quality of Service (QoS) such as signal strength and data throughput.

RCP Phase VII implementation was initiated on 6-7th February 2024 respectively to provide mobile network connectivity to 225 households in 27 remote villages across 12 Dzongkhag/Districts for the duration of 18 months. The programme was completed and the physical evaluation of the programme was carried based on the completion report. The list of villages connected through RCP VII phase is given in Annexure I.



3. Verification of Telecommunication Towers EMF Radiation

In order to ensure that the Electromagnetic Field (EMF) emission exposure from all Cellular Base Transceiver Stations (BTS) is safe and within the prescribed standards, the Authority carried out the measurement of EMF exposure from BTS stations in the country. The Authority has completed the EMF exposure measurement of 85 towers during this financial year as mentioned in the table below:

Sl.no	Dzongkhag	Number of Tower Monitored
1	Punakha	8
2	Wangdue	14
3	Trongsa	17
4	Bumthang	6
5	Lhuentse	4
6	Sarpang	9
7	Dagana	5
8	Tsirang	4
9	Thimphu	18
	TOTAL	85

4. Internet service provider license to Starlink Services Private Limited

In December 2024, the Bhutan InfoComm and Media Authority issued an ISP license to Starlink Services Private Limited, a registered Foreign Direct Investment (FDI) company to offer satellite-based internet services across Bhutan. As per the statistics submitted by Starlink in recent quarterly updates, there are 365 users in the country (From December 2024 to June 2025). The Authority has also issued a permit to Data Center Services Private Limited (DCS) to operate as a reseller of Starlink services in Bhutan. DCS is authorized to offer only the business package subscriptions and not for the residential subscription.

5. Cleaning of Communication Cable Layout in Thimphu Thromde

In an effort to streamline and improve the organization of cable infrastructure within Thimphu Thromde, a cable communication layout improvement initiative has been undertaken in multiple phases. The primary objective of this initiative is to reduce visual clutter, enhance public safety, and ensure proper alignment of communication cables along public routes and spaces.

The work is being carried out in collaboration with key stakeholders, including licensed cable service operators, internet service providers, telecom operators, Bhutan Power Corporation (BPC), and Thimphu Thromde. The Authority has been overseeing the coordination and compliance aspects of the initiative.

As of now, five phases of the layout cleaning work have been completed in various areas under Thimphu Thromde such as STCBL Petrol Pump to the Welcome Gate, Babesa Zero to Lungtenzampa, Changzamtok, Changangkha, Changidaphu, Motithang, Hongkong Market, Kawangjangsa, Taba, Bebena, and Jungzhina. The next phase of the work is currently ongoing in the Semtokha area, extending towards the RTC junction/ Ngabiphu area.

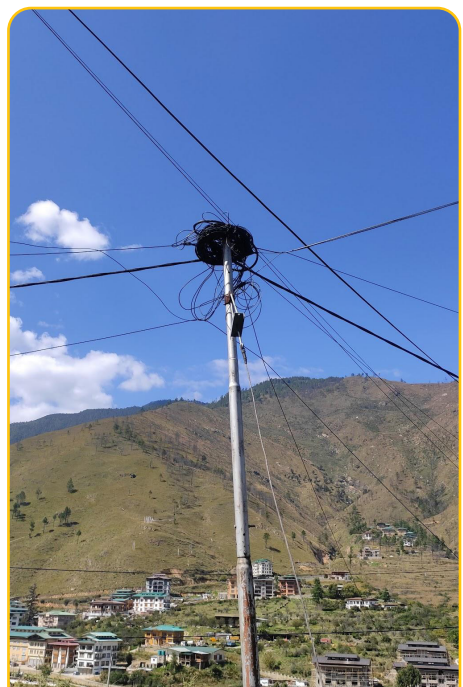
This ongoing effort reflects the Authority's commitment to promoting a safer, cleaner, and more organized urban environment, while ensuring that all service providers uphold infrastructure standards and responsibilities within the capital city.



BEFORE



AFTER



BEFORE



AFTER

6. Cybersecurity assessment and auditing of telecommunication networks and systems completed for the year 2024

The cybersecurity assessment and auditing for telecommunications networks and systems was carried out starting from the year 2024 in order to evaluate and strengthen the cybersecurity posture of telecommunications service providers in the country. Bhutan Telecom Limited(BTL) and Tashi InfoComm Private Limited(TIPL) have hired NUKE 9, a certified firm for cybersecurity auditing based in Mumbai, India through open bidding process for cybersecurity assessment and auditing of their telecommunications networks and systems. Both BTL and TIPL have successfully completed the cybersecurity assessment and auditing of their respective telecommunication infrastructure and systems for year 2024 with the final report submission to the Authority which was validated by the Authority.

Based on the findings from the cybersecurity assessment and auditing of telecommunication networks and systems in 2024, the Authority has obligated both BTL and TIPL to carry out cybersecurity assessment and auditing annually thereafter.

7. Procurement of Network Coverage Simulation Tool

The Authority has procured the network coverage simulation tools to enhance its regulatory oversight and technical capacity in the telecommunications sector. These tools will enable the Authority to accurately model and analyze mobile network coverage, identify coverage gaps, and assess the quality of service provided by telecom operators. This tool will also facilitate better coordination with telecom service providers in planning network expansions and optimizing infrastructure deployment, ultimately contributing to improved service delivery and user experience for consumers nationwide.

8. Consultation on Microwave Frequency Usage between two telecom operators to prevent radio interferences

The Authority met with both the telecom operators and discussed how the microwave frequencies can be shared and used as per the Frequency Channel Plan in Microwave Band 2019 Guidelines of the Authority. Some of the microwave frequencies were used randomly

without coordination between the operators causing a high risk of radio interference. Through the consultation meeting, it is discussed and agreed that both the operators will gradually free up the existing microwave frequencies which are used randomly and then deploy it according to the segregation agreed during the meeting. Moreover, both the service provider will hereby coordinate and ensure smooth, reliable and interference free microwave frequency deployment and prevent future possible interference.

9. Interns from Jigme Namgyal Engineering College

The Authority engaged two students from the Jigme Namgyal Engineering College for 6 Months as a part of their On-Job Training module. They were introduced to the functions of the spectrum analyser and ways to monitor the radio frequency using the equipment. The Authority presented a theoretical demonstration as well as practical hands-on-experience on EMF (Electric Magnetic Field) monitoring to measure the radiation from the towers as per ICNIRP standards and the quality of Services Monitoring for both mobile data and voice.



10. MONITORING

a. Mobile Tariff Monitoring

One of the important functions of the Authority is to protect consumers of ICT and Media services, among others, the rates charged, and the quality of ICT services provided. The ICT services are provided by the ICT Service Providers to the customers as per the approved rates and tariffs. It is important to monitor and verify whether the Service Providers provide and abide by the approved rates and tariffs. Therefore, the Authority carried out quarterly assessments of the tariff implementation by the Service Providers, especially the Telecom Services, and published the report quarterly on the website for public reference. The assessment mainly verified and validated whether the Service Providers are providing the following services to the customers as per the tariff rates approved by the Authority:

- ☞ Mobile voice call and Short Message Service (SMS) charges implementation (assessment of whether the Service provider charges the voice calls and SMS as per the approved tariff rate).
- ☞ Mobile data allocation (assessment of whether the subscribed data volumes are provided as per the approved package/tariff rate).

b. Spectrum Monitoring

Radio Spectrum Monitoring is a process of observing the radio frequency spectrum usage to realize its efficient utilization and to minimize radio frequency interference. The two types of radio frequency monitoring systems are based on fixed and mobile radio frequency monitoring systems. The Authority carried out fixed radio spectrum monitoring every month and in addition also carried out mobile radio spectrum monitoring in Tsirang, Sarpang, Dagana, Trongsa, Bumthang, and Mongar Dzongkhag.



Mobile Spectrum Monitoring

c. Mobile Quality of Service Monitoring

In order to ensure the reliability of the mobile services provided by the telecom operators, the Authority monitored the Quality of voice and data services on a regular basis based on the monthly Operational Support System (OSS) generated report. The parameters used to determine the Key Performance Indicator (KPI) of the voice and data service of the mobile communication network are:

- ☞ Packet Drop Rate: Measured as a percentage of packets dropped with respect to packets sent.
- ☞ Data Throughputs: Measurement of the speed of data upload or download.
- ☞ Call Drop Rate: Measured as a percentage of calls dropped with respect to the total number of calls made.
- ☞ Call Setup Time: Measurement of the overall length of time required to establish a circuit-switched call between users.

The monitored areas include 18 Dzongkhags except for Trashi Yangtse and Gasa. Based on the reports, the four quarterly reports were compiled and published for better understanding and awareness of the public.

d. Monitoring of ICT Infrastructure and Communication Cable Layout

As a part of monitoring ICT Infrastructure, a team from the Authority conducted a comprehensive assessment of Government fiber network(OPGW and ADSS), Government Initiated Network(DWDM and CWDM), Government-to-Citizen (G2C) service delivery systems in Bumthang, Trongsa, Wangdue Phodrang, Punakha, Thimphu, Paro and Haa Dzongkhags. The objective was to assess the operational status of the ICT systems supporting critical public services, including internet connectivity, availability of functional hardware, and the performance of national digital platforms such as RAMIS, G2C Portal, and eCitizen services.

The monitoring team visited various service points including Gewog Centers, Community Service Centers, and sector offices, where they evaluated key performance indicators such as uptime, latency, equipment condition, and user experience in accessing online services.

The exercise highlighted the critical role of on-site assessments in ensuring reliable and inclusive G2C service delivery, and the results will be instrumental in guiding future improvements in ICT deployment and service readiness across the Dzongkhags.

e. Monitoring of ISP Quality of Service

As part of its ongoing regulatory mandate, the Authority conducted a detailed monitoring exercise to assess the Quality of Service (QoS) provided by Internet Service Providers (ISPs) within Thimphu Dzongkhag. The monitoring focused on key performance indicators such as internet speed, latency, packet loss, network availability, and overall user experience across different locations in the Dzongkhag. Tests were conducted in both residential and institutional areas, including public offices, and community centers, to evaluate whether ISPs were delivering services in accordance with the minimum quality standards set by the Authority. The monitoring not only highlights areas for technical enhancement but also reinforces public confidence in the regulatory oversight of internet services.

The monitoring exercise proved effective in identifying both technical and service-related issues that directly impact public satisfaction and accessibility. By evaluating the actual performance of internet services

from the end-user perspective, the Authority was able to gather reliable data to hold ISPs accountable and recommend necessary improvements. This contributes significantly to protecting consumer interests, enhancing user experience, and supporting the broader goal of improving digital service delivery in the country.

f. Monitoring of Printing Presses, Publication Houses, Radio Stations and OTTs

Licenses under the Media and Content Division, including Printing Presses, Publication Houses, Radio Stations and OTTs, were inspected to ensure compliance with the standards and regulations set by the Authority. The inspection revealed that most establishments were adhering to the prescribed guidelines, with only a few noted deviations. Licensees with noted deviations were informed and advised to implement corrective measures without delay to ensure full compliance moving forward.

11. NEW LICENSES/CERTIFICATES/PERMITS ISSUED

A total of 276 licenses/certificates/permits were issued by the Authority during the financial year 2024-2025.

Sl.no	Licenses/Certificates/Permits	Numbers
1	Radio Communication Apparatus License	25
2	Type Approval Certificate	15
3	Satellite Phone Permit	6
4	Internet Service Provider License	5
5	Accreditation of Foreign Journalist	6
6	Local Filming Permit	72
7	International Filming Permit	15
8	Film Certification	19
9	Online Reality Show Permit	17
10	Book Registration Certificate	96
	TOTAL	85

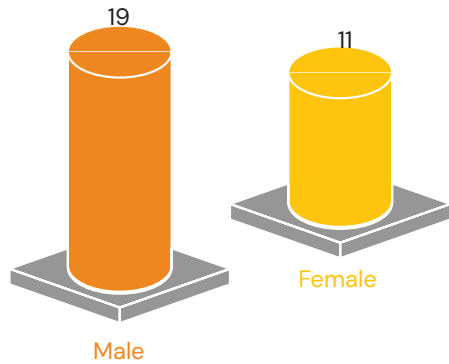


HUMAN RESOURCE



1. Current Staff Strength

The total staff strength of the Authority as of June 2025 is 30 (19 male and 11 female)



2. Civil Service Award and Promotion

The following officials were awarded and promoted:

- ☸ Mr. Norgay, Sr. Communication Officer, Spectrum and Technology Division



3. Resignation

During the same year, the following officials resigned voluntarily from the civil service:

- ☸ Ms. Jangchuk Dema, Asst. Program Officer, InfoComm and Infrastructure Division



REVENUE GENERATION



The Authority collected a total revenue of Nu. 350534415.9 during the financial year 2024–25, and following are the details:

Sources of Revenue	Total Amount(Nu)
CaTV License	2647724/-
Internet Service Provider License	1,059,704.34
MSO License	253048.47/-
Telecom Operator's License (USF)	320,454,788.61/-
OTT License	25599/-
Spectrum License	22095026
Apparatus License	1327178
Type Approval	27037.52
Amateur Radio License	46200
Satellite Phone Permit	33100
VSAT permit	10710
Book Registration Certificate	136,000/-
Publication License	112,950/-
Printing Press License	191750
Broadcasting License	85,600
Accreditation of Foreign Journalists	6000
National Filming Permits	72,000
International Filming Permits	1,950,000
Grand Total	350,534,415.9



WORKSHOPS AND MEETINGS



1. SATRC Workshop on Recent Trends and Technologies (SAPIX-WSRTT) 30 September-2 October 2024, Tehran, Islamic Republic of Iran

Officials from the Bhutan InfoComm and Media Authority participated in the South Asian Telecommunication Regulators' Council (SATRC) Workshop on Recent Trends and Technologies, held from 30 September to 2 October 2024 in Tehran, Islamic Republic of Iran. The workshop, hosted by the Communications Regulatory Authority (CRA) of Iran, was conducted as part of the SATRC Action Plan Phase IX (2024–2025).

The workshop brought together senior and mid-level regulatory officers, SATRC Working Group experts, and industry participants from member countries to explore recent innovations and emerging technologies driving digital transformation. Through expert-led sessions and interactive discussions, participants gained deeper insights into technical, policy, and regulatory aspects critical to advancing digital economies and societies. The event significantly enhanced regional cooperation and provided valuable guidance for SATRC Working Groups, laying a strong foundation for the successful implementation of the SATRC Action Plan Phase IX.



2. Workshop on Strengthening Community Radio in Bhutan (7-8 October 2024)

As part of ongoing efforts to promote inclusive media and empower local voices, the Bhutan InfoComm and Media Authority, in collaboration with the UNESCO Chair on Community Media, organized a two-day workshop on Strengthening Community Radio in Bhutan from 7 to 8 October 2024. The workshop was facilitated by Professor Vinod Pavarala, UNESCO Chair on Community Media, along with Professor Vasuki Belavadi and Professor Kanchan K. Malik, both Faculty Fellows of the UNESCO Chair. The workshop brought together key stakeholders including community radio representatives, government officials, and civil society to assess the current landscape of community radio, discuss challenges, and explore sustainable models for growth.

Participants identified critical needs such as a comprehensive regulatory framework, technical training, financial support, and community engagement to ensure the viability of community radio, particularly in remote and underserved regions. Drawing on global best practices and regional experiences, the workshop underscored community radio's potential to preserve culture, foster social cohesion, and support grassroots development. It concluded with a shared commitment to advancing policy dialogue, resource mobilization, and collaborative action to revitalize community radio as a vibrant and inclusive platform for local communication in Bhutan.



3. SATRC Workshop on Spectrum, Goa, India (21-23 January 2025)

The Asia-Pacific Telecommunity (APT) organized the South Asian Telecommunication Regulators' Council (SATRC) Workshop on Spectrum from January 21 to 23, 2025, in Goa, India where officials from the Bhutan InfoComm and Media Authority attended the workshop. The workshop covered or focused on key spectrum-related topics as a part of the SATRC Action Plan Phase IX (SAP-IX) for 2024-2025, approved during the 24th SATRC Meeting in 2023- the workshop, which included the following topics:

- ❁ NGSO satellite constellations for space-based communication services;
- ❁ Land mobile radio systems, particularly VHF and UHF person-to-person voice communication;
- ❁ Satellite-IMT integration;
- ❁ Spectrum outlook and registration of frequency assignments in the Master International Frequency Register (MIFR);
- ❁ Backhaul infrastructure readiness and requirements for 5G deployment;
- ❁ Efficient valuation and pricing of spectrum; and
- ❁ 6G/IMT-2030 and the prospects of Terahertz spectrum

The workshop aimed to facilitate knowledge sharing, best practices, and discussions to address challenges, explore opportunities, and determine the way forward on the SATRC Working Group on Spectrum topics under SAP-IX. It also provided a platform for SATRC members and industry representatives to exchange insights and future plans on spectrum management.

The SATRC Workshop on Spectrum provided a valuable platform for regulators, industry leaders, and stakeholders to discuss key spectrum-related challenges and opportunities. The sessions covered critical topics such as NGSO satellite constellations, land mobile radio systems, satellite-IMT integration, spectrum registration, 5G backhaul infrastructure, spectrum valuation, and the future of 6G/IMT-2030. The discussions highlighted the need for efficient spectrum management, regulatory harmonization, and strategic planning to support emerging technologies.

Moving forward, collaboration among SATRC members, policymakers, and industry players will be essential to ensure seamless connectivity and sustainable spectrum utilization across the region.



4. APT symposium on Spectrum Management, Dhaka, Bangladesh (18-20 February 2025)

Officials from the Bhutan InfoComm and Media Authority participated in the APT Symposium on Spectrum Management, held at Dhaka Bangladesh from 18th February to 20th February. The Symposium was hosted by the Bangladesh Telecommunications Regulatory Commission (BTRC).

The symposium focused on key spectrum management related topics which includes the following:

1. Connectivity needs and national spectrum strategy
2. Spectrum policy and technological consideration for enhancing rural connectivity
3. Meeting demand for spectrum bandwidth and developing spectrum roadmap
4. Spectrum management vision of the future
5. Best practices and experiences in spectrum management among members;

The workshop aimed to facilitate dialogue among high level policy makers, regulators and industry in the region on those key topics mentioned above.



5. SATRC Workshop on Policy, Regulation and Services, Dhaka, Bangladesh (28-30 April 2025)

The SATRC Workshop on Policy, Regulation and Services was held as part of the implementation of SAP-IX. The objective of the workshop was to share insights, experiences, and best practices, as well as to engage in meaningful dialogue to identify challenges, opportunities, and the possible way forward on the Work Items under the SATRC Working Group on Policy, Regulation and Services.

Important topics were discussed, including navigating regulatory challenges in the era of emerging technologies for fixed and mobile broadband; best practices and strategies for utilizing the Universal Service Obligation Fund for digital inclusion; advancing ICT e-waste management regulations for sustainable development; safeguarding digital consumers by addressing online scams and financial fraud challenges; shaping future tariff policies in light of network convergence and emerging ICT services in the SATRC region; and experiences and case studies in deploying IoT, Big Data, and similar technologies for smart cities and societies in SATRC countries.

The workshop also provided an opportunity for SATRC Members and industry representatives to share their experiences. Several experts and speakers were invited to share their invaluable insights and experiences.



6. ITU Subregional Workshop for Asia on Universal and Meaningful Connectivity

The ITU Subregional Workshop for Asia on Universal and Meaningful Connectivity took place from 16 to 18 December 2024 in Bangkok, Thailand. The workshop focused on advancing the concept of Universal and Meaningful Connectivity (UMC) by exploring ways to incorporate it effectively into national digital strategies. It also aimed to strengthen the capacity of participating countries to collect, analyze, and share key statistical data, enabling them to identify successful approaches and develop targeted policy recommendations to improve digital inclusion across the region.

7. Collaboration with TikTok

In January 2025, the Bhutan InfoComm and Media Authority hosted a delegation from TikTok comprising senior public policy and legal officials from South Asia, marking a significant step toward formalizing content regulation partnerships between Bhutan and global social media platforms.

Stakeholder meetings including those with the Royal Bhutan Police, GovTech Agency, the Department of Media, Creative Industry and Intellectual Property (DoMCIIIP), CSOs, youth representatives, and TikTok content creators highlighted shared concerns around data privacy, youth protection, content monetization, and cybercrime. TikTok pledged support through workshops, creator management programs, and improved reporting channels. The visit marked a critical step toward aligning TikTok's global operations with Bhutan's cultural and regulatory needs.



8. Collaboration with Meta

The Bhutan InfoComm and Media Authority held a series of meetings with officials from Meta to strengthen collaboration on content moderation, digital safety, and the strategic use of social media for public service delivery. The discussions focused on addressing content issues in Bhutan, such as anonymous posts, group moderation, and potential offline harm. The Authority raised key concerns while Meta explained its moderation policies, data-sharing limitations, and the role of group administrators. Meta committed to training relevant agencies and verifying official government accounts.

Further discussions covered best practices for both organic and paid engagement, along with technical support through Meta platforms. Meta conducted a foundational workshop on its technologies, explaining how recommendation systems and algorithms function across different formats, and demonstrated tools like Account Center, Meta Business Suite, and Business Manager. They offered verification for WhatsApp Channels and explained Facebook page verification criteria. The meetings also addressed privacy, platform security, ad protections, and concluded with plans for youth-focused awareness programs and broader use of Meta Support Pro. This partnership marks a significant step toward strengthening digital governance and social media use for public benefit in Bhutan.

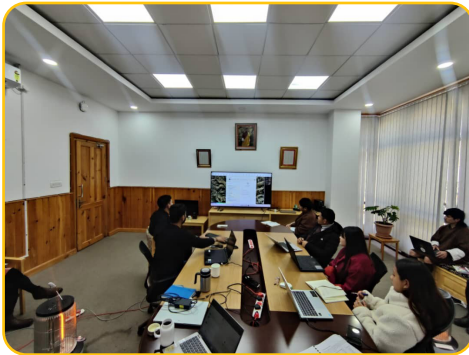
9. Meet the Editors

The Authority collaborated with the Journalists' Association of Bhutan (JAB) to organize a half-day dialogue titled *"Meet the Editors,"* in recognition of the importance of fostering a healthy and constructive relationship between the media and public officials. In today's rapidly evolving landscape of information dissemination, it has become increasingly important to enhance clarity, communication, and mutual understanding between media organizations and bureaucratic institutions.

Initiated by JAB, the dialogue aimed to address and clarify key issues related to bureaucracy and media coverage. The event focused on several core areas, including clarification of concerns regarding media reporting, access to public information, and an open discussion and Q&A session. The primary objective was to promote open dialogue, strengthen relationships, and align expectations between the media and public sector stakeholders.

10. Training on Network Coverage Simulation Tool and Software

The Authority conducted the physical training on Configuration, Installation and Hands on Training of Network Simulation Tools/Software and Maps on 25th to till 27th February 2025 in the conference hall.



11. Training on EMF Monitoring Equipment

The Bhutan InfoComm and Media Authority have always been monitoring and measuring the EMF radiation level of each Telecommunication Base Transceiver station (BTS) towers in the country based on the EMF emission standards. The Authority conducted the EMF training on 18th September 2024, Wednesday for the Officials in the conference hall which was requested by the Spectrum Technology Division on the frequency selective method of the EMF Measurement.





ECONOMIC STIMULUS PLAN (ESP)



The Government launched the Economic Stimulus Plan (ESP) in May 2024. One of the objectives is to revive key sectors, such as the film creative industries, impacted by COVID-19 Pandemic. Under the ESP initiative, the Authority has been allocated a budget of Nu. 380 million to implement the following activities:

- ☸ Construction of 2 cinema halls in Bajo and Samdrup Jongkhar
- ☸ Institute Film Development Fund (FDF)
- ☸ Furnishing of Film Studio and Development of Filming Sets

Events/Projects Supported through Economic Stimulus Plan

1. Film Production Grant

The Bhutan InfoComm and Media Authority supported six filmmakers through the Film Production Grant, funded under the Economic Stimulus Plan (ESP). The six selected films were chosen through a round of pitching from among 16 applications received for the grant.

The Film Production Grant was introduced to provide financial support to filmmakers, helping them cover production costs with the goal of promoting creative projects and fostering the film industry. The fund is intended to support artistic or experimental films, prioritizing aesthetic expression and thought-provoking content over mainstream commercial appeal. This allows filmmakers to explore complex themes and unconventional narratives, with a focus on character development, atmosphere, and mood, free from commercial pressures. It also encourages the creation of experimental or niche projects, thereby enhancing the knowledge and skills of the filmmakers.

Additionally, the grant aims to support films that tell culturally significant stories, promote diversity, and preserve local heritage, with the potential to reach global audiences and showcase the talent and culture of Bhutan.

The contract agreement between the Authority and the six selected applicants was signed on 5 November 2024, and they were given six months to complete their productions. The filmmakers have now completed their films and submitted the required documentation, including the names, CID numbers, and contact details of the people

employed during the production. They have also submitted the final copy of their films.

The 6 films in total gave employment opportunities to more than 100 professionals dependent on filmmaking for livelihood.



2. Attended Film Bazaar, Goa, India (20-24 November 2024)

The Bhutanese delegation's participation in Film Bazaar 2024, held from November 20 to 24, 2024 in Goa, India, was focused on promoting Bhutan as a premier filming destination. As part of the International Film Festival of India, the event provided a valuable platform to engage with global film professionals, including producers, directors, and distributors. Key discussions centered around shooting permissions, financial incentives, and collaboration opportunities with Bhutanese stakeholders. The delegation showcased Bhutan's scenic beauty, cultural richness, and film-friendly policies to attract international interest.

The event generated increased enthusiasm among filmmakers to shoot in Bhutan and fostered interest in collaborative projects, including training opportunities for local professionals. The recurring inquiries on rebates and filming procedures highlighted the need for clear communication, policy refinement, and better resource accessibility. Recommendations included developing a comprehensive filming guide, introducing incentive schemes, maintaining a consistent presence at international forums, and

creating a dedicated website for Bhutanese filming locations. Overall, the event was highly productive and emphasized the potential for Bhutan's film industry to grow through international partnerships.



3. Film Appreciation Workshop (23-27 December 2024)

As part of its continued efforts to support and uplift Bhutan's creative industries, the Bhutan InfoComm and Media Authority organized a Film Appreciation Workshop from 23-27 December 2024 to benefit professionals in the Bhutanese film sector.

The workshop aimed to deepen participants' understanding of cinema by focusing on several key areas, including:

- ❧ Recognizing high-quality storytelling techniques
- ❧ Exploring how international film standards can be contextualized within Bhutanese culture
- ❧ Gaining insights into the artistic and technical decisions behind filmmaking
- ❧ Cultivating an appreciation for diverse film styles and genres to encourage creativity and innovation among local filmmakers

The session was led by Ms. Meenakshi Shedde, an acclaimed Indian film curator and award-winning critic. With vast experience in global cinema, including serving on the jury of over 25 prestigious international film festivals such as the Critics' Week at the 2023 Cannes Film Festival and the Golden Globe Awards Ms. Shedde brought invaluable expertise and global perspectives to the workshop.

This initiative is part of the Authority's broader objective to enhance the knowledge, creativity, and technical proficiency of Bhutanese filmmakers, ultimately contributing to the continued growth and improvement of Bhutan's film industry.



4. Salang Tendrel for the Construction of Cinema Halls in Bajo and Samdrup Jongkhar

The Salang Tendrel in Bajo, Wangdue Phodrang was held on 7th February and in Samdrupjongkhar on 13th February, both graced by Lyonpo Namgyal Dorji, Minister for Industry, Commerce, and Employment. Attendees included local leaders, Ministry and the Authority officials, and representatives from the Film Association of Bhutan(FAB). Organized in collaboration with the Wangdue Phodrang Dzongkhag Administration, Samdrup Jongkhar Thromde and Rabdeys, the ceremonies marked a significant step toward enhancing film infrastructure and cultural development in the region.



5. The Bhutan National Film Awards (BNFA)

The Bhutan National Film Awards 2024 marks a historic milestone as the first-ever government-initiated National Film Awards, established to honor Bhutanese artists and recognize excellence in filmmaking. The primary objective of this initiative is to revamp the current awards system to ensure that the achievements of our film industry are provided due recognition and also to acknowledge their contribution towards preservation and promotion of our culture and tradition.

a. Launch of Official Logo for the BNFA (05 February 2025)

As part of a broader rebranding initiative, the official logo for the Bhutan National Film Awards (BNFA) was launched on 5 February 2025, aligning with the Birth Anniversary of His Royal Highness Gyalsey. The launch marked a renewed commitment to strengthening Bhutan's film industry and enhancing the national identity of the Awards.

The new logo reflects three key elements rooted in Bhutanese culture and cinema:

- ❧ The Dragon, symbolizing Bhutan's identity as the "Land of the Thunder Dragon" and the strength of its people;
- ❧ The Tashi Khadar, representing celebration, honor, and traditional Bhutanese values;
- ❧ The Film Reel, denoting creativity, storytelling, and cinematic artistry.



The seamless integration of these three elements reflects Bhutan's cultural heritage and cinematic journey. The curves of the traditional Tashi Khadar, the elegance of the dragon, and the fluidity of the film reel harmonize to create a powerful visual identity for the Bhutan National Film Awards. The national colors of yellow and orange further enhance the logo's significance, symbolizing prosperity and artistic excellence.

The Bhutan National Film Awards 2024 signals a new commitment to recognizing and fostering cinematic talent, inspiring future generations of filmmakers, and elevating Bhutanese cinema to greater heights.

b. The 24th Bhutan National Film Awards (21 February 2025)

As mandated by the Information, Communications and Media (ICM) Act of Bhutan 2018, the Bhutan InfoComm and Media Authority organized the 24th Bhutan National Film Awards (BNFA) 2024 on 21st February 2025. The event consisted of 21 award categories, recognizing excellence across various aspects of filmmaking.

The BNFA was established in 2001 to recognize Bhutanese filmmakers and professionals and promote Bhutanese films. Over the years, the BNFA has evolved into a highly anticipated annual event that brings together Bhutanese filmmakers across the spectrum to celebrate their films. During the Awards, the event honours the artistic excellence and creativity of filmmakers and their outstanding achievements across various genres. The Award encourages filmmakers to push boundaries, fostering an environment where risk-taking and experimentation are not only welcomed but also celebrated.

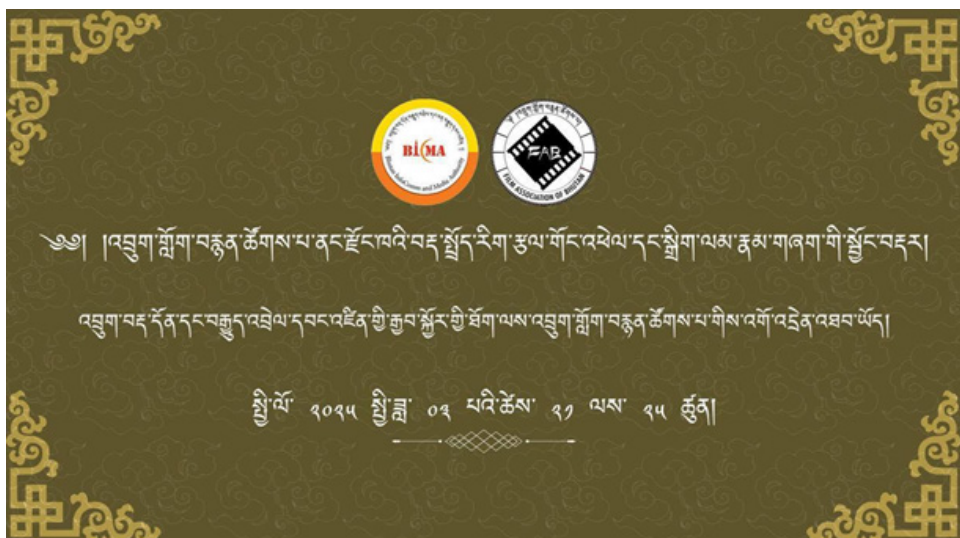


6. Workshop on Dzongkha and Driglam Namzha (21-25 March 2025)

The Bhutan InfoComm and Media Authority, through the Economic Stimulus Programme (ESP) fund, supported a comprehensive workshop aimed at enhancing the use of the Dzongkha language and the principles of *Driglam Namzha* in the Bhutanese film industry. The workshop, conducted by the Film Association of Bhutan (FAB), took place from 21 to 25 March 2025.

Recognizing the significance of preserving and promoting Bhutan's rich cultural heritage, the initiative was designed to equip filmmakers, actors, and other industry professionals with essential skills to effectively communicate in Dzongkha and uphold the values of *Driglam Namzha*—the national code of etiquette and conduct. The programme included seminars and hands-on training sessions led by experienced instructors from the Government and seasoned veterans from the film industry.

Participants received training in various aspects of filmmaking, including scriptwriting, dialogue delivery, and the incorporation of cultural nuances and etiquette. Through practical exercises and interactive sessions, attendees enhanced their Dzongkha proficiency and deepened their understanding of *Driglam Namzha*. The workshop ultimately aimed to empower industry professionals to produce films that reflect and promote Bhutanese language, tradition, and cultural values.





7. Training on Color Grading, Film and Television Institute of India, Pune (12-17 May 2025)

As mandated, the Bhutan InfoComm and Media Authority proposed to conduct three film-related workshops, training, or seminars, both in-country and abroad. Out of three film related capacity building programs, Color grading was proposed as per the need of filmmakers in Bhutan. The Color Grading training was part of the Authority’s initiative to support filmmakers in further enhancing their filmmaking skills and uplifting the standards of Bhutan’s film industry.

The training on color grading, supported by the Authority and conducted at the Film and Television Institute of India (FTII), provided valuable hands-on experience for Bhutanese film professionals. Through practical sessions, participants gained a deeper understanding of color grading techniques and learned how to manipulate color, contrast, and tone to enhance storytelling and visual aesthetics in film. Exposure to FTII’s professional studios, film sets, and equipment further enriched their learning, allowing them to benchmark technical standards and envision improvements for Bhutan’s film industry. The training not only strengthened their technical

skills but also broadened their perspective on advanced filmmaking practices. The visit to the Film and Television Institute of India (FTII) provided officials from the Authority and Bhutanese film professionals with valuable insights into advanced filmmaking techniques.



8. Training on Sound Design, Film and Television of India, Pune (02-06 June 2025)

From 02–06 June 2025, officials from the Bhutan InfoComm and Media Authority visited the Film and Television Institute of India (FTII) in Pune to support a specialized sound design training program for 13 Bhutanese film professionals. The visit included a series of structured activities such as orientation sessions, institutional meetings, and hands-on technical training aimed at enhancing participants' understanding of advanced sound design techniques. The five-day training concluded with a certificate distribution ceremony led by the Director of FTII, marking the successful completion of the program.

The visit to the Film and Television Institute of India provided officials from the Authority and Bhutanese film professionals with insights into advanced filming techniques. Some of the key learnings from the visit are as follows;

- a. Meetings with the Director, Dean, and Registrar of FTII provided a comprehensive understanding of how the institute partners with national and international organizations. The discussions opened new possibilities for structured, long-term collaboration between the Authority and FTII.
- b. The visit to FTII's studios, theatres, sound facilities, and film sets gave officials and participants firsthand exposure to professional-grade equipment and setups. This experience enabled the team to assess technical benchmarks and envision how similar infrastructure could be developed in Bhutan.
- c. Participants gained in-depth knowledge of sound design, including:
 - ❧ Mixing stage calibration and design;
 - ❧ DAW-based post-production workflows;
 - ❧ Mixing for theatres, OTT, and web platforms;
 - ❧ Full arc design from pre-mix to final mix;
 - ❧ The use of sound to shape mood and guide viewer focus; and
 - ❧ Introduction to location sound recording



9. Art for People (June 6-17, 2025)

As part of its mandate to support the development and promotion of Bhutan's film industry, the Authority provided financial assistance of Nu. 2,000,000 (Two Million) to Golan Pictures to organize a film event titled Art for People, held from June 6 to 17, 2025. The Art for People program marked a milestone in Bhutan's creative development, offering a unique platform where youth and traditional storytelling converged.

The 10-day workshop was conducted with 35 young film enthusiasts, aspiring storytellers from across the country. Held in Thimphu from June 6-17 and curated by Golan Pictures, Bhutan Film Society, and Mirgula Films, the program featured seven national and international mentors who trained participants in various film disciplines from directing and cinematography to editing, sound, and acting.

More than just a workshop, the program became a transformative journey, blending theory with real-world practice. It culminated in the creation of six original short films and a live theatre performance all developed entirely by the participants. This showcase reflected bold creativity, raw talent, and the start of what may grow into a nationwide movement in arts education and storytelling.





WAY FORWARD



1. Plans and Initiatives for Film Sector Development

To strengthen the film sector in the country, the Film Development Fund (FDF) will be instituted to provide financial support to Bhutanese filmmakers. The filmmakers will be given the opportunity to undergo training in India to further enhance their skills and capacity. The Authority will also support filmmakers through a Film Production Grant to encourage the creation of artistic art films. Additionally, the Authority will conduct routine monitoring and evaluation of the construction of two cinema halls in Wangduephodrang (Bajo) and Samdrup Jongkhar.

2. Procurement of Satellite based services monitoring equipment

Procuring a satellite monitoring equipment or service will allow the Authority to track the use of radio frequency bands by satellite services. These stations are equipped with radio receivers, spectrum analyzers, and antennas that can detect satellite signals in various frequency bands. The spectrum monitoring systems help ensure that satellites, including communication and broadband satellites like Starlink, operate within the frequency bands they are licensed for, and they prevent interference between satellite services and terrestrial communication systems.

3. Revision of Broadband Definition to 5Mbps

The existing definition of broadband in Bhutan is 512Kbps according to Bhutan's Telecommunications and Broadband Policy 2014. It is critical that in order to enable better experience of internet quality and also to cater today's browsing demand bandwidth of the internet, the minimum broadband download speed needs to be revised. The Authority will strategise in achieving the implementation of minimum broadband download speed of 5Mbps in Bhutan.

4. Notification of Radio Frequency Usage to Master International Frequency Register

The notification of frequency usage to the Master International Frequency Register (MIFR) maintained by the International Telecommunication Union (ITU) is crucial for member countries to notify its radio frequency usage to ITU due to several technical, regulatory, and strategic reasons. Some of the important reasons and benefits to the country due to notification of its frequency usage to ITU are;

- ☞ Gaining international legal status for frequency use,
- ☞ Ensuring protection against interference,
- ☞ Enabling coordination and efficient spectrum use,
- ☞ Maintaining compliance with global rules, and
- ☞ Supporting national and commercial interests in global telecom infrastructure.

In this regard, the Authority will be working on notification of the country's terrestrial frequency usage to the ITU MIFR.

5. Review of Spectrum resources and assign to operators

The Authority will also review the spectrum resources and assign them to the operators if required. The spectrum resources are important and will have to be used efficiently and effectively. It is worthwhile to make it used rather than keeping it idle. Therefore, the Authority will review and assign the available spectrum resources to operators.

6. Recruit external experts to review the Cyber Security Audit Compliance and code of practice or guidelines for the telecom service providers and internet service providers (those included as Critical Information Infrastructure(CII))

In order to strengthen cybersecurity within the ICT sector, the Authority has initiated cybersecurity audits of telecommunication networks and systems. Additionally, it has published a Code of Practice on Information Security, Cybersecurity, and Privacy Protection for ICT and telecommunications service providers in the country. Accordingly, the Authority plans to assess the impact of these cybersecurity audits on the security of telecommunication and ICT infrastructure, as well as evaluate the level of compliance with the Code of Practice related to information security, cybersecurity, and privacy protection.

7. Ensure cable TV connectivity to all the villages by incentivizing cable operators to extend their services to remote villages

The Authority has undertaken data collection to assess the current CATV coverage, identifying areas with and without access to cable television services. Based on this, a cost analysis was also carried out to estimate the financial implications of extending CATV services to

unreached villages. In order to promote equitable access to information and entertainment, the Authority will encourage and incentivize cable operators to expand their services to remote and under-served areas. This initiative aims to ensure that all villages are connected through cable TV and no community is left behind.



ANNEXURES



Annexure I: List of village connected through RCP phase 7

Sl. No.	Dzongkhag	Gewog	Chiwog	Villages	Geo Coordinates	Households	Population
1	Dagana	Tashiding	Gangab	Rangatar	26.88969N 89.99794E	3	6
2	Punakha	Chubu	Ngoedroobchu	Khyimchena	27°41'13.61"N 89°51'5.80"E	6	24
3	Sarpang	Chhudzom	Dragchu	Hungrelthang	27.04375N, 90.27442E	2	9
		Senggye	Sangaythang	Wangchucklingka	26°45'12.45"N, 90° 6'35.87"E	23	82
		Gakidling	Meanchulam	Dapgoan	26°56'0.54"N, 90°17'15.28"E	9	30
4	Trashigang	Sakteng	Thrakthri	Thrakthri	27°24.978"N, 91°51.5070"E	19	150
5	Mongar	Gondue	Daksa	Gogarbi	27° 0'33.37"N, 91°10'42.84"E	5	12
6	Haa	Eusu	Sangkiri Pajekha	Tsuembetshang	27°19'47.5"N, 89°18'05.2"E	2	10
7	Samtse	Norbugang	Tsheringang	Lambji	27° 0'59.18"N, 89°3'34.41"E	6	28
			Dramzegang-Meadgang	Tingteri	26°58'40.74"N 89°1'34.02"E	2	8
		Phuntshophelri	Nyoenpaling-Tingtingma	Satergang	26°51'23.10"N 89°14'54.12"E	3	15

8	Thimphu	Darkarla	Wangdrog	Tawchithang	27.33951N 89.69193E	6	40
				Shala	27.30969N 89.76702E	2	13
				Zhata	27°16'2.00"N 89°44'23.00"E	4	16
			Dungdrok	Domathang	27°11'49.46"N 89°43'769"E	10	15
				Nothoogang	27°10'4.6"N 89°43'43.25"E	15	55
				Jabzerwa	27°13'52.05"N 89°36'23.69"E	35	50
				Tsiba	27°13'34.14"N 89°36'54.97"E	3	10
		Naro	Barshong- Moentsiphu	Moentsiphu	27°44'0.84"N 89°30'48.77"E	3	17
9	Trongsa	Nubi	Gagar- Karshong	Mangdiphu	27°37'41.45"N 90°29'26.92"E	10	20
10	Zhemgang	Goshing	Mewanggang	Chaidra	26°59'19.62"N 90°55'56.99"E	5	15
				Dumati	26°58'26.82"N 90°55'57.47"E	2	11
				Rekam	26°58'6.83"N 90°54'53.48"E	3	17
				Bakaling	26°59'10.89"N 90°55'42.79"E	3	10
11	Gasa	Lunana	Wachey	Threlga	27°59'56.35"N 90° 3'29.05"E 28° 0'2.84"N 90° 3'13.22"E 28° 0'10.85"N 90° 3'14.10"E	25	60
				Shangsa	28° 1'7.64"N 90° 4'31.80"E 28° 1'12.40"N 90° 4'39.04"E		
12	Wangdue Phodrang	Sephru	Longtoed	Revana	27°31'40.78"N 90°15'37.40"E	12	90
			Phenchimiri	Phenchimiri	27°31'49.27"N 90°16'30.05"E	7	21
						225	834

Annexure II: List of villages to be connected through RCP Phase VII Supplementary 1

Sl. No.	Dzongkhag	Gewog	Chiwog	Villages	Households	Population
1	Wangdue Phodrang	Athang	Zawa-Jarigang	Zawa	12	161
				Yuetama	5	59
		Kazhi	Beldrok	Dongkobjee	15	98
				Beldrok	35	245
		Sephu	Bose-Nubri	Wangdi Goenpa	15	75
2	Paro	Tsento	Yaksa-Nubri	Yaksa	27	300
3	Bumthang	Choekhor	Nangsiphel- Zangling- Zhajethang	Khantang	9	62
				Khaktang	9	30
4	Samtse	Namgaycholing	Gelposhing- Satsangsa	Gelposhing	53	200
		Pemaling	Thanchenang	Thangchenang	20	86
				Perkarling	14	38
				Yurungthang	11	35
5	Chhukha	Metakha	Pangu	Menphu	3	16

6	Punakha	Talo	Lunakha	Tazegang	2	18
				Pacheykha	7	47
				Segaypo	15	90
7	Gasa	Laya	Nyelog	Rodophu	3	9
					255	1569