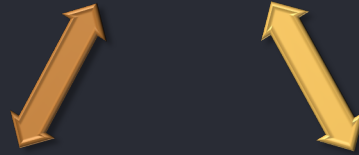


“Bhutan’s future will be mirrored
by the strength and capabilities
of our youth.”

~ HM the Druk Gyalpo on 112th National Day

Strength and
Capability



Inspiration



Responsible
Youth



Responsibility For Change

GOVERNANCE GROUP

OUR TEAM



JUN MAYA
GRADUATE (SCE)



DORJI TSHERING
GRADUATE (CLCS)



PHUNTSHO WANGDI
UNDERGRADUATE (AAHS)



TSHERING SAMDRUP
GRADUATE (CLCS)



PHUNTSHO CHODEN
TEACHER

Responsibility For change

Striving for Responsible and Productive Youth



OBJECTIVE

This campaign aims to share the stories of engaged Bhutanese youth, so as to encourage and inspire other youths to help build a vibrant community.

CAMPAIGN OVERVIEW



STORY

POST REACHED

POST ENGAGEMENT

DESSUP

18.4K

1.4K

FORESTER

16.3K

997

TOURIST GUIDE

35.9K

4.9K

UNEMPLOYED YOUTH

3.3K

396

UNDERGRAUATE

1.1K

127



1,41,000!

NUMBER OF POST REACHED TO THE PEOPLE



21,200!

NUMBER OF POST ENGAGED TO THE PEOPLE

STORY ABOUT MS. PASSANG BIDDHA



POST REACHED

35.9K



REACTIONS

655



COMMENTS

55



SHARE

52



POST ENGAGEMENT

4.9K

WHAT WE HAVE LEARNED



VIDEOS VS IMAGE





COLLABORATIVE EFFORT FROM
INTERVIEWEE

VIDEO VERSUS IMAGE

Show All Posts ▾

■ Reach ■ Post Clicks ■ Reactions, Comments & Shares ⓘ

Type	Average Reach	Average Engagement
 Video	12,868	962 268
 Photo	10,649	829 211

CHALLENGES



YOUTHS LACK CONFIDENCE



DIFFICULTIES TO REACH TO MORE
PEOPLE

WAY FORWARD

Increase the number
of clients



Work with relevant
agencies



Continue campaigning



THANKS!