

Business Opportunity Mapping Wangdue Phodrang 2023-2028



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Rationale

Although there are lots of references, reports on the Dzongkhag, there are no published references on the economic opportunities of the Dzongkhag. If such references are developed it will act as a guide to plan the activities that can actually enhance the local economy and create job opportunities. Moreover, most aspiring entrepreneurs get lost in between understanding the procedures and getting the clearances, making the ease of doing business difficult. Therefore, through this opportunity mapping we plan to provide a simple single window for the new and established business to get them started. Further we want to motivate them by providing the support and facilities from our side if they plan to start business.

Business Opportunity Mapping

Opportunity mapping is a process of identifying emerging business opportunities in each sector and hence, providing guides on how each sector can play a role in turning those opportunities into reality within a specific time period.

This can be achieved through partnerships between sectors, local government, the business community and NGOs. Its objectives are to stimulate investments that will promote sustained high growth in a local community.

The purpose of identifying the opportunities is to focus on building up the economic capacity of a local area so as to improve its economic future and the quality of life for all. It is a process by which public, business and non-governmental sector partners work collectively to create better conditions for economic growth and employment generation. Further, it will serve as a guiding document for planning the activities of the Economic Development Unit.

Stakeholders

| Dzongkhag | Gewog | Private |
|------------------|---------------|---------------------|
| Sector heads | Gups | Youths |
| | GAOs | Entrepreneurs |
| | Mangmi | BCCI representative |
| | Tshokpa | Homestay focal |
| | Village heads | Business owners |

Methodology

1. Group discussion with the stakeholder
 - Economic profiling of each sector
 - SWOT analysis of each sector
2. Identify the most potential opportunities
 - Detail out why and how those are the most potential opportunities
 - Write all the necessary supports that are required for the identified opportunities to become a reality
 - Mention the challenges
 - Explain how it will help in employment generation
3. For ease of doing business, write all the sectoral clearances required to start various businesses.
4. Field visit to further validate the identified opportunities
 - Athang-Lopokha Tsho
 - Dangchu- Dangchu Wangchu
 - Samtengang- Samtengang lake
5. Compile the report and share/consult the draft with all the stakeholders for further validation and verification

Objective

To identify the most potential economic opportunities and develop a guide on how each sector can facilitate in turning those opportunities into reality

Dzongkhag Economic Profile

CSIs in each Gewog

| Sl.No | Gewog | Production and manufacturing | Service | Contract |
|-------|--------------|---|---|---------------------------|
| 1 | Athang | None | 10 (Barber-1, Fast food restaurant-1, Operation and maintenance-1, Restaurant-6, Tailoring-1) | 0 |
| 2 | Bjenag | 8 (Agro-5, Forestry-3) | 14 (Bar-4, Logging-1, Maintenance & repair of motor vehicle-1, Operation & Maintenance of off grid system-1, Poultry-1, Restaurant-6) | 0 |
| 3 | Daga | 5 (Mining-2, Forestry-2, Agro-1) | 80 (Restaurant-39, Bar-23) | 3 |
| 4 | Gase Tshogom | 7 (Forestry-3, Agro-2, Mining-1, Others-1) | 24 (Bar-7, Restaurant-13) | 1 |
| 5 | Gase Tshowom | 3 (Agro-3) | 16 (Bar-9, Tourist hotel-1, Parlor-1, Restaurant-4) | 0 |
| 6 | Nahi | 1 (Agro-1) | 1 (Bar) | 0 |
| 7 | Thedtsho | 20 (Agro-4, Forestry-8, Mining-3, Others-8) inclusive of Bajo Throm | 460 inclusive of Bajo Throm | 76 inclusive of Bajo Town |
| 8 | Ruebisa | 8 (Forestry-3, Agro-2, Mining-1, Others-2) | 13 (Logging-3, Restaurant-6, Hiring of earth moving equipment-2 equipment-2, Goods transport-1, Tourist standard hotel-1) | 1 |
| 9 | Dangchu | 4 (Forestry-3, Others-1) | 41 (Restaurant-21, Bar-15, Saloon-1, Tailoring-1, | 1 |

| | | | | |
|----|-----------|-------------------------------------|--|---|
| | | | Automobile workshop-1, Electronic repair-1) | |
| 10 | Gangteng | 8 (Forestry-5, Agro-3) | 43 (Tourist standard hotels-12) | 0 |
| 11 | Kazhi | 2 (Forestry-2, Others-1) | 3 (Bar-1, Wood carving-1, Operation & maintenance-1) | 0 |
| 12 | Nyishog | 4 (Forestry-2, Others-2) | 13 (Aerial ropeway-1, Security services-1) | 1 |
| 13 | Phangyuel | None | 9 (Bar, Hotel, Restaurant) | 0 |
| 14 | Phobji | 4 (Forestry-2, Agro-1, Others-1) | 18 (Tourist standard hotel-2, Bar-14, Logging-2) | 0 |
| 15 | Sephu | Sephu-4 (Forestry-2, Agro-2) | 32 Bar (20), Furniture (1), Hotel & restaurant (10), Workshop (1) | 1 |

SWOT Analysis of CSI in Dzongkhag

| | |
|---|---|
| <p>Strength</p> <ul style="list-style-type: none"> • Ideal location to start any business • Road connectivity in all the Gewogs • All the Gewogs electrified • Network coverage in 90% of the Gewogs | <p>Weakness</p> <ul style="list-style-type: none"> • All the service sectors are located at Bajo town so the Gewogs are deprived of some the essential services • Production and manufacturing CSIs are comparatively less compared to the service CSIs • Lack of skills and capacity • Lack of private land and the tedious procedure to get the state land |
| <p>Opportunities</p> <ul style="list-style-type: none"> • Services businesses can be established in the Gewogs • Skill development for the established and upcoming entrepreneurs • Create an enabling environment for doing business • Medium industries (the completion of renewable energy projects will create | <p>Threats</p> <ul style="list-style-type: none"> • Entry of new competitors • Market availability • Sustainability |

| | |
|--|--|
| <p>the environment for establishing medium industries)</p> <ul style="list-style-type: none"> ● Outsourcing- licensing with min fee | |
|--|--|

Tourism products in the Dzongkhag

| Sl.No | Gewog | Products |
|-------|--------------|---|
| 1 | Athang | Lopokha lake |
| 2 | Bjenag | Rinchenling Shedra, Dolung Goemba, Jangsa Goemba, Khotokha Valley, Dechen Japhu |
| 3 | Daga | |
| 4 | Gase Tshogom | |
| 5 | Gase Tshowom | Wind energy project |
| 6 | Nahi | Khujula Trail |
| 7 | Theedtsho | Rinchengang village |
| 8 | Ruebisa | Wind mill |
| 9 | Dangchu | Dangchu Wangchu, TBT trail, Zhabjey Lhakhang, Trakhey lhakhang |
| 10 | Gangteng | VHS, Gangtey Goemba, Gangtey Shedra, Gangtey Trail, Hotels |
| 11 | Kazhi | Baelangdra, Kathok Yoesel Samtenling monastery, Dechencholing Goemba, Lumchey Dotsona, Wangdue Goemba, etc Sha gi locho (Dangra, Komathrang, Limbe) |
| 12 | Nyishog | Samtengang lake, TBT trail, Sha ge Locho |
| 13 | Phangyuel | Reviving the Phangyul to Bajo Lkahkhang Trail via Limbukha |
| 14 | Phobji | VHS, Hotels |
| 15 | Sephu | Solar energy project |

SWOT analysis on tourism in the Dzongkhag

| | |
|---|--|
| <p>Strength</p> <ul style="list-style-type: none"> ● Landscape ● Convenient location for the travelers ● Winter residence of Black necked crane ● Presence of lots religious sites ● Diverse culture | <p>Weakness</p> <ul style="list-style-type: none"> ● Only Gangtey and Phobjikha are a tourist destination and the rest of the gewogs are left out. ● VHS in Phobjikha are clustered and there isn't enough distance between the homestays. ● Less diverse tourism products |
| <p>Opportunities</p> <ul style="list-style-type: none"> ● Tourism products diversification ● Extensive promotion of existing products ● Reviving ancient culture and practises and selling as a tourism product ● Unique selling product for each Gewog to attract tourist | <p>Threats</p> <ul style="list-style-type: none"> ● Community acceptance while reviving ancient culture and practices ● Culture degradation |

Agriculture and livestock products in the Dzongkhag

| Sl.No | Gewog | Livestock | Agriculture |
|-------|--------------|------------------------------|---|
| 1 | Athang | Nga Dosem, Native Poultry | Ginger (33.6 MT) |
| 2 | Bjenag | Dairy | Potato (1404.66 MT), Broccoli (88 MT), Cauliflower (218.9 MT), Cabbage (198.331 MT), Persimmon (55.88 MT) |
| 3 | Daga | Piggery, Poultry | Paddy (693.2 MT), Small chili (60 MT), Ginger (16 MT) |
| 4 | Gase Tshogom | Piggery, Poultry, Dairy | Paddy (1155 MT) |

| | | | |
|----|--------------|----------------------|--|
| 5 | Gase Tshowom | Egg, Dairy | Paddy (639.268 MT) |
| 6 | Nahi | Poultry | Paddy (761.85 MT) |
| 7 | Thedtsho | Egg, Milk | Paddy (574.87 MT), Wheat (72 MT) |
| 8 | Ruebisa | Poultry, Dairy | Paddy (1324.87 MT), Potato (2100), Chili (111.25 MT), Dollay |
| 9 | Dangchu | Milk, butter, cheese | Potato (814.39 MT), Garlic (46.57) |
| 10 | Gangteng | Dairy | Potato (4070.75) |
| 11 | Kazhi | Yak, Dairy | Chili (640 MT), Paddy (772.5 MT), Potato (480 MT) |
| 12 | Nyishog | Dairy | Paddy (1269.169 MT), Garlic |
| 13 | Phangyuel | Poultry | Small chili (112 MT), Paddy (893.570 MT) |
| 14 | Phobji | Dairy, Piggery | Potato (8001.01 MT) |
| 15 | Sephu | Yak, Dairy | Vegetables (broccoli (16.6 MT), cabbage (1004.9 MT), cauliflower (24 MT), potato (2309.99 MT), turnip (1183.5 MT)) |

SWOT Analysis of Agri and Livestock in Dzongkhag

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|---|--|
| Strength <ul style="list-style-type: none">● Favorable climatic conditions.● It is one of the highest rice and potato-producing Dzongkhag in Bhutan.● Market accessibility● Mega irrigation projects | Weakness <ul style="list-style-type: none">● Poor value addition- the agri and livestock products are in the raw form in the market due to which the income generated from such farming is less.● Least diverse income generation practices (Rural people only rely on single crop farming and very few of them have alternative sources of income generation)● Products are seasonal |
| Opportunity <ul style="list-style-type: none">● Value addition (Potato, Buckwheat, Turnip, Wool)● Reviving the fallow lands (1780 acres, Kuensel, June 2020).● Introduction of green technology in the farming practices● Mega nya dosem production | Threats <ul style="list-style-type: none">● Human-wildlife conflict when the main source of income for people are potato and paddy cultivation● Less diversified economy● Sustainability |

Identifying the most potential opportunities in each sector

| <u>SL.No</u> | Gewog | Opportunity | Why/How? | Critical Supports | Challenges | Stakeholders | Time frame | Employment opportunity | Remarks |
|--------------|-----------------|--------------------------|---|---------------------------------------|----------------|--|------------|--|---------|
| 1 | Athang and Daga | Driftwood furniture unit | <p>There are 27 furniture units in Wangdue as of March 2021 but most of them are located at the highland Gewogs and all of them are from the regular woods. Moreover, wood- based industries are one of the highest revenue generators in Bhutan (Wangchuk, 1998) so if a furniture unit can be started from the wasted driftwood it will benefit both the environment and the person who starts such a business. The feasible place for such business can be at Daga and Athang because the Punatsangchu carrying the driftwoods exit from Daga and Athang. Such businesses will be unique and which can create attractive home décor with rustic and raw looks.</p> | Clearances to establish such business | Sustainability | Dzongkhag Administration/Gewog Administration/Forestry | | Regular employment opportunity for the business owner and the workers, temporary employment for the community people for engaging in collection of the driftwoods. | |

| | | | | | | | | | |
|---|---|---|--|--|--|--|-----------------|---|--|
| 2 | Highland Gewogs (Sephu, Gangtey, Phobji, Dangchu) and Central Gewogs (Kazhi, Phangyul, Bjena, Rubesa, Nyisho) | Essential services such as barber, cobbler, electronic repair | Although there are enough essential services most of them are available only at Bajo town. Further, those Gewogs do not have any such services when the population is 16,587 (PHCB,2017). 39.318% of the population has to come all the way to Bajo town to avail those essential services which are time consuming and extra expenditure to the poor people. Moreover, if such services can be started by the people staying (because most of such service providers are Indian) in those communities then it will benefit both the community and the service provider as the people in those communities can avail the same or better services without having to go all the way to Bajo. | Skill development training, Equipment support through grants | Market because people might still want to avail the services from Bajo town. | Gewog Administration/Dzongkhag Administration/MoLHR/MoEA | 2 years | It will create employment opportunity for the unemployed youths staying in those Gewogs | |
| 3 | | Packaging unit | Packaging materials for any products that need to be packaged are imported mostly from India which adds to the increasing cost of production. Moreover, there are no packaging units in the country so there is a potential to start one. It need not have to be on a large scale, one can start from producing the packaging material for dairy products (butter and cheese), incense and similar smaller products. Currently there are 4 MPUs and 5 incense producers who procure the packaging/wrapping materials from India. Similarly, there are pickling units at commercial level and household level so they also get the packaging materials from outside. All in all, we see | Land lease for such business, equipments/machinery support, linkages | Sustainability | Gewog Administration/Dzongkhag Administration/MoEA | with in 5 years | Employment opportunity for the who starts the business | |

| | | | | | | | | | |
|---|---------------|--------------------------------|--|---|----------------------------|-------------------------------|--|---|--|
| | | | a market in starting such a business. | | | | | | |
| 4 | Dangchu Gewog | Dangchu Wangchu Hot Stone Bath | <p>Dangchu Wangchu is believed to have been revealed by the 2nd Je Khenpo Sonam Oezer in the 17th Century. It is widely believed that Dangchu Wangchu spring water has medicinal properties curing several diseases including cancer.</p> <p>Under the initiative of the Dzongkhag Administration, Dangchu Menchu currently has seven bathrooms, Seven guest rooms, a common kitchen and three public toilets. The service will be open to the public from 2021. After the onset of Dangchu Wangchu hot stone bath service, it has recorded approximately 200 visitors weekly. Looking at the visitors trend and significance of the site, it would prove to be a hotspot for a small business set up. Further one can come up with exciting package services apart from regular hot stone baths, as the place is packed with historical events and sacred places.</p> | Improvement of gewog road connectivity. | Bad road condition till GC | DAW/Gewog Administration | | This might result in community development and employment generation. | |
| 5 | Nyisho Gewog | Samtengang Lake/Luetshokha | <p>Samtengang Lake or Luetshokha Tsho is considered one of the oldest lakes in Nyisho gewog. Apart from the enthralling stories behind its existence, the place offers a glimpse of unexplored authentic traditional beauty of our country, boasting some of the most beautiful forests, remote historical & religious sites. The Samtengang Lake is best suited for trekking and camping sites, it will provide an opportunity to set</p> | Uplift the existing Samtengang lake by providing amenities like sidewalk railing. | Drying up the lake. | DAW/Gewog Administration/TC B | | Employment generation if one takes up camping business. | |

| | | | | | | | | | |
|---|---------------------|-------------------|---|--|-----------------------|--------------------------------|--|--|--|
| | | | up campground business inclusive of exciting packages. | | | | | | |
| 6 | Athang | Lopokha lake | Lokpokha lake has the potential to become a tourist attraction because Lopokha lake is one of the most visited lakes by the locals due to its historic story and its beautiful looks. Most of the people visit the lake for leisure. Likewise, White Bellied Heron is also said to be spotted near the lake so there is huge scope for community development that will come along with the development of the lake. | Need to improve the road (Black topping), support people developing VHS, develop amenities by the lake | Distance | DAW/TCB/Gewog Administration | | The communities can develop VHS and small businesses creating employment opportunities | |
| 7 | Phangyue l Gewog | Reviving Ski Lift | The old ropeway from Chuzomsa to Khotokha was first developed by the Swiss Government in collaboration with RGoB during the early 80s. It was initially started to transport timber, necessities of the Khotokha people, prior to road connectivity. Therefore, if this ropeway can be revived it can be used to take tourism to Gewogs other than Phobji and Gangtey. | Clearances, cost sharing, recommendation for funding support from relevant agencies (TCB) | Cost of establishment | Dzongkhag Adm, Gewog Adm, TCB, | | | |

| | | | | | | | | |
|---|----------|---|--|--|--------------------------------------|------------------------------------|---|--|
| 8 | Thedtsho | Guided bird watching which could be taken up by youths as the river has quite a number of migratory birds | Wangdue Dzongkhag is home to many species of birds including Spotted Forktail at Guru Uzha, Kazhi, Spot-winged Starling in Wangdue - Tsirang Highway, Oriental Cuckoo at Nobding, Hill Partridge at Athang, Jigme Singye Wangchuck National Park. And the rare Black-Necked Crane, which breeds in Tibet and then migrates over the Himalayas to Bhutan during the winter months. The Cranes can be spotted in Phobjikha Valley. There are more than 465 species of birds observed so far as per research. Although there is availability of varieties of bird species in the dzongkhag, a field guide is required for the travelers, especially those who have keen interest in birding. Coming up with a guided bird watching business idea initially would further attract visitors who are interested in exploring the natural habitats, its flora and fauna apart from bird watching. | Support interested youth in training/attachment with RSPN to learn details about birds species | Lack of knowledge about bird species | DAW/TC B/Gewog Administration/RSPN | The interested youth can take part in studying about bird species to create employment as field guide for bird watchers | |
| 9 | Bjena | Village Homestays (VHS) in Khotokha, Bjena | Khotokha is one of the most visited places in Wangdue Phodrang Dzongkhag after Gangtey and Phobji village. Most of the local tourists visit for recreation and for its beautiful landscape and to visit the sacred lhakhangs located there. Moreover, the place will become a tourist spot after the blacktopping of Khotokha road is completed. Although there is a significant number of visitors, there isn't a place for the visitor to have night halts. So one can start with VHS in Khotokha with | Support people developing VHS | Market | DAW/TC B/Gewog Administration | Employment generation for the VHS owners | |

| | | | | | | | | | |
|----|--------|--------------------------|---|--|-------------------------|---|--|---|--|
| | | | minimal homestay services to the visitors and further enhance his/her business.(5km- from Chumzomsa-Khotokha) | | | | | | |
| 10 | Athang | Nga dosem | With high market value and low production, there is a potential to grow those fish in a pond and at least try to meet the market demand. This can help the livelihood of the community people. | Feasibility study, capacity development, | Sustainability, quality | Gewog Adm, Dzongkhag Adm | | | |
| 11 | Daga | Horticulture | The horticulture business has been gaining popularity because of its higher scope in the market. To supplement even an association (Horticulture Association of Bhutan) has been to support farmers practicing such farming. DAS has already given horticulture cultivation training to the farmers at Daga (Taksha-silli, Wogena) so there is a potential for the entire Gewog to solely focus on such business. | Further capacity development, equipment support (cost sharing-basis) | Success rate | Dzongkhag Adm, Gewog Adm, MoAF, ARDC | | Employment generation for the owner and his employees | |
| 12 | Daga | Mushroom training center | The climatic conditions of Wangdue Dzongkhag as best favored the growth of so many crops and vegetables, so does it favor the growth of mushrooms. Further, training on mushrooms (Shitake, Oyster) has been provided so that a mushroom training center can be established at those places to encourage self employment in the rural areas. Likewise, there are not many attractions in this Gewog so such agricultural enterprises will serve as an attraction. | Further capacity development, equipment support (cost sharing-basis), certification for trainers | Success rate | Dzongkhag Adm, Gewog Adm, MoAF, ARDC, NMC | | Employment generation for the owner and his employees | |

| | | | | | | | | | | |
|----|--------|-----------------------------|------|---|--|---|-------------------------------------|--|--|--|
| 13 | Kazhi | Model Tourism | Agri | Among the 15 Gewogs, Kazhi Gewog ranks the highest in organic farming with 265 acres of land under organic cultivation in 2018-2019. Knowing this fact and increasing demand of organic products for high end customers there is a potential to develop a model organic agriculture farm. This farm can be used as a tourism product as well. | Identification of the land, capacity development, infrastructure development support | Market, sustainability | Dzongkhag Adm, Gewog Adm, MoAF, TCB | | Employment generation for whoever takes up the business | |
| 14 | Nyisho | Value addition to Garlic | | Nyisho produces one of the highest garlic from Wangdue Dzongkhag, yet the farmers do not get much benefit from growing garlic. So, a value addition to garlic will earn extra income for the people. | Capacity development (training on value addition) and maintenance of road for transportation | Market, sustainability | Gewog, DAW, NPHC | | Employment opportunities for the youths at the village if they take up | |
| 15 | Locho | Kazhi | | This is a festival celebrated once every 3 years and it will be celebrated this year. This is a unique festival with a rich historical background. So, during this festival local people can try to make an income for themselves by selling the local products and services. For this we need to do an extensive marketing of the festival and invite people from all over the world and Bhutan. Moreover, with the opening of tourism soon such unique festivals will attract more visitors to the country and of course Dzongkhag. | Lack of awareness, lack of products and services to offer to the visitors | If people do not turn up for the festival | Geowg, DAW, TCB, DoC | | One time opportunity for the local people | |

| | | | | | | | | | |
|----|---------|--------------------------------|---|--|---|--------------------------|--|---|--|
| 16 | Dangchu | Mineral water plant at Dangchu | With the medical value of the famous Dangchu Wangchu known to all, there is a possibility of starting a mineral water plant at Dangchu. | Feasibility study, financial, clearances, market accessibility | Market, sustainability, community clearance | Gewog, DAW, local people | | Any private entity who starts the production of mineral water | |
|----|---------|--------------------------------|---|--|---|--------------------------|--|---|--|

Note- This is not an exhaustive list of the potential opportunities and the list can still be added

Sectoral clearances required for establishment of CSIs and action plans

1. Cottage and Small Industries

Objective: To create an enabling environment for doing business by guiding the new businesses and upscaling the established businesses through various support schemes.

Clearances and approvals required for Production and manufacturing CSIs

1. Forestry Clearance from the department of forest for the furniture businesses
2. Environment clearance from the environment unit for any businesses that will have environmental impacts
3. Location clearance from Land sector in Dzongkhag
4. Administrative approval from EDU
5. Gewog clearance from the Gewog Administration

Clearances and approvals required for Service CSIs

Entertainment

1. Filled in application form for the places of entertainment
2. Endorsed recommendation form from the Dzongkhag Entertainment Licensing Committee
3. If the location for the places of entertainment is away from the core town area then recommendation letter from the Gewog Administration

4. Checklist depending on the type of entertainment services

Recreational services

1. Approved Business proposal by EDU
2. Approved structural and architectural drawings from the municipal
3. Location clearance
4. Recommendation letter from Bhutan Sports Association
5. Administrative approval from Dzongkhag
6. Trainer certificate for the gym and fitness centers

Essential services

1. Recommendation letter from the Dzongkhag

Support and facilitation from the Dzongkhag and Gewogs to support the CSIs development

| Initiative | Responsible stakeholders | Time period (2023-2028) |
|--|--|-------------------------|
| Provide essential service training including tailoring, haircut, and cobbler to enhance business capacity and capability. | Gewog Administrations, Dzongkhag Administration, MoLHR | Once in 2 years |
| Provide assistance such as (training, technical, financial) with business management for small businesses through t need analysis of the CSIs. | Gewog Administrations, Dzongkhag Administration, MoLHR, RoEA | Annually |
| Promote business excellence through competitive awards and recognition program for innovation and create pathways into national award categories | Gewog Administrations, DAW, MoEA | Annually |
| Provide packaging training for manufacturing and production unit as a part of branding | Gewog Administrations, DAW, NPHC, MoEA | Once in 2 year |

2. Tourism

Objective: Development and diversification of tourism products/activities to promote Wangdue Phodrang as a tourist hotspot.

Support and facilitation from the Dzongkhag and Gewogs to promote tourism

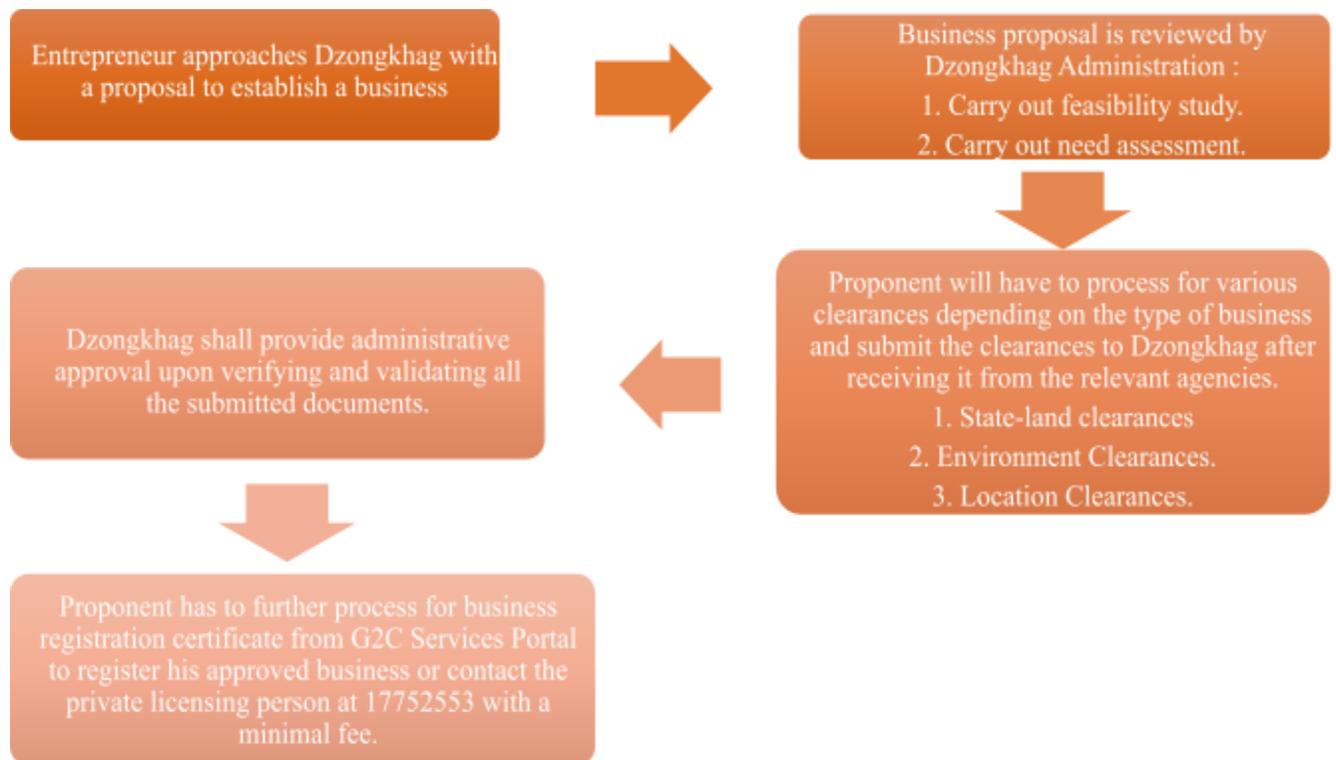
| Initiative | Responsible stakeholders | Time period (2023-2028) |
|--|--|-------------------------|
| Identify unique tourism products from each Gewog/cluster Gewogs | Gewog Administration, DAW, TCB | |
| Revive the ancient culture and sell as tourism product | Gewog Administration, DAW, TCB, DoC, | |
| Strengthen Homestay Network and provide support for the homestays | Gewog Administration, DAW, TCB, ABTO | |
| Promote the trekking trails | Gewog Administration, DAW, TCB, Influential figures, ABTO | |
| Promotion of heritage village | Gewog Administration, DAW, TCB, Influential figures, ABTO, GAB | |
| Revive biking/cycling trail at Phobjikha | Gewog Administration, DAW, TCB | |
| Support ecotourism initiatives | Gewog Administration, DAW, TCB, RSPN | |
| Skill enhancement and skilling program for the service providers in tourism industry (Basic housekeeping, hospitality, chef) | Gewog Administration, DAW, TCB, HAB, MoLHR, RITH | Annually |

3. Agriculture and Livestock

Objective: Value addition and marketing of the agriculture and livestock products

| Initiative | Responsible stakeholders | Time period (2023-2028) |
|--|--|------------------------------------|
| Market study of the products | Farmers, DAW, Gewog Administration, MoAF, DAMC | |
| Value addition training | DAW, Gewog Administration, NPHC | |
| Training on integrated farming system | DAW, Gewog Administration, MoAF, ARDC | |
| Feasibility study for the crops | ARDC, DAW, Gewog Administration, MoAF | |
| Organic Manure | ARDC, DAW, Gewog Administration and MoAF | |
| Research on benefit of marijuana plant | | |

Procedures and documents required for establishing new business (CSIs)



Way forward

- Consultation of the draft report with the relevant stakeholders and to include those action plans and opportunities in the sector plans and activities.

References

Agriculture database of Wangdue Phodrang (2018-2023). Retrieved from <http://www.wangduephodrang.gov.bt/agriculture-database> on 10/12/2021

CSI database till 31st March 2021 from DCSI

Strategic plan for Dzongkhag Agriculture Sector (2020-2021) from Dzongkhag Agriculture Sector.

Annexure

Pictures

