



MADE IN BHUTAN

entrepreneur stories

Loden Foundation

Cover photo :
Nidup Zangmo - 2009
Handloom Center - Lhuntse

“Made in Bhutan, entrepreneur stories” is a celebration of the 10th anniversary of the The Loden Entrepreneurship Programme (LEP).

It all started from learning Tibetan in a pub in Oxford with Dr Karma Phuntsho. A few years later, we decided to share our experience as entrepreneurs and venture investor. Why not in Bhutan? Lets talk to Karma! As the five perfect conditions were present, the perfect place, person, team, time and project, LEP started to take form.

Since then, LEP has trained over 3100 young people, contributed to the creation of over 600 jobs through funding 133 entrepreneurial ventures. Those are spread over 18 of the 20 districts of Bhutan. Beyond financing, Loden is also providing mentoring and networking to help young entrepreneurs who are facing unforeseen challenges. Starting a business should not be a lonely journey.

Today, entrepreneurship has gained currency in the Bhutanese society as a preferred choice for individuals to pursue their dreams, to be independent, and to contribute to the community. There is a growing number of young Bhutanese who need to be trusted so that they can fully take advantage of their potential, skills and opportunities.

A new economic behavior, a more sustainable and caring one is emerging in many parts of the world. Following such a global trend of business with human values and taking inspiration from their own traditional heritage, Bhutanese entrepreneurs can play a role model beyond the country's borders.

Gérard and Anne Tardy,
London, October 2017



Pema Seldon - 2013
Dairy farm - Paro



Ms Pema Seldon's farm raises cattle, produces quality milk, cheese and butter, and sells the products in Paro and Thimphu. The farm supplies rural farmers with organic manure collected from animal waste.





Maiyesh Tamang - 2014 Jung Wa Zhi Jigdrel Ceramic - Thimphu



Maiyesh Tamang is producing Bhutanese ceramic using traditional pottery techniques. Jung Wa Zhi Jigdrel Ceramics is located in the art hub of Thimphu, VAST. Maiyesh Tamang has trained 50 young artists to keep the unique traditions alive.





Karma Yonten - 2010 Greener Way (Waste Management) - Thimphu



Karma Yonten struggled over eight years to achieve his dream of building Bhutan's first waste management company. Today, Greener Way collects and recycles waste in Thimphu in an efficient and environment friendly way. It has 80 employees and a large and modern installation opened in mid-2017.



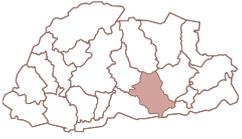


Kinley Dema - 2012
Bubu Bakery - Wangdiphodrang



Ms Kinley Dema opened the first bakery in Lobesa to offer healthy and tasty pastries. Today Bubu Bakery employs three skilled workers and a driver providing door-to-door delivery to hotels and homes.





Kuenzang Lhaden - 2009 Lhazin Choling Hair and Skin Care - Khuen Zang



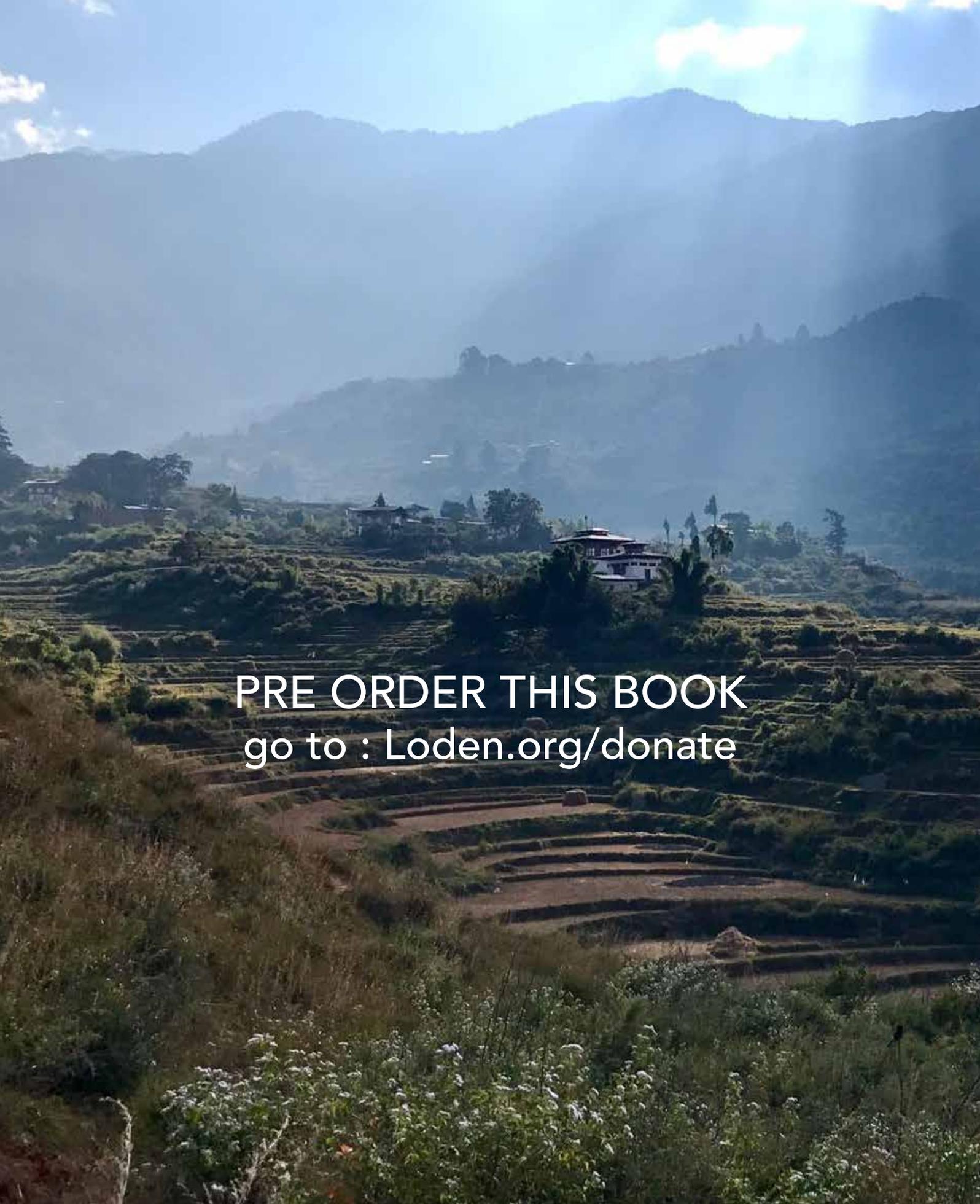
Ms Kuenzang Lhaden opened the first beauty salon in Zhemgang with modern equipment. She offers hairdressing and skin care and treatment.



In this booklet, five outstanding Loden entrepreneur are presented. The book "**Made in Bhutan, entrepreneur stories**" will portray around 100 Loden entrepreneur selected between 2008 and 2017 and active in all sectors and regions of Bhutan. They all share the energy to deal with new and numerous challenges and the drive to succeed.

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THANK YOU to Ugyen Wangchuk, Ashik Pradhan, Jangchu Norbu and Thierry Cantereau for providing photographs.

A scenic view of a mountainous region. In the foreground, there are lush green plants and a rocky outcrop. The middle ground features terraced fields, some of which are brown, suggesting they are fallow or recently harvested. A small village with several buildings is visible on a hillside. The background consists of large, hazy mountains under a blue sky with some clouds. The overall atmosphere is peaceful and rural.

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A decade ago, not many people in Bhutan knew the word "entrepreneurship". There was no term for it in local languages. When we launched the Loden Entrepreneurship Programme, we coined a new term - *tshongrig*.

Tshongrig stands for "intelligent business". At loden, we draw inspiration from ancient Buddhist wisdom to harness the power of the mind and promote a culture of intelligent production and consumption. We aim to address the issues of prosperity and sustainability through social enterprises, which seek benefit for both oneself and others.

Dr Karma Phuntsho



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