

JICA SUPPORT TO MEDIA (BBSC): A Special Coverage

Media plays an important role in democratization process. Realizing the crucial role of media in Bhutan's democratization process, a cooperation project was initiated between Bhutan and Japanese government after discussion among the members of Japan-Bhutan Parliamentarians Friendship League headed by Mr. Nabutaka MACHIMURA, Chairperson of the League and Current Foreign Minister, when they visited Bhutan to attend the ceremony commemorating the 20th anniversary of the diplomatic relationship between Japan and Bhutan, held in October, 2006. Without much time lapse the assistance was materialized and now BBS is receiving a big support from the Japanese government. In this month's coverage, we highlight the current support to BBS.

Japanese government is supporting the following projects at the moment for BBS.

1. Support to Bhutan Broadcasting Service (Technical Cooperation Project)

In this project, Mr. Kikumura has been diligently building up the technical capacity and basic infrastructure necessary for any TV broadcasting service provider. Many technical staff has been groomed by the project, some were trained in NHK Japan and have become essential resources for BBS. Within four years of Mr. Kikumura's term, broadcasting hours have increased from two to ten hours, live cast became possible within Thimphu, and many other achievements were attained. The project is closing soon with his end of service on 14th September 2007.

2. Project on Capacity Development of Bhutan Broadcasting Service (Technical Cooperation Project)

This project is the second phase of above project to develop the capacity in program production side of BBS to build up on the technical basis, which was strengthened during the first phase. The overall goal of the project is to broadcast high quality program and to provide information of relevance appropriately and promptly all over the country. Our new expert, Mr. Muroi will guide the project with several short-term experts.

3. Strengthening of Bhutan Broadcasting Services Corporation Program Production and Improving Local Contents and Participation from the Rural Area (Grant Aid Project)

The main target of the project is to provide necessary equipment to BBS for broadcasting local news/information/contents from provincial areas on time. The Basic Design study is now underway to select the best suitable equipment for the said target. The equipments are expected to arrive by 2009 to support the continuous effort in democratization.

4. Strengthening of News Reporting Capacity from Every Part of the Country (Grass Root Grant)

The project is to provide 6 sets of Broadband Global Area Network System (BGAN System) to enable BBS to broadcast news from outside the capital within the same day. At the moment, all news from outside capital has been delayed due to lack of transmitting capacity. Some news are sent in a video tape by a long distance bus, which normally takes a few days. The system is expected to be introduced by this year before the election process starts.

5. Multi-bi cooperation to BBS through UNDP's support to Democratic Governance

As an additional part of "Institutional and Human Capacity Building of the Election Commission of Bhutan" under UNDP project, Japanese Government has a plan to add a component to support media out-reach to strengthen voters' education. The project content is still under discussion; however, the idea is to provide a set of facilities to receive BBS (TV with antenna and decoder) in remote areas where there is no cable TV operator. It is expected that rural villagers can be informed timely about the electoral process and other changes in the government. *-By Mayumi Miyata*

JICA schemes

- ◆ Technical Cooperation Projects
- ◆ Grant Aid
- ◆ Training Programmes
- ◆ Development Studies
- ◆ Emergency Disaster Relief
- ◆ Citizen Participation
- ◆ Follow-up Cooperation

JICA target areas in Bhutan

- ◆ Agriculture and Rural Development
- ◆ Infrastructure Development
- ◆ Local Governance
- ◆ Social Services Development (health, education and IT)

JICA members in Bhutan as of June 2007

- ◆ JICA office staff: 17 (7 internationals; 10 nationals)
- ◆ Experts: 7
- ◆ Senior Volunteers: 28 (Short term 1)
- ◆ JOCVs: 34 (Short-term 4,)



OB Van for live programmes



Warming-up Important – News about Volunteer Activity



Mr. Sugihara (in white) among Students

It may be very rare for a seventy-year old Bhutanese to be teaching Physical Education to teacher trainees, but for JICA Senior Volunteer Mr. Tadashi Sugihara, it is a daily activity. Perhaps this is the secret of his health and the life expectancy of Japanese.

Inspired by *Apa Ama Cha Mo* (translated in *Sarchopkha*: do you have father and mother?) that he heard while hiking along a 4000 m high mountain in Bhutan, Mr. Sugihara is determined to make it a radio-wide programme for warm-up exercise for the Bhutanese, which he has named as “*Apa Ama Exercise*”. In Japan there is a similar, famous exercise telecast by NHK, known to almost all Japanese.

Mr. Sugihara realized the need for warming-up exercises when he was assigned at the Paro College Education as a Physical Education Instructor one year back. “With health and physical education made as one of the subjects in primary curriculum, it is important for children to warm-up before starting up any PE activity”, he says.

His five minute exercise will be soon broadcast in BBS for a nation-wide audience and viewing, so that many Bhutanese make it a habit to warm-up before exercising or playing any physical games. He has even added a few lyrics himself- *Apa, Ama leag la* (I like papa and mama)...*Oma jang sho nang fe na* (just now I feel happy), relating health with happiness. “This warm-up exercise will add to GNH in a humble way”, he claims. Although Bhutanese dances are full of movements, Mr. Sugihara has observed that they have uniform patterns impacting only certain parts of the body. He recommends this exercise in order to impact the whole body.

Titled *Warming-Up*, Mr. Tadashi Sugihara’s efforts have found fruition in the form of a booklet, published by Paro College of Education and financed by JICA Bhutan Office as a volunteer activity. Other JOCV members have their inputs as well in the booklet, which is all about warming-up exercises, including stretching and gymnastics. The booklet that can be your self-help companion is available at the Paro College of Education. The first batch of Physical Education Teachers has passed out from the institute last year and Mr. Sugihara will tour to meet these teachers to introduce the *Apa Ama* exercise in schools for PE classes. With life style-related diseases on rise in Bhutan, Mr. Sugihara urges all to keep themselves fit by following the simple, five-minute warming-up exercise guide. - by B. B. Mishra



Mr. Sugihara, 70

JICA News in brief

1. Mr. Hideyuki Kanamori, Regional Project Formulation Advisor from JICA Regional Support Office in Bangkok conducted workshop on Training of Trainers for Developing Extension Materials from 10 to 14 Sep at the request of the Ministry of Agriculture.
2. Mr. Hajime Kikumura, JICA Expert for BBS left Bhutan on 14th September 2007 after contributing his expertise for four years. Mr. Kikumura from NHK Japan not only enhanced BBS’s production capacity, but also worked for acquiring a lot of broadcast equipment for TV production. His successor Mr. Kenzo Muroi joined BBS on 4th September for an initial period of one year.
3. On 26th September 2007, three new JOCVs joined the JOCV family in Bhutan. Mr. Nagano Masayuki will teach music at Kilo Music School, Ms. Takei Hiromi will be the IT Instructor for Mongar Higher Secondary School and Mr. Kotaki Mutsumi will serve JDWNRH in Thimphu as a Laboratory Technician.
4. Ms. Yasuko Fukae, short term JOCV IT personnel for National Housing Development Corporation completed her assignment and left for Japan on 23 September 2007.
5. Mr. Kunio Saito, ICT Policy Analyst, PPD, MoIC was advised to report to Japan before completing his term, owing to his health problems.
6. Mr. Yuichi Tomiyasu, Chief Advisor for the “Agriculture Research and Extension Support Project for Lhuntse and Mongar” presented a brief talk on his achievements, impressions and philosophies as a JICA Expert in Nepal and Bhutan. In July he was awarded the Japanese Foreign Minister’s Commendation for his services. More than 38 Japanese in Bhutan drew inspiration from Mr. Tomiyasu’s talks. Earlier the erstwhile Agriculture Minister Lyenpo Sangay Ngedup offered *scarf* to Mr. Tomiyasu for his dedicated services to Bhutan. The “Agriculture Research and Extension Support Project for Lhuntshi and Mongar” has helped reduce poverty amongst eastern farmers.

-By Mr. Kinley Dorji



Mr. Tomiyasu sharing his experiences

For more information

Japan International Cooperation Agency (JICA)

P.O. Box 217, Doy-bum Lam, Above Memorial Chorten, Thimphu, Bhutan

Tel: (975) 2-322030, 323218, 328074, 324571, 324463

Fax: (975) 2-323089

E-mail: <newsletter@jica.org.bt>

Website: <<http://www.jica.go.jp/bhutan/index.html>>Website:

Newsletter Team

Mayumi Miyata, Project Formulation Advisor

Kinley Dorji, Senior Program Officer

BB Mishra, Technical Officer (General Affairs)