

Training Completion Report
KidsMBA - Innovating for Happiness
Conducted in Gelephu Mindfulness City
29 December 2025 – 3 January 2026

Executive Summary

The inaugural cohort of the nationwide *KidsMBA: Innovating for Happiness* project was successfully conducted in Gelephu Mindfulness City from 29 December 2025 to 3 January 2026. This milestone event marks the launch of a three-year initiative designed to integrate Gross National Happiness (GNH) values into youth entrepreneurship program (KidsMBA).

A total of 23 students from Gelephu Lower Secondary School and Gelephu Middle Secondary School participated in an intensive 6-day workshop, culminating in a “Shark Tank”-style pitch competition on 3 January 2026. The Shark Tank pitch competition was graced by the Governor of Gelephu Mindfulness City, Dasho Dr Lotay Tshering, as Chief Guest, and Ms. Roma Pradhan, Director of Programs and Skills Development, representing Bhutan Youth Development Fund. The training program was supported by Pelden Enterprise Ltd through a generous sponsorship of Nu. 300,000. This report details the program design, implementation, outcomes, and future pathways for the young innovators.

1. Introduction

The *KidsMBA: Innovating for Happiness* project is a nationwide youth innovation program led by Innovate Bhutan – YDF Institute for Innovation and Entrepreneurship, in partnership with the Department of School Education under the Ministry of Education and Skills Development, KidsMBA Ltd (UK), and ABE Global (UK). Aligned with Bhutan’s GNH philosophy and the 10X Economic Vision, the program aims to foster entrepreneurial mindsets among students aged 11 - 15. The Gelephu cohort is the first of 20 planned cohorts across all dzongkhags over three years.

2. Program Overview

- Duration: 29 December 2025 - 3 January 2026
 - Venue: Gelephu Middle Secondary School
 - Participants: 23 students (Classes 6–8) from Gelephu LSS and Gelephu MSS
 - Gender Breakdown: 12 Female, 11 Male
 - Facilitators: Mr. Ugyen Wangchuk (Development & Ext. Relations Manager at Royal Thimphu College)
 - Curriculum: 16 interactive modules covering ideation, marketing, finance, IP, and pitching, anchored in GNH pillars:
 1. Sustainable & Equitable Socio-Economic Development
 2. Environmental Conservation
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3. Participant Profile



Students were selected based on academic performance, diversity of socio-economic backgrounds, and interest in innovation. The cohort included participants from vulnerable, low-income, and middle-income households, ensuring inclusive representation. (See *Participants List* sheet for detailed demographics.)

4. Training Schedule & Pedagogical Approach

4.1 Daily Training Schedule

The 6-day workshop followed a structured yet flexible schedule designed to balance theory, practice, and reflection:



Key Daily Themes:

- Day 1: Introduction to Entrepreneurship & GNH
- Day 2: Idea Generation & Problem-Solving
- Day 3: Business Model Development and Guest Lecture Session
- Day 4: Financial Literacy & Sustainability
- Day 5: Marketing, Branding, and Guest Lecture Session
- Day 6: Pitching Skills, Storytelling, & Final Pitch (Shark Tank) Competition.

4.2 Pedagogical Methods

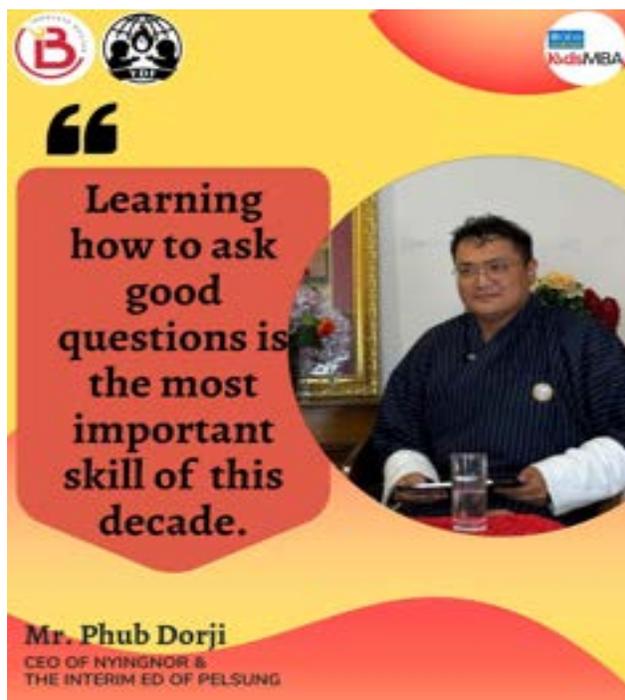
The training employed experiential and collaborative learning methodologies:

- **Team-Based Learning:** Students worked in fixed teams of 4–5 members to develop business ideas, fostering collaboration, role allocation, and collective ownership.
 - **Peer-to-Peer Learning:** Regular peer feedback sessions, idea exchanges, and group critiques encouraged mutual learning and reflective thinking.
 - **Pitch-Driven Approach:** All activities were oriented toward the final pitch competition, ensuring practical application of concepts learned.
 - **Guest Lectures & Industry Interaction:** Sessions with experienced professionals provided real-world insights and inspiration.
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5. Guest Lectures & Industry Exposure

Two guest speaker sessions enriched the learning experience:

1. Mr. Phub Dorji (Aue Phub Nyingnor), Interim Executive Director of Pelsung and CEO of Nyingnor, shared his entrepreneurial journey and emphasized the role of social entrepreneurship in community development.



- Ms. Yeshi Choki, Director of Compliance and Enforcement at Gelephu Mindfulness City, discussed the vision of GMC and how young innovators can contribute to a mindful, sustainable economy.
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6. The Pitching Competition & Closing Ceremony

Date: 3 January 2026 | Time: 2:00 PM – 5:00 PM

Chief Guest: Dasho Dr. Lotay Tshering, Governor of Gelephu Mindfulness City

Panelists: Mr. Yeshey Samdrup (BDBL), Narayani Pradhan (Pelsung), Yeshi Choki (GMC)

6.1 Team Presentations

Six teams pitched socially responsible business ideas addressing local sustainability challenges:

Rank	Team Name	Business Idea	Pitching Score
1st	Vegetable To-GO	A mobile vegetable delivery model promoting healthy eating and reducing waste	128
2nd	5souls – 5-Souls	Eco-friendly upcycled handicrafts supporting local artisans	125
3rd	Venus Tree	Sustainable menstrual hygiene product initiative	124
4th	The 4 Feathers	Community-based composting and organic fertilizer	101
5th	MinkSparks	Low-cost solar lanterns for rural households	97

6th	Seashell Bakes	Healthy snacks using locally sourced ingredients	93
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6.2 Closing Ceremony Highlights

The ceremony included:

- Welcome address by Program Coordinator Mr. Pema Gyeltshen
- Remarks by the Chief Guest
- Declaration of the winning team and the runners up.



7. Outcomes & Achievements

- 100% of participants completed the training and received certificates.
 - 6 viable social enterprise ideas developed and pitched.
 - Increased confidence, creativity, and collaborative skills observed among students.
 - Strong alignment of projects with GNH pillars demonstrated in pitches.
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8. Acknowledgments

We extend our sincere gratitude to:

- Pelden Enterprise for their generous funding support of Nu. 300,000, which was instrumental in delivering this cohort.
 - The Office of the Governor of Gelephu Mindfulness City for their patronage.
 - Panelists, guest speakers, trainers, and school authorities.
 - Parents and volunteers for their unwavering support.
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9. Media Coverage

The event received significant media attention, highlighting its national relevance:

- Bhutan Broadcasting Service (BBS) covered the pitch competition and closing ceremony.
- Kuensel published a feature article on the KidsMBA initiative and the Gelephu cohort's achievements.



Young innovators showcase entrepreneurial talent

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10. Post-Program Support & Future Opportunities

The winning team, Vegetable To-Go, will receive:

- 3 months of dedicated mentorship and business incubation from Innovate Bhutan.
 - Guidance to refine their business model, financial planning, and prototype development.
 - Opportunity to represent Bhutan at international innovation platforms, such as International Creativity and Innovation Award (ICIA) organized by Krya Global, Future Entrepreneur of the Year organized by KidsMBA Ltd and other youth entrepreneurship forums.
 - Eligibility to participate in the GNH Youth Innovation Forum 2029, where top ideas from all dzongkhags will compete for national recognition.
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11. Conclusion

The Gelephu cohort has set a strong foundation for the nationwide rollout of *KidsMBA: Innovating for Happiness*. The enthusiasm, creativity, and GNH-aligned solutions presented by the students reaffirm the potential of Bhutanese youth to drive sustainable and equitable development. Innovate Bhutan remains committed to scaling this initiative across all dzongkhags, building a pipeline of young innovators ready to contribute to Bhutan's 10X Economic Vision and an enlightened entrepreneurial society.

Prepared by:

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Date: 6th January 2026

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