

INFORMATION AND MEDIA POLICY of the Royal Government of Bhutan

Information and media play a central role in development in a knowledge based society. Because of its diverse and pervasive impact, information and media are integral to socio-cultural change, shaping and transforming values, lifestyles, national economies as well as socio-political systems.

In Bhutan's rapidly changing socio-economic, cultural and political scenario, information and media are already vital forces that touch all national priorities. Information and media are recognized as the most appropriate tools to overcome the challenges posed by a rugged geography, to reach scattered communities in all corners of the country, and to help the nation deal with a globalized world in a new century.

The Royal Government of Bhutan recognizes the positive role that information and media can play in promoting good governance through efficiency, accountability and transparency towards attainment of the overall goals of Gross National Happiness.

The Royal Government is committed to the following tenets:

- Upholding the **universal rights of citizens to information, freedom of opinion and expression, and independence of the media** which has the mandate “to connect, inform, educate and entertain”.
- Ensuring the freedom of the media to facilitate **increasing participation of the public and private sector** in the field of information and media.
- Establishing a **vibrant, responsive and responsible media** in the kingdom **that will respect and uphold national interests** and make a positive and meaningful contribution to nation building.
- Encouraging and supporting an **increased level of information sharing** within the Government, between the Government and the people and among the people themselves.
- Creating a **well-informed society** by providing timely, accurate and comprehensive information and data on all issues affecting people's lives.