



**iBEST
STUDIOS**

A creative multimedia company

Company PROFILE

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About Company

iBEST STUDIOS is a multimedia production company that focuses on creative storytelling. Over the years, the company has developed deep expertise in multimedia content development ranging from illustration to designing and film production (animation and live-action).

The studio produced the best animated award-winning feature film, **'The Legend of Pemi Tshewang Tashi,'** in 2018, directed by Mr. Tharchen, CEO Founder of the company. The live-action movie 'Dzi Mitogu' was produced by the studio under the founding partner Mr. Sonam Rinchen's debut creative direction.

Over the last five years, the studio

has created numerous audiovisual contents which are helpful and exciting for our public. During the Covid-19 pandemic, the studio contributed to produce more than 300 video lessons for the Ministry of Education, numerous audiovisual contents for the Health Ministry, and several other organizations for public education and awareness purposes.

The ongoing initiative, **'Dragon Tales - Stories for Children,'** is a studio's brainchild. A series of freely accessible illustrated stories are published on our website. Our studio has been at the forefront of curating, creating, and developing educational contents for children in Bhutan and beyond.

Today, more than 42 young and dynamic professionals work at the studio to bring out more compelling content.

With greater synergy in our way of doing work, we give life to any story that our client needs! In dealing with our clients and conducting ourselves at the company, we adhere to our core values: **integrity, being bold, empathy, social responsibility, and trust.**

We strive for excellence in our work by seeking continuous improvement to enrich experiences and knowledge. We enjoy and love what we do and take immense pride in our creations!

Our Services



We offer vast array of multimedia and production services through various formats as per the need and requirement of our clients.

2D Animation

We have a team of 2D animators who created the feature length film **the Legend of Pemi Tshewang Tashi**. The movie was well received with great reviews by our audience. The team of 20 competent animators has a huge experience and expertise of converting any kind of idea into an entertaining and meaningful piece of work.



3D Animation

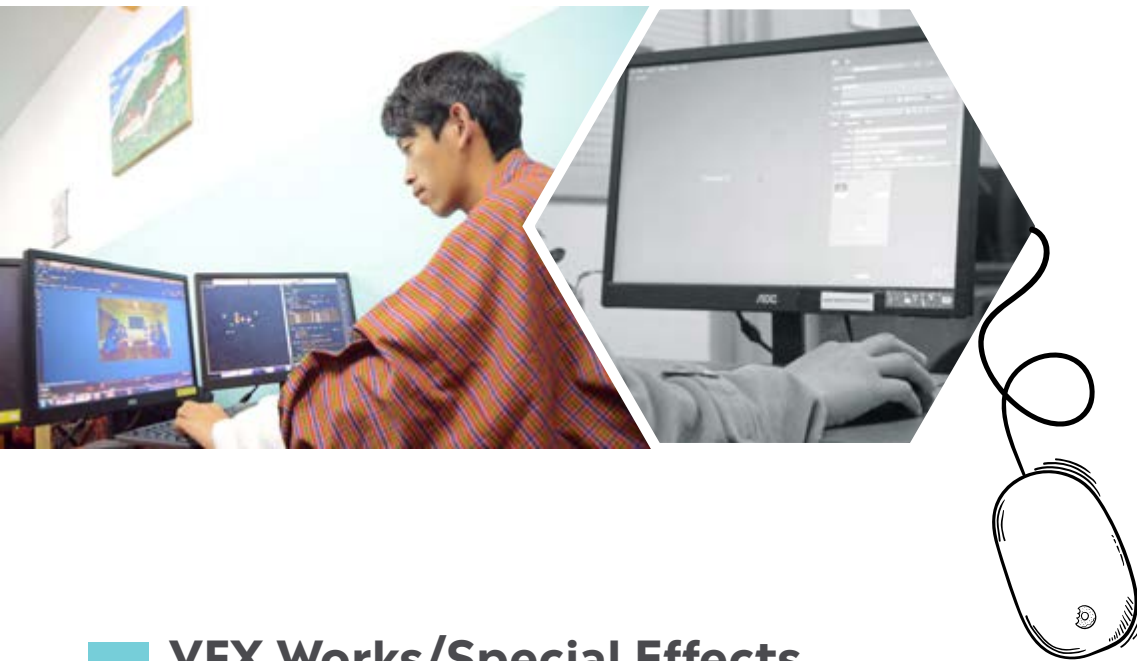


We have a team of youth trained in the field of 3D animation. The team has an experience of working on several short films which are based on our Bhutanese folktales. With their expertise, our company is setting out to bring out the best 3D animated movie ever in the country!



Cinematography/Videography

Be it covering an event, creating an awareness related program, making an advertisement, or doing a profile; we have a competent team who can take great photographs and video shots to meet the needs of our clients. These videos shots are further enhanced during the post production by our own team of editors and sound designers.



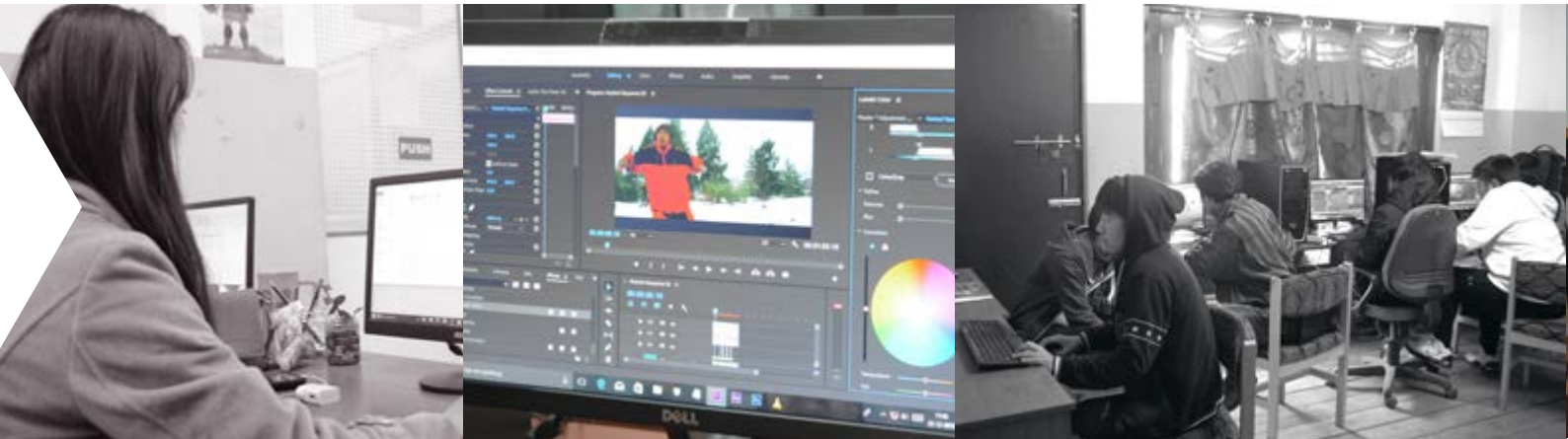
VFX Works/Special Effects

To meet the shortage of VFX artist in the country, our company has trained our own team of VFX artists. The team has recently completed the VFX works for our home production live action film **‘Dzi Mitogu’**. We are confident of delivering any kind of VFX works as per the need of our client.



Photography

Well experienced team with capability to deliver any kind of photographs our clients need and beyond! We can provide our clients with high quality works within the given time frame. We ensure the emotional connection between the moment captured and client is maintained.



Visual Editing

Our team of highly experienced editors can bring any kind of idea to a life with our overall expertise on the film making and storytelling.

We have our own well-equipped recording studio run by the experienced sound designer and music director.



■ Designing/Illustration

We have a team of talented and gifted artists who can design and do any kind of illustration as per the need of our clients. We do provide our services for publicity and promotion materials, storyboarding, comic/ book illustration, and any kind of report, magazine or book for the publication for a print as well as for an online usage.



■ Content Writing/Translations

We have a network of the best writers in Bhutan, who will dedicate their time to creating a piece of writing or translations for you that we can only call beautiful. But we know you don't just want a piece of writing, however, beautiful it may be. You want your piece of writing to bring you success. And that is why we do some more.



Facilities

At iBEST Studios, we have well setup recording and sound studio equipped with the latest equipment and softwares.

The studio is managed and coordinated by a professional music director who has created several works such as music, songs, sound & BG score, etc., for films, animation, and for our clients.



As a creative multimedia company, iBEST Studios produced a feature film “Dzi Mitogu” in 2018 with ground breaking special effects works (VFX).

We have adequate space and built-in facilities for green-screen room to enable shootings for the VFX works.



We have well-equipped workstation with high-end computers and updated softwares. With the team of more than 35 artists (as animator, designer, illustrator, editor, etc.), the studio has created countless innovative works of arts.



We are also into providing training services with qualified trainers. We have adequate training rooms equipped with updated training facilities and resources.



Our Experiences

Over the last more than five years, with our impressive team of highly committed and dedicated people, we have successfully delivered numerous projects for the vast array of clients.

Our biggest achievement so far is the premiering of our own home production the 2D animated movie the **'Legend of Pemi Tshewang Tashi'** and the live action feature film **'Dzi Mitogu'**.

Legend of Pemi Tshewang Tashi

Our own home production a 2D animated movie which is around 93 minutes. The movie was animated and directed by the team at our own company. The story is about the warrior who lived during the nineteenth century.

Despite the impending omen of his death, Tshewang Tashi's loyalty to his lord supersedes the love towards his beloved family and close ones.



Dzi Mitogu

This is a live action feature film which is our second home production. The film is entirely executed by our team at the production with own crew and professionals in terms of direction, editing, sound and BG score. This film has more than 10 percent VFX works which are done by our team of VFX artists.



The Cuckoo and the Pigeon

The 2D animated folktale which brings forward the importance of loyalty and trust in the marriage. It also cautions us that if you do bad, you will also reap a bad 'karma'.

The Monkey and the Goat

A short folktale done in 2D animation, which reminds us the values of friendship and forgiveness. And that foundation of any relationship is built on a strong integrity.



The Hen and the Rooster

This short 2D animated film creates an awareness on domestic violence. And that our children are more intelligent though they cannot stand up against adults!

The Tiger and the Frog

This short film reminds us not to underestimate and assume based on what one sees! The 2D animated work warns us the consequences of acting over smart.



The Boy Who Saves His Family

This 3D animation makes us to contemplate about our failing social fabric. The short film reminds us about our duty to our aging parents.

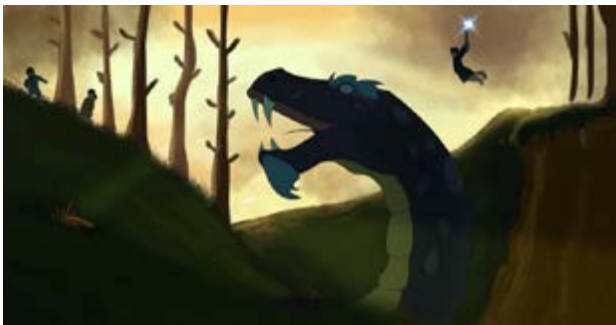


The Speaking Rock

This short film warns about the consequences of greed and jealousy. The 3D animated work creates awareness on the importance of living in harmony.

The Boy Who Impresses His Lord

This is a story about a Lord who gets amazed by a smart boy. And that the Lord challenges him and the boy solves the challenges with his smartness.



Daw Butsu

This is a story about the orphan boy and his two friends, and how they help one another to overcome obstacles to further strengthen their friendship.

Domestic Violence

The animation is done with the objective to create further awareness on domestic violence and gender equality.



Waste Management

This animation explains about 5Rs concept, done in 2D. The animation will to create awareness of waste management for the larger benefit of the public and the nation as a whole

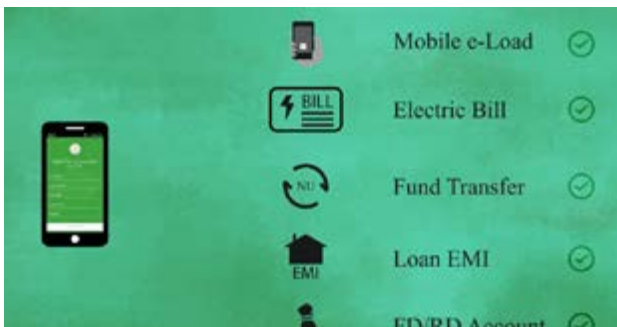


Zebra Crossing

The 2D animation to help and create awareness on usage of the zebra crossing since it's a new trend in the country.

Effects of Drug Abuse

To create an awareness on the effects of drug abuse, we have a create a short story in the form of 2D animation.

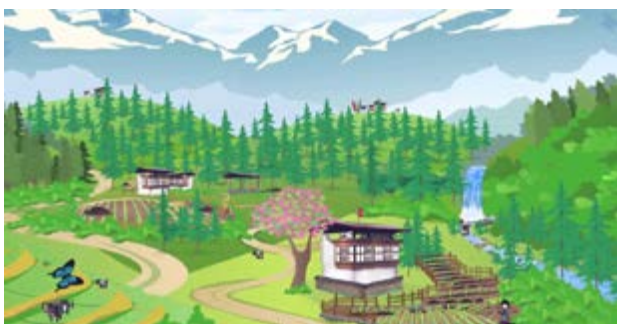


Promotional video for BDBL

It was a promotional video for the BDBL to create awareness about its services. The animation has wonderful infographics and illustrations to convey the information in an effective way.

Nitrogen Fixation

It's an educational content for our farmers about the benefits of growing leguminous crops and good practices about growing different types crops



Organic Farming

A short 2D animation on the introduction and benefits of organic farming to educate our farmers. It also informs about the practices and standards of organic farming.

Bhutan Toilet Organization

Developing Manual and guideline for preparation and management of different toilet options through audio – visual materials and documentary for Bhutan Toilet Organization



Dralha Tissue Paper

Short live action advocacy video and Infographics promoting new tissue product called 'Dralha Tissue'

Chithuen Phendey Association

Music Video for Chithuen Phendey Association Theme Song



Bhutan Jamchong Thuendrel Foundation

Bhutan Jamchong Thuendrel Foundation as a part of its project 'Enhancing Youth Employability Through Awareness and Meaningful Engagement' funded by EU through Helvetas, collaborated with iBEST STUDIOS to develop and produce a video for advocacy program for bringing about a mindset change for a positive outlook on skilled jobs and choosing it as a viable career option.



YDF

Creating awareness on importance of water through Documentary Video funded by YDF



Bhutan Agro Industries Limited

Advertising the products of Bhutan Agro through short live action video

UNODC

This 3D Animation explains on Trafficking in persons.



Anti-Corruption Commission

This 2D Animation explains on creating awareness on Asset Declaration.

Comic book design on Samphel 2

Comic book design produced by DDC
on Samphel 2



Samphel - 3

A short 3D Animation produced by Dzongkha
Development Commission



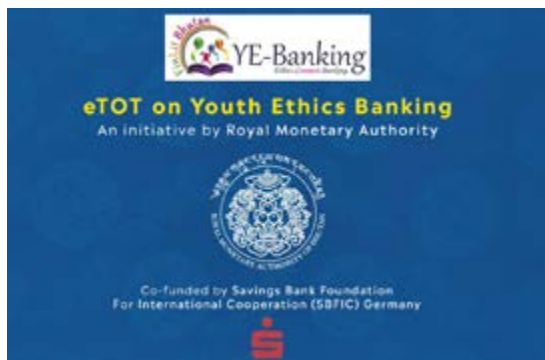


NPPC Documentary Video

A documentary Video produced by NPPC,
MoAF on Pesticides Management

YE Banking Financial Literacy Video

A short infographics advocacy video
produced by RMA



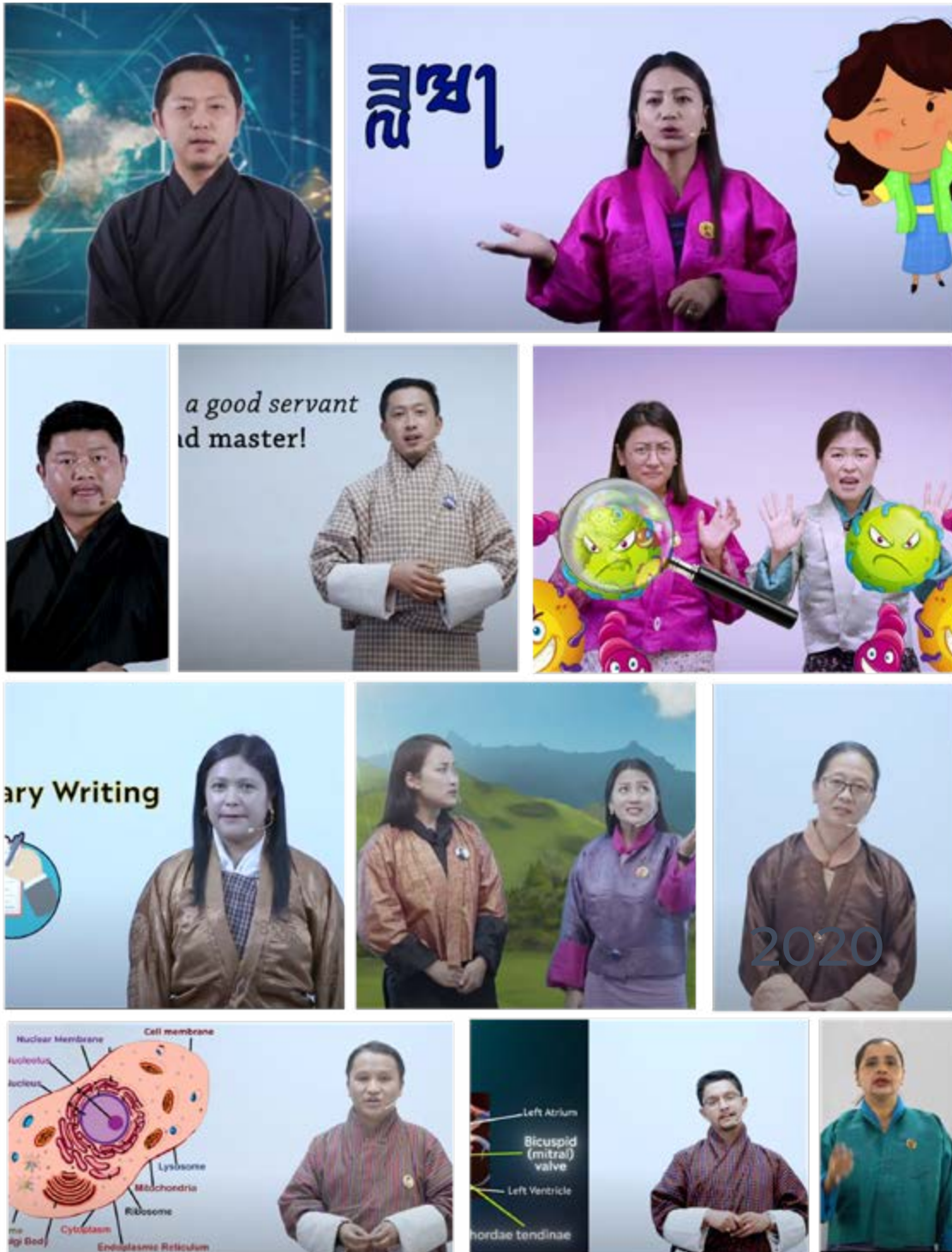
Commercial Ad on Druk Detergent

Short Live Action Commercial Ad video
produced by Touch from the Heaven



e-Learning Video Lessons for Classes PP till XII

e-Learning Video Lessons for Classes PP till XII; The e-learning Project was initiated by Ministry of Education to teach the students of Bhutan through various social media platforms. iBEST Studios produced 250 to 300 live action videos targeted to different classes.



Palden Drukpa- MTV

A tribute rock song MTV produced and directed by iBEST STUDIOS as a dedication to His Majesty the King in November 2021.



Anti-Corruption Commission (MTV)

An MTV video with the most popular youth icon Kezang Dorji to create awareness on corruption.

RICB-MTV

An MTV video to celebrate and promote RICBL products and services.



DRUK ZHUNG DINA - Misty Terrace

A music video produced to celebrate the National Day 2020 in collaboration with the most popular band called Misty Terrace.

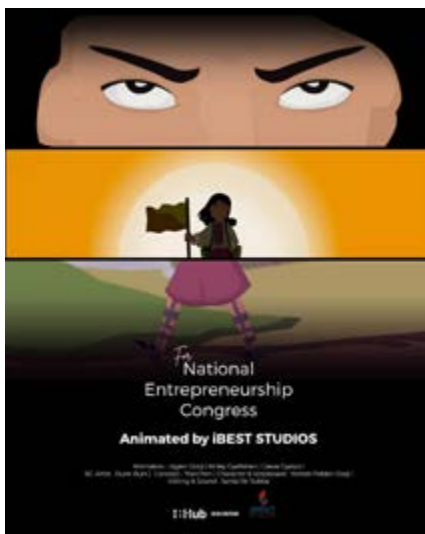


MTV

A tribute music video to celebrate the National Day 2020.

TNP Trader

A commercial video to promote Covid-19 related sanitary and handwashing equipment.

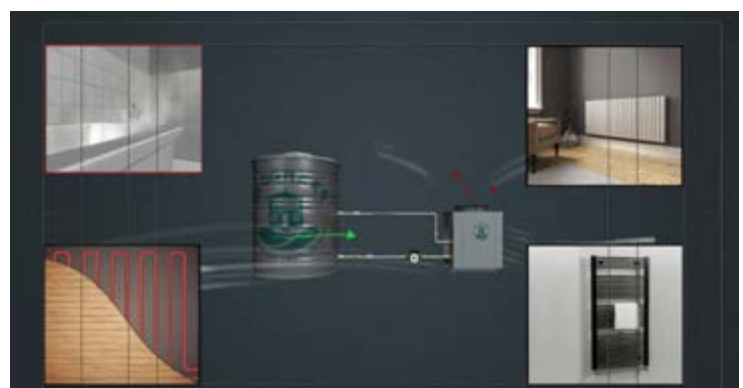


2D Animation

An inspirational animated video produced for iHUB to empower and encourage women entrepreneurship.

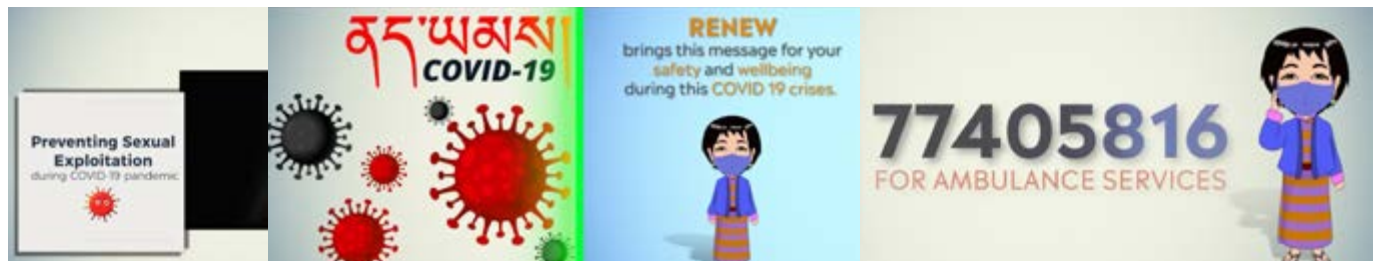
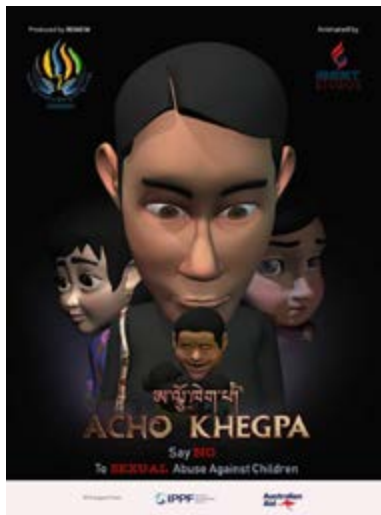
ECOGREEN 3D Animation

An 3D animated infomercial to promote eco-friendly heating appliances.



RENEW-3D Animation and Infographic

Several audio visual contents developed for RENEW to raise awareness on child sexual abuse, domestic violence, and protection of girl and women rights.



NRDCCL

An informercial ads to promote online application for the effective delivery of natural resources such as sand, boulder, timber, etc.

UNICEF-GAWA

A powerful documentary video to create awareness on mental health, and especially to safeguard and protect girls and women from domestic violence during the Covid-19 pandemic.



UNICEF-Hero Teacher

An inspirational story of a school where learning was continued during the Covid-19 by joint efforts of teachers and parents for students.

NCWC-Girl Child Day

A documentary to celebrate and empower the girl child.



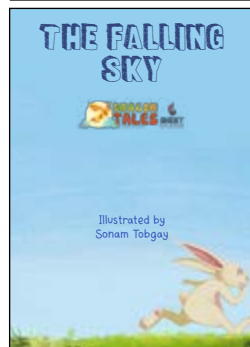
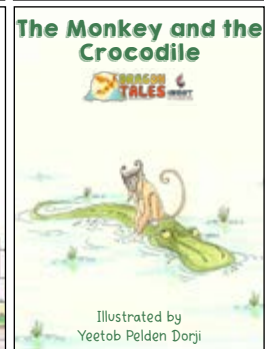
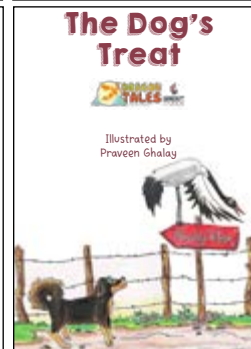
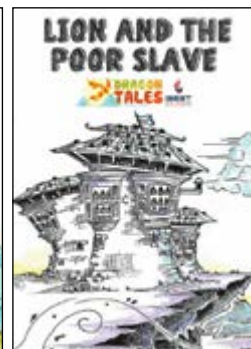
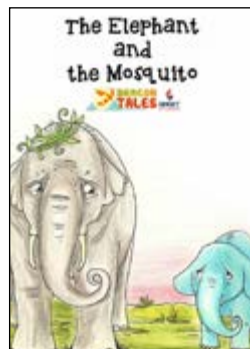
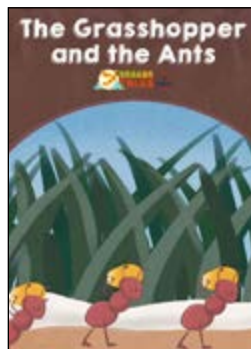
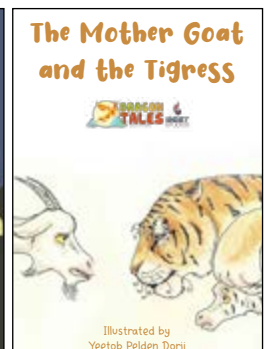
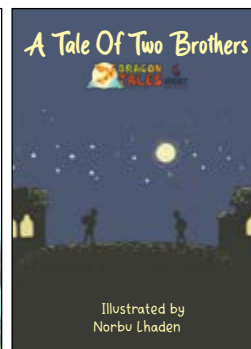
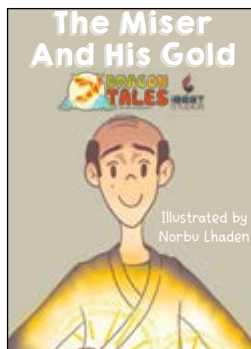
BPPC-2D Animation

An 2D animated infomercial to promote the user-friendly power distribution systems.

Dragon Tales

The Dragon Tales – Stories for Children intends to preserve and protect this rich tradition of storytelling using various formats of multimedia such as audio, illustrated books, animation, and videos. The project aims to curate the best and most educational folktales, folklore, and legends from different regions in our country which are relevant and meaningful to our young children. Moreover, some stories are also inspired by the lives of Lord Buddha and historical personalities and anecdotes that will provide some educational purpose besides entertaining them.

Besides these stories, we plan to bring forward contemporary issues that will touch upon themes such as waste management, sex education, mental health, hygiene, abuse of social media and technologies, addiction, girl empowerment, etc., which are interwoven into stories.



BHUTAN SPACE WEEK ANIMATION SERIES

The 2D animated series of 7 episodes to create an additional learning materials on the themes of space and technologies for young children during the Bhutan Space Week (from 17 - 21 February). These videos were curated and developed for young children as an added learning materials.



JOBA JOBA

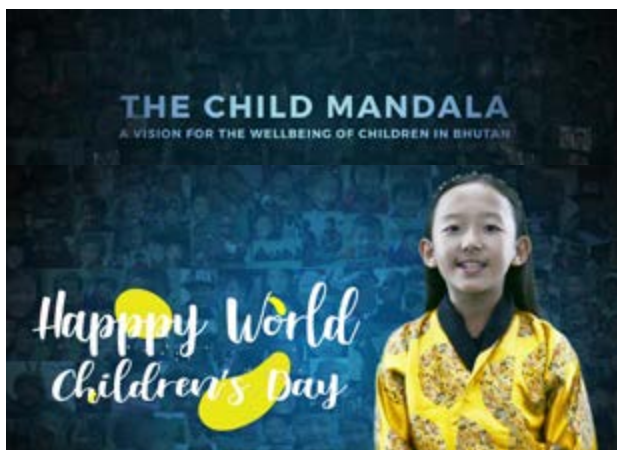
The exciting commercial video to advocate and educate Bhutanese job seekers and employers to go digital for the Royal Office of Media project.



This an online portal which connects employers and employees, and accordingly engage in meaningful and working relationship.

WWF-2D Animation

An 2D animated silent film to educate public on the importance of Snow Leopard.



Child Mandala

A powerful video developed to educate about the right of the child. The project executed for UNICEF Bhutan.

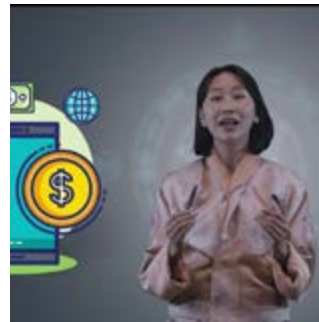
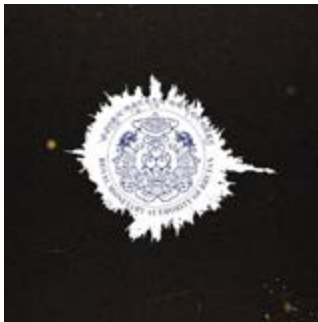
ECOB

A must-see safety video on the usage of PPE and a dynamic online application for engineers. The video was created for the Works and Human Settlement Ministry.



Financial Literacy Self-learning Tutorials

Nine episodes of video lessons to educate students on the importance of financial literacy. This project was the joint effort of Gedu College of Business Studies and Royal Monetary Authority (RMA).



Student Business Seedling

An 20-minute video explainer about the Student Business Seedling - which is to encourage and inculcate entrepreneurship for the young students. An initiative by RMA.

KUEN-Phen Financing

An 2D animated infographics video to educate public about the collateral and interest financing support scheme initiated by RMA.



RMA-Financial Literacy

This 2D animation explains on creating awareness on saving and financial literacy.



CSI Bank

This 2D animation explains about exciting credit schemes.

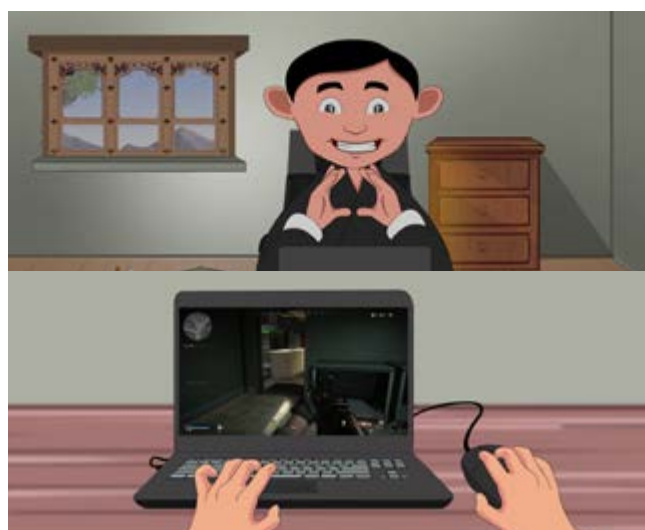


DITT-Infographic

A video explainer about the Single-sign-in feature for the whole government online services.

DITT-GAMING FRAUDS AND SCAMS

This 2D Animation explains on creating awareness on frauds and scamming online especially to young children.





DITT-ONLINE PREDATORS

This 2D Animation explains on creating awareness on online safety and precautions.

DITT-PRIVACY AND IDENTITY THEFT

This 2D Animation explains on creating awareness on creating strong passwords and safe online activities.



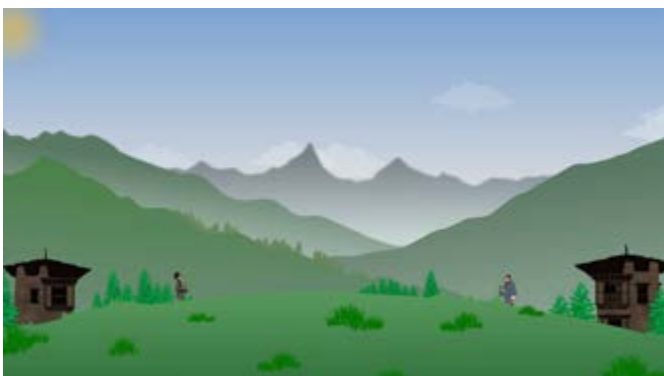
RICB-2D Animation

This 2D Animation explains vehicle insurance schemes.



RICB-2D Animation_Ten-Tsai Mangul_Ngenchel

This 2D Animation explains financial saving and insurance scheme.



HELVETAS

Six education video lessons were developed as a training materials for the local leaders.



Stay Home App

This advocacy video was developed to educate public to stay home and complying to Covid-19 preventive measures.

RSEB-Bhutan Crowdfunding

A crowdfunding portal video to encourage investors in startups.



DDC-Chaytham

A compilation of proverbs in Dzongkha for the benefit of public and youth and school going children initiated by Dzongkha Development Commission (DDC).



DDC-Samphel 2 Comic

A comic design in Dzongkha based on the animation called Samphel.



DDC-Comic

Comic book designs in Dzongkha based on Bhutanese folktales.



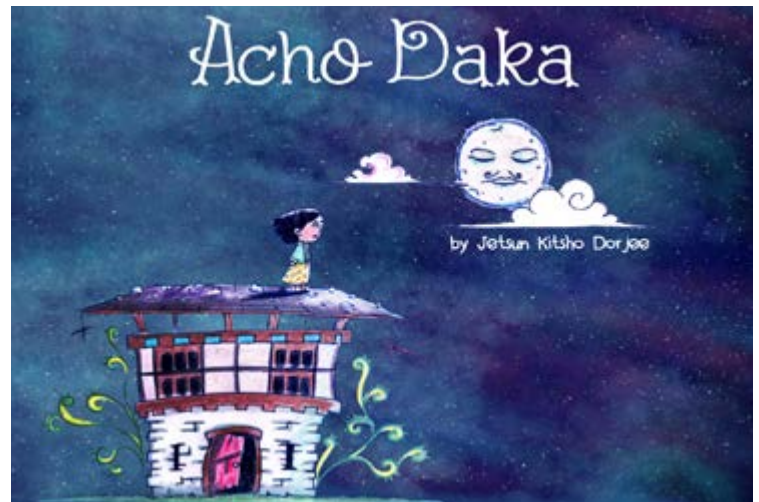


DoIM-2 Comic Book

Comic book designs in Dzongkha based on Bhutanese folktales.

Acho Daka-Book

An illustrated book design and copy editing.



Thus i Heard

At National Book Fairs

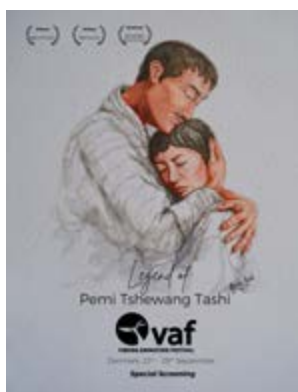
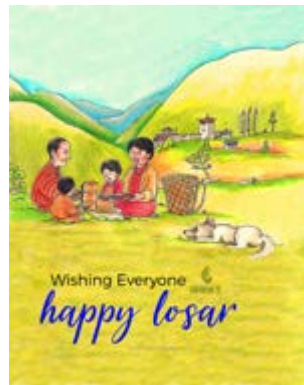
Tsirang (May 21st - 24th)
Samdrup Jongkhar (June 4th - 6th)

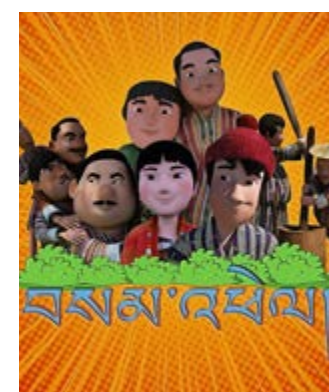
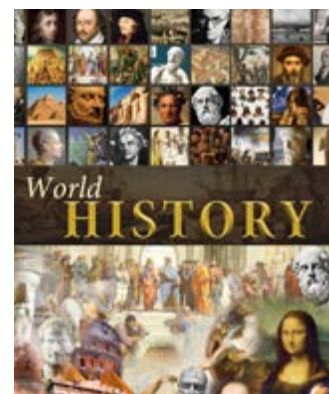
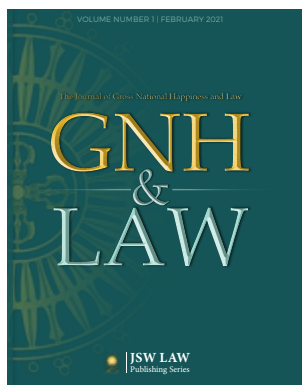


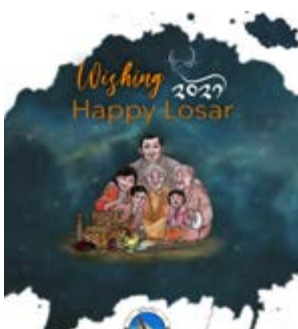
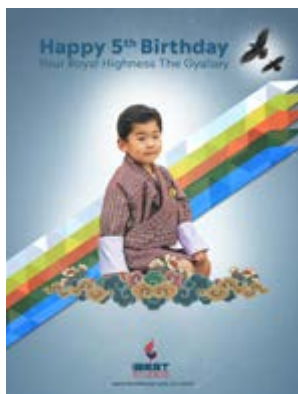
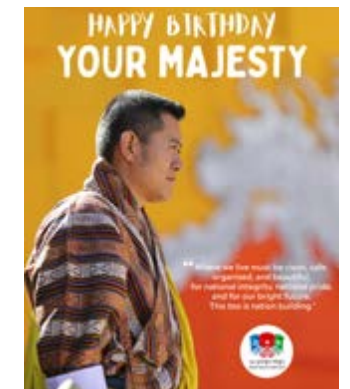
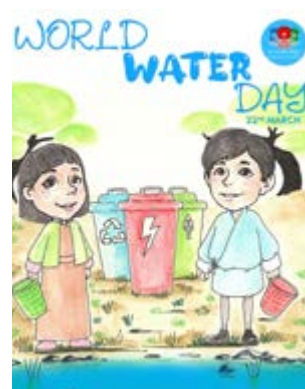
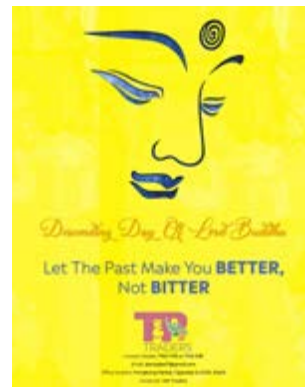
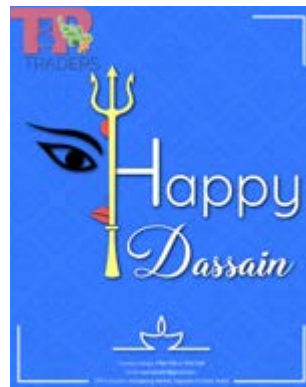
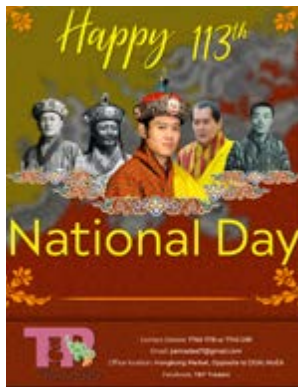
Thus i Heard

A collection Bhutanese humour and huge illustrations and design done.

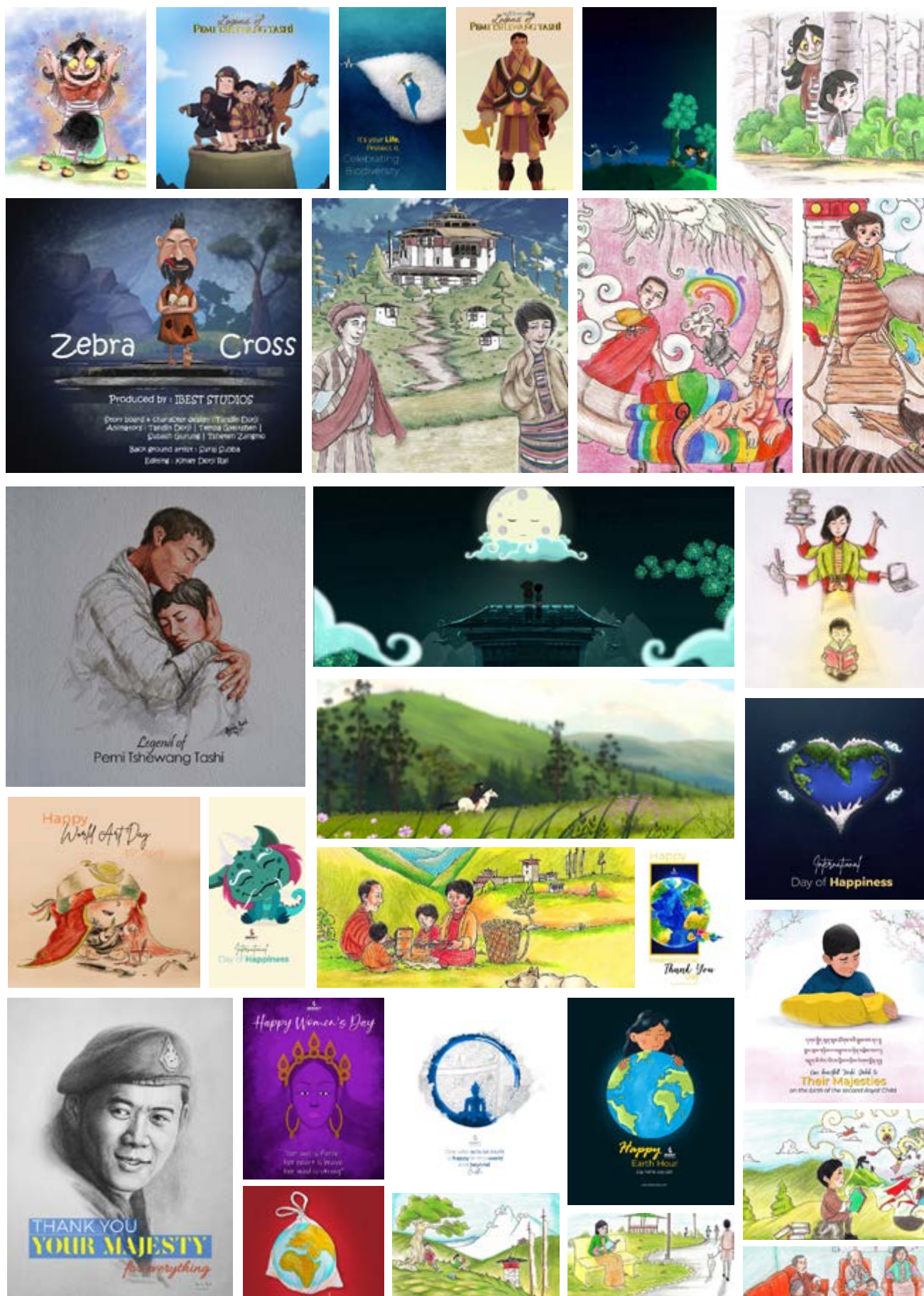
Designing

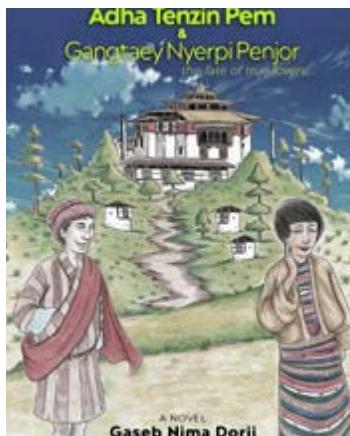


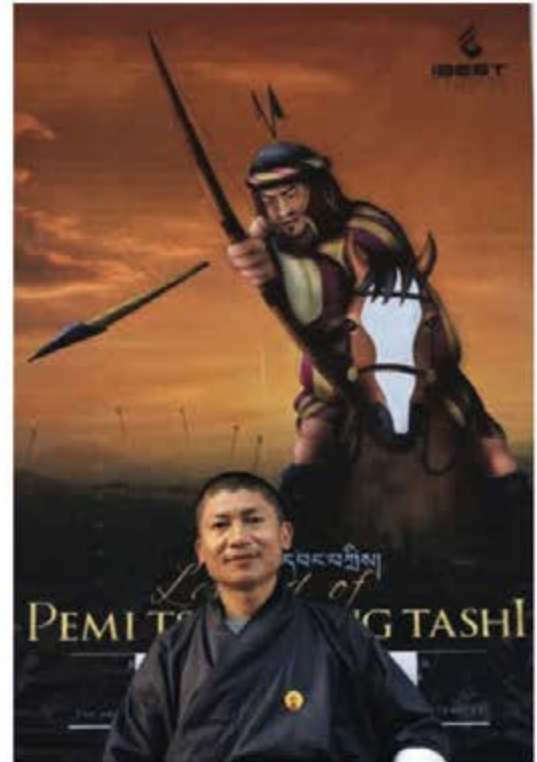




Illustration







From failed dairy farmer to an entrepreneur

Phub Dem
from Thimphu

The CEO of iBEST institute, Tharchen's life represents the rags to riches story. For screen and graphics, Tharchen works like a sculptor continually molding and remolding the entrepreneurial landscape.

Unlike today, venturing out into business was a career option riddled with risks. Tharchen conquered the tradition of showing preference for civil service when he graduated with a university degree. He can be best described as the man who journeyed the road less traveled.

He started his career as a confused graduate aspiring to start a dairy farm. He remembers all the scorn and criticism he got from his loved ones then.

But he has a calm and serene air even as he speaks about his battles he faced.

Critics told him that it

was stupid to even consider becoming a farmer when one had a college degree. Tharchen recalls people telling him that he would regret it when he saw his friends in cozy office chairs.

He has a Bachelor's Degree in life science from Sherubtse College and was the only one at the time who took up a menial career-going back to the farm rather than trying to sit at a desk signing papers. "Opting for self employment as a herdsman was completely out of context then," he laughs.

He set up a dairy farm with much difficulty including lack of finances, community resistance and friends calling him insane.

When he did finally conform to the idea of preparing for the civil service exam to secure a job after the failed attempt to start a dairy farm, he started working as a print reporter in one private newspaper.

While reporting he

discovered the Loden Foundation and applied for a loan. With the Nu 450,000 he got, he became a dairy farmer officially in December 2010.

He compares being an entrepreneur and conceiving business ideas and executing them to a ticking bomb—full of risks yet fraught with possibilities. "The idea becomes you; the idea becomes synonymous and malleable with you that you become inseparable from your idea, unconsciously".

His entrepreneurial journey has been akin to opening Pandora's box—he got a revelation of the self, with all his weaknesses and shortcomings. However, the good part was that the experience challenged him to unleash his potential and strengths. "It either makes or breaks you."

Tharchen pointed out the tremendous challenges in cultivating self-discipline, commitment, pro-activeness,

endurance, perseverance, and esprit de corps—all pointing towards personal leadership and management acumen skills.

It took him more than a decade to realize the skills an entrepreneur is required to have. He recalled how his first dairy farming venture failed because he did not have the skills. Calmly, he said that after his first venture failed, for almost two years he was desperate, confused and hopeless. "I call myself the failed dairy farmer," he said with a grin.

Then he made a decision: after handing over his dairy farm to his parents he returned to Thimphu again and set up a private company. On the sidelines, he worked on starting the iBEST institute to give concrete shape to his dream of story-telling. He chose graphics and animation as the medium fascinated him.

Since founding the iBEST company in August 2014,

Tharchen leads the company as the Chief Executive Officer spearheading product development and strategies. Having availed numerous courses in Bhutan in the field of entrepreneurship, research, project management, mentoring and curriculum design, Tharchen has a broad overview of diverse professions. He is a passionate trainer and public speaker with specialization in project management and business development.

His latest and biggest project so far is the Nu 15mn animation film *The Legend of Pemi Tshewang Tashi*.

As Tharchen finally finishes his tale of surviving against the odds, he gets up from his chair. "I have learnt that being an entrepreneur is like a baby learning how to walk without a rocker," he says softly yet there is no denying the steely glint in his tone. "But the experience you gain in the process is overwhelming and priceless."



OUR TEAM

We believe that a company makes people, and its people complete the company. A company and people are inseparable! At iBEST, we believe our company is what values our people uphold and live by them.

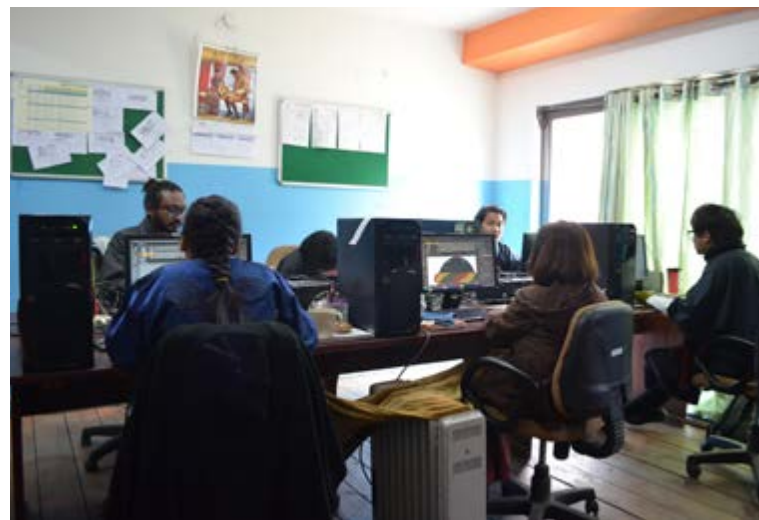
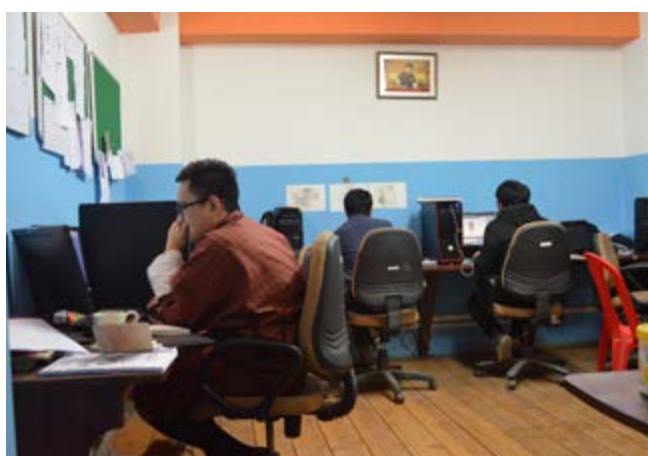
We make efforts to recruit the best talents who believe in our values. We have a team of more than 42 people working at our studios trained in their respective fields. Over the years, we have developed expertise and championed our production process pipeline, starting from a concept to the end product that our client needs.

Over the last more than five years, with our impressive team of highly committed and dedicated people, we have successfully delivered numerous projects for a vast array of clients.

Our most significant achievement so far is the premiering of our own home production, the 2D animated movie the 'Legend of Pemi Tshewang Tashi' and the live-action feature film 'Dzi Mitogu.'

As a firm, we have substantial professional artists and professionals from various backgrounds working on different projects. Moreover, numerous institutions such as the public, CSOs, INGOs, private sectors work with us on various collaborative and partnership models.

We strive for excellence in our work by seeking continuous improvement to enrich experiences and knowledge. We enjoy and love what we do and take immense pride in our creations!



Testimonials

“The Legend of Pemi Tshewang Tashi, a project of the Loden entrepreneur Tharchen and his iBEST team, takes Bhutanese cinematography to a whole new level. Combining creativity and culture, innovation and history, art and entertainment, the film brings one of the most celebrated Bhutanese stories to the big screen in the form of a beautifully crafted animation.”

Dr Karma Phuntsho

President, Loden Foundation & Shejun

“I would like to take this opportunity to thank you and your team for partnering with us for BEFIT 2019. Please accept our sincere appreciation for the unwavering support and cooperation received from iBEST team in organizing and making BEFIT 2019 a huge success and in particular, for coming forward to design the promotional animation clip for BEFIT 2019 and for your support in the social media outreach.”

Dasho Penjore

Governor, RMA

“Now that the movie [The Legend of Pemi Tshewang Tashi] is in the cinema, it's out there for everyone to see how much our youths can do, which takes more than just some training opportunity but a tharchenian push. It's an animation that's so far, the best ever produced in our country, perhaps the longest and comparable to its cousins across the world. They went for nothing less than excellence.”

Chablop Passang Tshering

Executive Director, Bhutan Toilet Organization

“

Coordination towards bringing quality product and timely execution of such projects are deeply appreciated.”

Sonam Phuntsho

Former Director, BICMA

“

... the firm has developed numerous projects most of which are appraised (and are under appraisal) and good number of projects have been approved for the funding. Alongside the business proposal development, the firm advises and mentors the proponents with the outlining and setting up the whole business process”.

Pema Wangdi

Former Director, BDRT,
BOiC

“

ICS highly appreciates the services of iBEST since they work with the highest professional integrity and deliver the project on time. Besides their professionalism, the consultancy is cooperative with their adept team members who strive to bring the best and quality work output”.

Singye Wangmo

Former Program Director,
ICS, MoAF

Review

Legend of

Pemi Tshewang Tashi



► Still from the film: Pemi Tshewang Tashi leads his men to Trongsa

Jigme Wangchuk

In the Bhutanese film industry's not-so-splendid past, there have been some attempts at animation. Teetering out the studio doors, they tottered into the theatres, and mostly did awfully bad. But like "there is hope", the phrase with which the critics kept the Hollywood afloat at one point of the industry's wobbly times, there is one for the Bhutanese film industry too—there is *the* hope.

Tharchen's *Legend of Pemi Tshewang Tashi* is a visual feast.

The ballad of the once buoyant and exalted chamberlain of the timorous Wangdue Dzigpoen Angdru Nyim, now driven into a corner, to a cliff edge to be more proper, does not flow like the poetry in the pages. It pierces and leaves the heart bleeding, a power that is achieved only when creativity in filmmaking meets intent.

Trongsa Penlop Dungkar Gyaltsen's disagreement with Jakar Dzigpoen Pema Tenzin has brought war to the Mangde valley and the Trongsa Dzong is under siege. Pemi Tshewang Tashi must leave Kazhi and his family behind. He knows the end has come and that he won't see his loved ones again. He could have found

an excuse and avoided going to the battle, but he stands by his principles. He has never lied or cheated and he will not ever, not to his haughty and unprettily balding boss anyway. When duty calls, there is no looking back, even if it means certain death.

There is blood and gore aplenty in this spectacular work of art but not the kind that will inspire violence. It is, in fact, a masterfully woven tale of love, relationship and celebration of life in peace with itself. It is hauntingly beautiful and the characters are so fully formed that they live on forever in minds of the viewers.

The making of the film took a long time. In the age when three months is the longest many Bhutanese filmmakers take to come out with a two and a half hour film, three years is a very long time indeed. More time means more money in the business of filmmaking, but for the team behind the *Legend of Pemi Tshewang Tashi*, an attempt at perfectionism is the name of the game. It reigns supreme and it shows. The film did well when at long last it was released; it grabbed the best animator and the best lyricist awards.

Legend of Pemi Tshewang Tashi was an immediate hit and it is still big because iBEST Studios did what oth-

ers before did not quite succeed in doing—giving the legend the soul it very much required in the most exquisite way. Why the film finds a special place in the heart of every Bhutanese, old and young, is not because the legendary character was himself

a Bhutanese, a brave warrior at that; it is because of the timeless Bhutanese values that he lived which have been passed down through the generations.

Loyalty, love, compassion, commitment, dedication, and grace inner and

outer.

The film has been selected for the special screening at the biggest animation festival in Denmark, Viborg Animation Festival. At home, the film will come to Lugar Theatre in Thimphu from 3pm today.



Solidarity in Times of Covid-19 Pandemic

Bhutan & the UN



50 Years of Partnership and Building a Better Future

“

Our team was stationed at the office during the entire lockdown period. We could hardly get 4-5 hours of sleep because of the urgency to complete the audio-visual content and the need to reach out to the public. So, in the 21 days of the first lockdown, we managed to develop around 12 educational and advocacy videos.

”



UNITED NATIONS
BHUTAN
Learning Bhutan's Success

UN and JICA Bhutan's joint initiative
- Resilience tools for COVID-19



SUSTAINABLE
DEVELOPMENT GOALS



“Our Gyenkhu” campaign launched



Staff Reporter
from Thimphu

His Holiness the 70th Je Khenpo, Trulku Jigme

Choeda, launched the “Our Gyenkhu” campaign yesterday at the Tashichoo Dzong in the presence of the Health Minister and

senior officials from the Ministry of Health (MoH). Taking inspiration from the selfless and benevolent acts of His Majesty The

King, “Our Gyenkhu”, an initiative which was born from the forethought and wisdom of Lyonpo Dechen Wangmo is aimed at instilling a sense of collective responsibility among the general population in fighting the ongoing COVID-19 pandemic, according to the MoH’s press release.

The initiative’s goal is also to inculcate a sense of duty amongst Bhutanese to proactively partake in the overall nation building process even through the post COVID-19 era.

As a part of the Our Gyenkhu initiative, the Royal Government of Bhutan and the Ministry

of Health intends to engage various social media influencers such as actors, visual artists, bloggers and sports personalities to inform and influence the general population (particularly the youth) on the importance of engaging in the nation building process.

The launch at Tashichoo Dzong was followed by a small event at the clock tower square which also witnessed the award of certificate of appreciation to iBEST Technologies for their relentless support in informing the nation during the pandemic.

iBest provides platform to youth to hone multimedia skills



Sonam Tashi
from Thimphu

With COVID-19 pandemic hitting the employment rates of the country, service providers like iBest Institute has initiated more internship programs for Bhutanese youth in the field of multimedia.

Co-founder of iBest institute, Tharchen said the simple vision for coming up with the iBest institute was to provide training which is relevant to the youths where they can be trained, start a career and earn for their livelihood.

Most of the youths are interested in multi-media platform and do not have enough resources to engage. “We are providing a platform for them,” he said adding that iBest provides

youths with multi-media trainings: animations, visualizations, photography and more.

The iBest institute was started with just 25 employees with no expertise in the field. He said Bhutan still lacks expertise in the field of multi-media and as a company, “We are still finding a way to progress further and as we progress, we are providing opportunities to the youths.”

He said iBest is providing internship opportunities to the youths with free trainings to progress themselves as they progress with their life. Currently, there are 15 youths who are taking part in iBest as an internship and as time passes the team looks forward to provide

more internship programs for youths in the country.

Currently, iBest is providing internship programs to the youths. “After the internship program, the youths can continue working in iBest or take their training experiences in other fields,” he said.

Tharchen said as technologies are becoming more affordable and accessible with the cost of internet decreasing, the need for user friendly and efficient technologies is growing. “Many services can be availed online, and with more number of people using smartphones and internet on the rise, there is huge scope and potential in the IT sectors.”

He said as more than 50 % of the country’s population are youth, there is a huge demand for contents like MTVs, graphics and designs, animation, and movies. Moreover, majority of the population using smartphone means more entertainment and learning platforms are created, besides general communication purposes.

Kezang Wangmo, 25, from Trashiyangtse, a graduate from Gyalpozhing

College of Information Technology and an intern at iBest said, “I am really interested in animation and during my college days, I spend most of my time creating animations and I have even uploaded some animations on YouTube.”

She said through iBest’s internship program she learned many new things: working environment in the real world, being punctual and many innovations in animations.

Sangay from Zhemgang joined the internship program to learn more about animations which deals with art. “I am interested in art works and since this kind of program deals with arts, I have joined here.”

Sangay said other youths should come forward and learn more about animations as virtual reality is being boosted through technologies.

Meanwhile, iBest even served the country by creating e-learning videos for children in the country. In 2018, the team developed educational and entertainment content which proved practically useful for the people.

Tharchen said the Ministry of Education also approached iBest institute to develop the e-learning process. “We accepted it and it was a successful project despite the pandemic.”

iBest contributed more than 400 video lessons to MoE.

Talking about the challenges, Mr Tharchen said even though the team worked day and night, the project that the team took was bit heavy as they had to complete it within a time frame.

Further, he said the project was completed without any issues as the team worked together and was able to overcome the challenges. “We needed good coordination among the team and during the project we had that coordination; we were able to complete the project in the given period of time.”

“Even though we have 25 employees, to speed up the project, we hired five more members in the team on contract. We are very happy to have been able to help the country on the educational aspect and providing job opportunities to the youths in these times,” he added.



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“Whatever you do,
do it well. Do it so well that
when people see you do it,
they will want to come back
and see you do it again,
and they will want to bring others
and show them how well
you do what you do.”

Walt Disney

