

4.4.5. Promotional Materials Publications

Amongst the medium for branding and marketing of respective colleges, majority have used college websites by upgrading regularly. Publication of programme prospectus is yet another popular medium used by colleges. Some colleges have also initiated to print business card to promote the colleges while some have created facebook page for the college. There are also occasional publications like Newsletter and pamphlets to promote the college information. Promotional video production is also initiated by few colleges. However, there is no consistency of promotional materials publication annually across the colleges.

4.5. Establishment of External Relations

4.5.1. Institutional Collaborations Through MOU

The Royal University of Bhutan established five international relations through signing of formal Memorandum of Understandings. They are with Asian Institute of Technology, Thailand; Edith Cowan University, Perth, Australia; Naropa University, US; Kyoto University, Japan; and University of New England, Armidale, Australia.

The MoUs with the aforementioned universities is signed for the following areas of collaboration as illustrated in Table 16.

Table 16. Focus of MoU Signed Between RUB and International Universities in 2018-2019

University	Focus of collaboration
Asian Institute of Technology, Thailand	Send Masters and Phd scholars from CST, Kharbandi for Disaster Management and Resilience Studies at AIT. Also partner to Erasmus project on IT Ethics
Edith Cowan University, Australia	New Colombo Plan programme through Short term study abroad programmes started at RUB

Naropa University, USA (specific to Study Abroad programme)	Since 2015, students come to avail semester abroad programme and take RUB courses at PCE, Paro; CNR, Lobesa; and CLCS, Taktse
Kyoto University, Japan	Exchange programmes conducted and ongoing related to rural development studies and GNH
University of New England, Australia	Education collaboration and New Colombo Plan mobility. Study destination of faculty from Education colleges of RUB like PCE, Paro and SCE, Samtse

A review of operational international collaborations during the year found 31 active external Universities engaged in various academic activities with RUB as shown in Figure 10. While many of the educational collaborations were with reputed institutions in India like the IITs, RUB had also close cooperation with Japan, Thailand, Bangladesh and Nepal in Asia.

Among the European nations, RUB's linkages were mainly through Erasmus+ projects. RUB also collaborated with Universities in Australia, US and Canada.



Figure 10. List of Active International Universities Collaborating with RUB

4.5.2. Institutional Linkages Through Other Means

While many of the formal collaborations through signing of MoUs were operational, there were also significant number (50 nos.) of international collaborations specific to the joint project implementations and academic exchanges (Table 17). These institutional linkages were mainly established by mutual agreement between the RUB and collaborating institutions for applying for joint projects to the funding agencies.

Table 17. Collaboration with International Institutions Through Other Means Besides MoU

Sl#	Institution Name/Country	Project Name/Purpose	College
1	Hirosaki University, Japan	Hirosaki Bhutan Apple Project - Capacity building and introduction of innovative technologies to improve apple production, productivity and processing	CNR
2	University of Lyon 2, France	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR
3	University of the West of Scotland, UK	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR
4	Corvinus University of Budapest, Hungary	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR
5	Kantipur Engineering College, Nepal	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR
6	Acme Engineering College, Nepal	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR
7	Khon Kaen University, Thailand	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR
8	Chang Mai University, Thailand	Sustainable Development Smart Agriculture Capacity (SUNSPACE)	CNR

9	International Association of Seismology and Physics of the earth's interior (IASPEI)	Academic Collaboration	CST
10	Kyushu Institute of Technology, Japan	Academic Collaboration	CST
11	Symbiosis Institute of Business Management, India	Academic Collaboration	GCBS
12	Shri Ram College of Commerce, India	Conference Collaboration	GCBS
13	ISMAI, Portugal	Happiness and Wellbeing	PCE
14	VUB, Belgium	Happiness and Wellbeing	PCE
15	UOB, UK	Happiness and Wellbeing	PCE
16	UTS, Australia	CAR, DEFAT	PCE
17	University of Fukui	Academic and Research Exchange and Facilitation	Sherubtse
18	Assam Don Bosco University, India	Academic Collaboration	SCE
19	University of Melbourne, Australia	Academic Collaboration	SCE
20	Teton Science Schools, USA	Place based education	SCE

21	University College Leuven-Limburg, Belgium	Academic collaboration on student and staff exchange	SCE
22	Malmo University, Sweden	LP project (faculty student exchange)	SCE
23	TISS Mumbai, India	Academic Collaboration	SCE
24	Vrije Universiteit, Amsterdam, Netherlands	Academic Collaboration	SCE
25	University of KwaZulu Natal, South Africa (UKZN)	Academic Collaboration	SCE
26	University of Technology Sydney (UTS), Australia	Academic Collaboration	SCE
27	Shokutoku University, Japan	Academic Collaboration	SCE
28	University of Teknologi Mara, Sarawak, Malaysia	Academic Collaboration	SCE
29	Aix-Marseille University, France	Academic Collaboration	SCE
30	School of Accounting and Financial Services, Seneca College, Canada	Collaborative feasibility with GCBS	DRER
31	RECTOR of RO IASIOS, Gheorghe Asachi Technical University, Lasi, Romania	RUB Vice Chancellor signed on Inter-Institutional agreement in August 2018	DRER

32	Student Leadership Agreement between Renaissance College, UNB, Canada	Renewable of SLA with Sherubtse College	DRER
33	HUC network with 62 HKH and 15 associate members	For higher education on sustainable mountain development	DRER
34	NTNU, Norwegian Research Centre for Hydropower Technology and Innovation, Norway	For joint research project in dam safety, sediment handling, turbine and generator life time, and remaining useful life, failure probability.	DRER
35	IIT Kharagpur	for cultural and GNH education	DRER
36	IIT Roorkee	for joint research on Francise Turbine sediment issue with NTNU	DRER
37	Kathmandu University, Nepal	for joint research on Francise Turbine sediment issue with NTNU	DRER
38	Princeton Academy, Mumbai	for research management training	DRER
39	EURAC Research, Bolzano, Bolzano, Italy	for global mountain safeguards	DRER
40	United Nation University, Germany for global mountain safeguards	for global mountain safeguards	DRER

41	Gadja Mada University, Yogyakarta, Indonesia	For academic and Erasmus+ project partnership	DRER
42	University of Philippines, Diliman Manila, Philippines	For collaboration	DRER
43	Asian Institute of Management, Manila	Academic Collaboration	DRER
44	Sydney University, Australia	Bhutan capacity on climate change research and mentoring project	DRER
45	Macquarie University, Sydney, Australia	Mentoring Bhutanese PhD degree holder academics for climate change studies research project	DRER
46	Peking University, School of International Studies, Beijing	Exchange programme of staff and students through seminar and performing arts	DRER
47	Chulalongkorn University, Bangkok, Thailand	University Study Abroad Fair participation from RUB along with other Universities of the world	DRER
48	United Kingdom Research and Innovation (UKRI), Global Challenge Research Fund (GCRF),	Workshop participation in Food Security, Agriculture and Nutrition	DRER
49	William and Mary College, USA	short term study abroad programme	DRER
50	ICIMOD-HUC	Sustainable Development of Mountain Education	DRER

Around six RUB Colleges have also entered a formal collaboration between institutions in Bhutan either by signing MoU or through other means of agreement (Table 18). This has strengthened their institutional linkages with relevant government sectors by aligning the specific needs of the institutions in Bhutan. Many of the activities pursued within the year were to generate knowledge through systemic studies while some activities for pursued for capacity building through trainings. Some of the activities included promotion of events while some required formal relations to serve as field place for teaching practices.

As outlined in this section, many activities in the colleges are also carried out in absence of formal agreements like the MoUs as these are short projects with limited time frame and executed within a shorter time frame than those carried out in the MoUs through a number of years. The colleges on an invitation to collaborate with an external institution on a mutually beneficial project like the Erasmus have carried out such projects.

Table 18. Institutional Linkages Established Between RUB and Agencies in Bhutan

Sl#	Institution Name in Bhutan	Project Name/Purpose	College
1	National Environment Secretariat	E Flow project Phase II (UDII)	CST
2	Tarayana Foundation	Annual Green Technology Challenge	CST
3	Ministry of Agriculture, NPPC	Development of Electric Fence Energizer	CST
4	Phuntsholing Thromde	Geotechnical Studies of ALCS project site	CST
5	Druk Holding Investment (DHI)	Feasibility Study of Concrete Road Pavement	CST
6	Construction Development Corporation Limited	Industry-Academia Collaboration	GCBS

7	Bhutan Centre for Media and Democracy (BCMD), Thimphu	Publication & Seminars	GCBS
8	Rural Enterprise Development Corporation Limited (REDCL), Thimphu	Research, Training, & Student Internship	GCBS
9	Samdrup Jongkhar Initiative	For technical expertise services	JNEC
10	Department of Renewable Energy, Ministry of Economic Affairs, Thimphu	For collaborative work in the area of Lighting, Renewable Energy and Energy Efficiency	JNEC
11	Ministry of Education, Bhutan	Teaching Practice	PCE
12	National Centre for Hydrology and Metrology	enhanced partnerships for the promotion of research in understanding of weather, climate and water resources	Sherubtse
13	Ministry of Education, Bhutan	Teaching Practice	SCE
14	UNICEF, Bhutan	BASW programme development	SCE
15	National Commission for Women and Children (NCWC)	project on cohabitation and marriage practices in Bhutan	SCE
16	Royal Education Council (REC)	Development of geography curriculum framework for schools	SCE
17	Youth Development Fund (YDF)	Place base education	SCE
18	Bhutan Centre for Media and Democracy (BCMD), Thimphu	Contemplative counselling psychology	SCE
19	Department of Agriculture, Ministry of Agriculture and Forests, Thimphu	SATREP	DRER

20	Department of Hydropower and Power Systems, Ministry of Economic Affairs	for hydropower technology	DER
21	Druk Green Power Corporation	for HydroLab collaboration with RUB	DRER
22	Druk Holding Investment	for research project support. 13 projects already submitted for consideration in February 2019	DRER
23	UNICEF	for certificate in social policy programme to Parliament, Government Ministries and Civil Society Organizations	DRER
24	Tourism Council of Bhutan	For academic tourism opportunities	DRER

5. Diversification of Revenue Streams

Besides income generated from sponsored research from various funding agencies, RUB Colleges are also expected to diversify their income through new initiatives for their sustainability of college operations and development. While the colleges may have pursued several initiatives by investing their revenues to various financial institutions, monitoring of financial utilization and investment is beyond the purview of the DRER. Therefore, the DRER does not mandate the Office of DRILs in all colleges to maintain the record of financial diversification plan of the college except the research grants received in supporting the research and development.

At DRER, the External Relations Division facilitates international students study programme to various RUB College campuses. While the international students full-time study travel document to Bhutan including health and student insurance is facilitated by the External Relations Division of the DRER, the scholarship of the foreign students is directly administered by the concerned colleges.