

Summary

GNH assessment tool for business was initiated by Dasho Tshering Tobgay, the Prime Minister of Bhutan. He first presented the idea of aligning business towards Gross National Happiness at the Sixth International Conference on GNH in 2015. To this end, the Centre for Bhutan Studies & GNH developed and released *Proposed GNH of Business*, a draft tool for integrating GNH in business, at the Seventh International Conference on GNH held in Thimphu in 2017. The report introduced an assessment tool to evaluate a business's commitment to social responsibility. The tool, inspired by GNH, is comprised of a holistic set of indicators categorised under the nine domains of GNH.

We have improved the draft tool by refining both indicators and the appraisal methodology. We accommodated suggestions made by participants at the conference. Additional ideas from literature were also incorporated. The tool was further improved, qualitatively through consultative meetings with the stakeholders, and quantitatively, by piloting in national and international firms.

This report provides methodological foundation for evaluating a business's social performance. It will assist in ensuring that business firms are socially responsible. The report also allows businesses to be aware of GNH values by enabling a standardized measurement of overall internal wellbeing.

Therefore, the report can be classified both as an advocate and a resource for organizational wellbeing.

It starts with discussion on the need for integrating GNH in business practices. A detailed guidance on the tool is provided, with explanations on dimensions and indicators. A six-step model provides a context for tool implementation followed by reports of two case studies conducted one in Bhutan and another in India. The report concludes with a summary on next steps for sector specific adaptation, and institutionalisation of the tool.