

Gross
National
Happiness

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*An attempt to **measure**, through psychological and physiological means, a country's happiness, as a direct reference to GDP (Gross Domestic Product).*

- o The trouble with GDP is that it is too narrow a measure of progress: it measures only economic output, leaving out other things that matter—like interpersonal trust, mental health, and environmental impact.
- o Contrast GDP with GNH—or Gross National Happiness, which measures the happiness (or subjective well-being) of the citizens of a country.

Gross National Happiness:

- ❖ It was coined in **1972**
- ❖ By Bhutan's former **King Jigme Singye Wangchuck**.
- ❖ Gross National Happiness, measures the happiness(or subjective well-being) of the citizens of a country.

- o The concept of GNH has often been explained by its **four** pillars:
 - o good governance,
 - o sustainable socio-economic development,
 - o cultural preservation, and
 - o environmental conservation.

- o The Gross National Happiness Index is a single number index developed from **33 indicators** categorized under **nine domains**.
- o The GNH Index is constructed based upon a robust multidimensional methodology known as the Alkire-Foster method.

- o While measurement techniques vary, a widely used second-generation GNH metric uses **seven** areas –
 - ✓ economic,
 - ✓ environmental,
 - ✓ physical,
 - ✓ mental,
 - ✓ workplace,
 - ✓ social and
 - ✓ political wellness,

- o gathered through a composite of quantitative and qualitative research.





Bhutan

is the only country in the world to systematically measure GNH at present.

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- o It turns out that this belief—that happiness is difficult to measure—isn't really valid.
- o Although people do vary in what makes them happy, happiness means more-or-less the same thing to most people.
- o This is why the easiest way to measure happiness—through self-reports in which people are simply asked to fill out a **happiness scale**—correlates significantly with the levels of neurotransmitters (like serotonin) in our blood stream.

- o This is also why people who say they are feeling happy are rated as being happy by their friends and relatives, and why those who claim to be happy behave in ways that we have come to associate with happy people.
- o Note that none of this would have been true if happiness were subjective and difficult to measure.

Some questions to ponder

- o What are the four pillars of GNH?
- o Why only Nepal measures GNH?
- o Do you think measuring GNH will be good for our country?

Do watch the videos I shared on LPU live.

Thank You!