



SAMJONG Cooperative  
Samdrup Jongkhar

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# PRODUCT CATALOGUE

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Bulk & Retail

## ABOUT US

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The SAMJONG brand is an economic development initiative from the scenic Dzongkhag of Samdrup Jongkhar. It's more than a business—it's a movement born from the dedication and vision of the Dzongdag and rooted in the principles of environmental sustainability.



SAMJONG captures the spirit of Bhutan's local markets, drawing inspiration from the deeply sustainable practices of traditional communities. Like renowned global brands that resonate with a unique identity, SAMJONG symbolizes Samdrup Jongkhar's journey to economic self-sufficiency through environmentally conscious, locally driven growth. SAMJONG represents hope, pride, and opportunity for the people of Samdrup Jongkhar. In Bhutan, and particularly within the Dzongkhag, there is a rich tradition of respecting nature, supporting one another, and working collaboratively.

SAMJONG's mission is to create employment opportunities for the people, especially rural youth, and consolidate the district's economic efforts in agriculture, livestock, tourism, forestry, and Cottage and Small Industries. This initiative supports Bhutan's national objectives of import substitution and sustainable development, helping the nation become more self-reliant while celebrating local talent and resources.

# ABOUT US

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SAMJONG's reach spans three main locations within Samdrup Jongkhar, with Farmers' Sale Outlets established in strategically chosen areas: Samdrupcholing and Jomotsangkha Drungkhags, and Samdrup Jongkhar Throm. These locations allow easy access for farmers and small entrepreneurs to display and sell their products, whether they're crafted, harvested, or processed from local resources. These marketplaces are designed not just to house SAMJONG brand products but to embody a sense of place, heritage, and economic resilience.

SAMJONG's operations are guided by a market-led production approach, also known as backward design thinking. This innovative model begins by understanding market demand and consumer needs, then guides local producers to create products that fulfill these demands. In SAMJONG's case, 37 agricultural products, 5 livestock products, and various tourism-centered products were identified as key offerings for value addition.

The brand is powered by the SAMJONG Cooperatives, composed of young rural entrepreneurs trained in processing, marketing, and managing product quality. Registered with the Department of Agricultural Marketing and Cooperatives on July 31, 2024, this cooperative is the engine driving SAMJONG's mission and growth. Officially launched on December 19, 2023, and registered with the Department of Media, Creative Industry, and Intellectual Property, SAMJONG Brand is already well on its way to making an impact.

## ABOUT US

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The timing couldn't be better—SAMJONG arrives at a pivotal moment as Bhutan aims to foster a green and culturally rich economy. This initiative aligns perfectly with the country's pursuit of Gross National Happiness, balancing economic growth with social equity and environmental sustainability.

Every product bearing the SAMJONG mark is more than an item for sale; it is a testament to Samdrup Jongkhar's natural resources, sustainable practices, and the spirit of innovation and pride that resides in each of its eleven gewogs. When consumers purchase a SAMJONG product, they aren't just buying local—they are supporting a movement, promoting sustainability, and celebrating the beauty of Samdrup Jongkhar's unique culture. This badge of quality allows local businesses to display their commitment to eco-friendly practices, further enhancing the brand's reputation and contributing to the broader vision of Bhutan's green economy.

In a world where sustainability and local empowerment are more crucial than ever, SAMJONG stands out as a pioneering model. It serves as a beacon for local economic growth, empowering communities, and sustaining traditions while championing environmentally friendly values. SAMJONG's journey may just be beginning, but its future looks bright as it builds a more resilient economy and represents the soul of Samdrup Jongkhar to the rest of Bhutan—and the world.

## Vision

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Transforming RNR  
sector into  
business enterprise



## Mission

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Adding value to,  
processing, branding,  
certification and  
marketing of RNR  
produces and products



# AGRICULTURAL PRODUCTS

*Langchenphu Gewog*



Moringa Tea  
RYPME, Langchenphu

*Martsalla Gewog*



Buckwheat Tea  
RYPME, Martsalla

*Langchenphu Gewog*



Ginger Tea  
RYPME, Langchenphu

*Gomdar Gewog*



Buckwheat Cookie  
RYPME, Gomdar

# AGRICULTURAL PRODUCTS

*SJ Throm*



SAMJONG Soap  
Entrepreneur, SJ Throm

*Langchenphu Gewog*



Ginger Powder  
RYPME, Langchenphu

*Wangphu Gewog*



Rajma Bean  
RYPME, Wangphu

*Phuntshothang Gewog*



Banana Chips  
RYPME, Phuntshothang

# AGRICULTURAL PRODUCTS

*Langchenphu Gewog*



Turmeric Powder  
RYPME, Langchenphu

*Phuntsothang Gewog*



Khamtey Rice  
RYPME, Phuntsothang

*Pemathang Gewog*



Tapioca Bites  
RYPME, Pemathang

*Martsalla Gewog*



Dalley Pickle  
RYPME, Martsalla



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Dalley Pickle  
RYPME, Martsalla

# AGRICULTURAL PRODUCTS

*Langchenphu Gewog*



Areca Nut Plate  
RYPME, Langchenphu

*Langchenphu Gewog*



Areca Nut Spoon  
RYPME, Langchenphu

*Samdrup Jongkhar Throm*



SAMJONG Soap  
Entrepreneur, Samdrup  
Jongkhar Throm

*Samdrup Jongkhar Throm*



SAMJONG Soap  
Entrepreneur, Samdrup  
Jongkhar Throm

# LIVESTOCK PRODUCTS

*Martsalla Gewog*



Butter  
Wangphu Thuensum  
Detshen

*Martsalla Gewog*



Cheese  
Wangphu Thuensum  
Detshen

*Phuntshothang and Pemathang Gewog*



EGG  
Phuntshothang and  
Pemathang Poultry Group

*Phuntshothang and Pemathang Gewog*



Chicken  
Phuntshothang and  
Pemathang Poultry Group



SAMJONG Cooperative  
Samdrup Jongkhar

## **Registered Head Office**

Samdrup Jongkhar Integrated Vegetable Market ,Third floor

SAMJONG COOPERATIVE'S FARMERS' SALES OUTLET

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