India Action Plan

Ministry of Tourism
Government of India

Cultural Heritage & Sustainable Tourism TDD
Tokyo - Kyoto, Japan
June 11-15, 2018
ÍNDIA: Key Takeaways from TDD

1. Strategic planning with early and extensive stakeholders consultations

2. Importance of building partnerships with the private sector, CBOs, NGOs, religious trusts, etc.

3. Take an integrated and holistic approach

4. Think big and long term – start small, scale fast
INDIA: Market Potential: from 0.005% to 0.1% visitors

<table>
<thead>
<tr>
<th>Region</th>
<th>2017 Visitors</th>
<th>Potential 2022</th>
<th>Potential 2032</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caribbean and South America</td>
<td>410,000</td>
<td>0.005%</td>
<td>0.05%</td>
</tr>
<tr>
<td>Middle East and North Africa</td>
<td>500,000</td>
<td>0.05%</td>
<td>0.1%</td>
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<tr>
<td>Europe</td>
<td>1,300,000</td>
<td>0.1%</td>
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<tr>
<td>Asia-Pacific</td>
<td>481,290,000</td>
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Buddhist Population: 500 million

Visitors to India: 0.25 million to 25 million

Potential: 3.3 million new jobs
ÍNDIA: Barriers / Challenges

• Remarkable sites in under-developed locations

• Poor connectivity

• Focus on sites, rather than destinations and circuit

• Weak branding and promotion

• Poor product offering

• Lack of Ease of Doing Business
**INDIA: Actions To Be Taken**

**Short-term: Enhance Core Areas**
- Consolidation and interpretation of main attractions
- Provision of basic services and enhancement of public spaces
- Traffic management and improvement of visitor flows
- Mapping of creative industries and support to local entrepreneurs

**Medium-term: Create Destinations**
- Attracting private investment
- Rehabilitation of surrounding villages
- Investments in connectivity
- Creating new itineraries and calendar of events
- Adaptive reuse of government properties

**Long-term: Circuit Development**
- Travel facilitation
- Urban growth regulations
ÍNDIA: Lending and TA Active / Needed

ACTIVITIES COMPLETED

World Bank
• Research and Diagnostic completed
• Consultations and Validation ongoing
• Model Investment Plan for Sarnath

Ministry of Tourism, GoI
• Circuit projects worth over USD 1 billion under Swadesh Darshan in advanced stage of implementation
• Projects over USD 77 million for the Buddhist Circuit
• USD 10 million committed for Sarnath

ONGOING ACTIVITIES

Technical Assistance
• Design and implementation of common visual identity for the Buddhist Circuit
• Refinement of shared marketing strategy for the Buddhist Circuit
• Improving ease of doing business for increased private sector investment in the Buddhist Circuit
• Mapping of creative industries and formulation of strategic plan for jobs creation

Investment Work Planned:
• Phased implementation strategy at geographical and activity levels
ÍNDIA: Support Needed

• **World Bank**
  • Technical Assistance
  • Financial Assistance

• **TDLC Program (Japan)**
  • Collaborate with Nara & Kyoto for strategic planning
  • Best practice study visits

• **Knowledge Products**
  • Supporting eco-system for creative industries promotion and jobs creation
  • Relevant learnings from around the world

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**Phase I States**
Uttar Pradesh
Bihar

**Phase II States**
Madhya Pradesh
Andhra Pradesh
Maharashtra
Gujrat
Orissa
Thank you