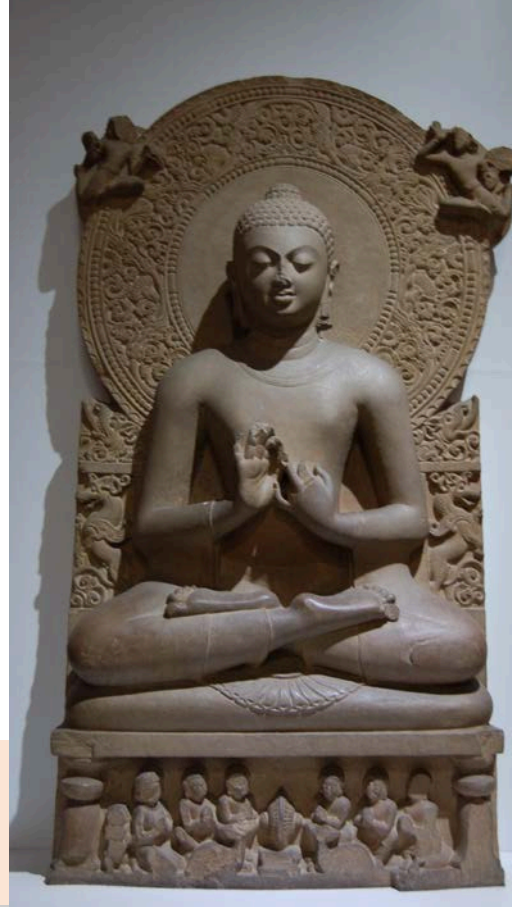




बौद्ध सर्किट THE BUDDHIST CIRCUIT

WALK IN THE FOOTSTEPS OF THE BUDDHA

India Action Plan



Tokyo
Development
Learning
Center

Ministry of Tourism
Government of India

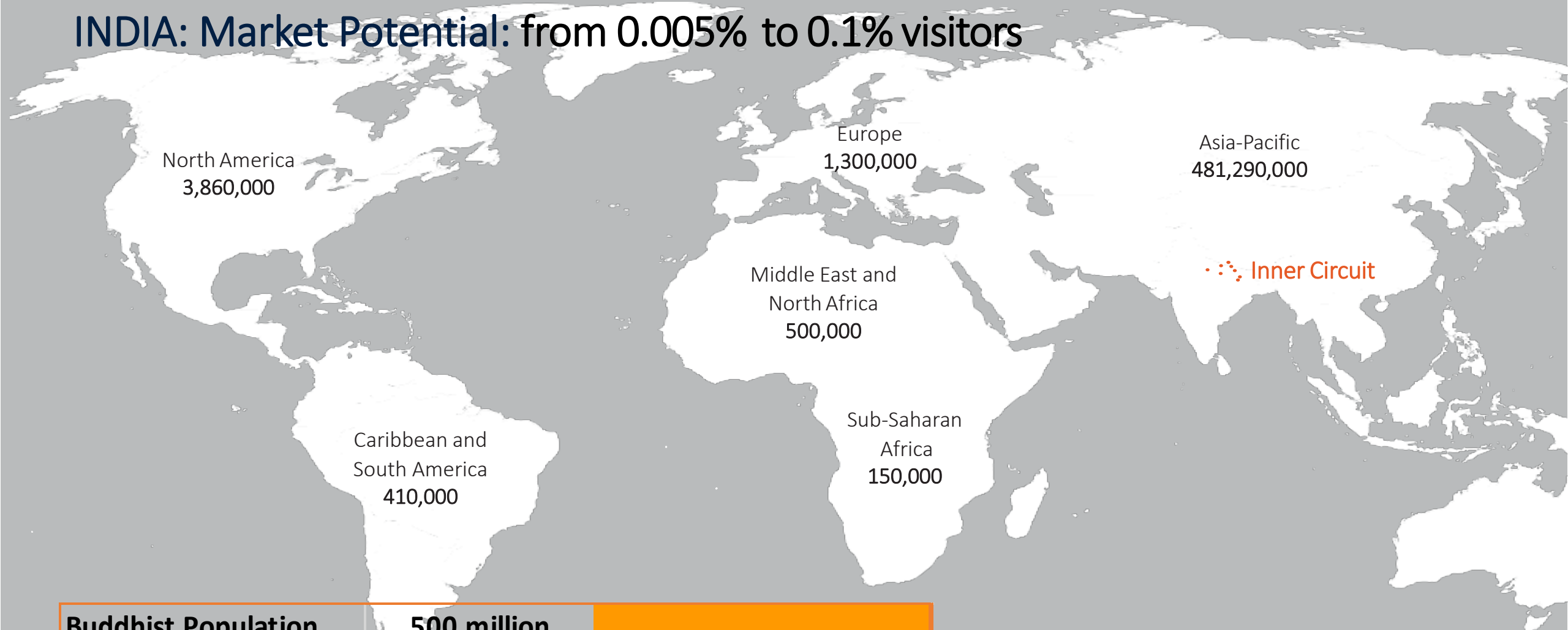
Cultural Heritage & Sustainable Tourism TDD
Tokyo - Kyoto, Japan
June 11-15, 2018

INDIA: 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



Buddhist Population	500 million		
	2017	2022	2032
	Current Visitors	Potential	
	0.005%	0.05%	0.1%
Visitors to India	0.25 million	2.5 million	25 million

Potential: 3.3 million new jobs

INDIA: 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

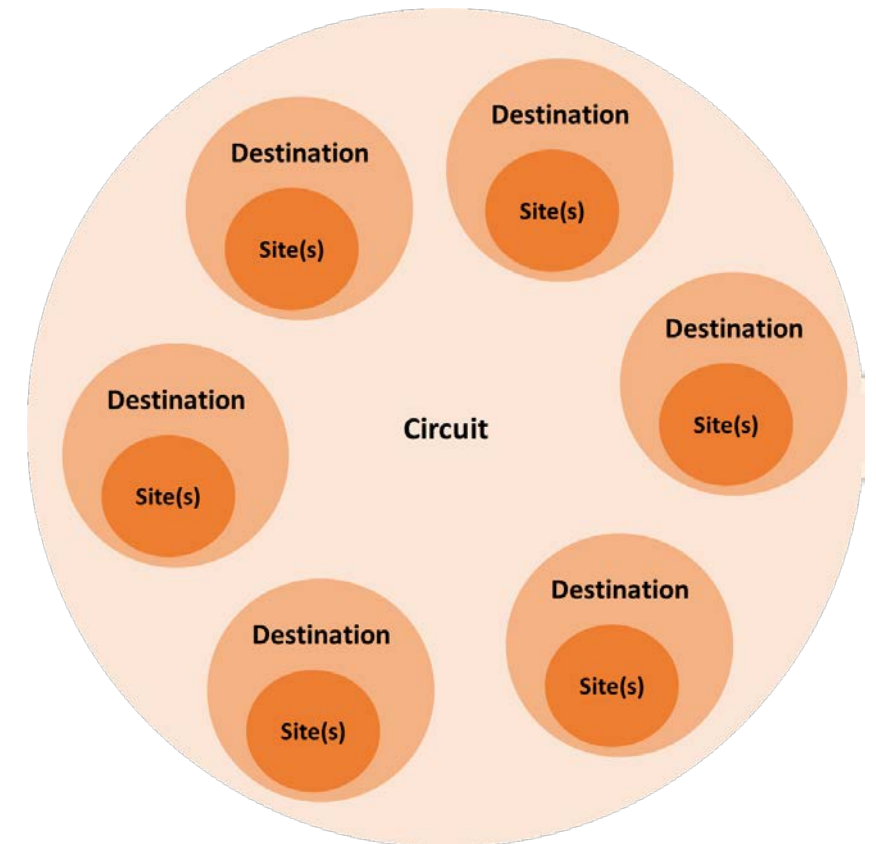
- Consolidation and interpretation of main attractions
- Provision of basic services and enhancement of public spaces
- Traffic management and improvement of visitor flows
- Mapping of creative industries and support to local entrepreneurs

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



INDIA: 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

INDIA: 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

Phase I States

Uttar Pradesh
Bihar

Phase II States

Madhya Pradesh
Andhra Pradesh
Maharashtra
Gujrat
Orissa



Thank you

