

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:3237

ANSWERED ON:13.08.2010

PROMOTION OF BUDDHIST HERITAGE IN INCREDIBLE INDIA CAMPAIGN

Sethi Shri Arjun Charan

**Will the Minister of TOURISM be pleased to state:**

(a) whether the Government proposes to take up a special media and electronic campaign to promote the Buddhist Heritage of the country in the East Asian and South East Asian region including Orissa and other Indian Eastern States as a part of the Incredible India Campaign; and

(b) if so, the details thereof?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) & (b): The Ministry of Tourism regularly releases international campaigns in the electronic and print media to promote India as a holistic destination. Through these campaigns, various tourism products and destinations including the Buddhist Heritage of the country are promoted in the different potential markets including the East Asian and South East Asian regions.