

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:881  
ANSWERED ON:25.11.2011  
DEVELOPMENT OF BUDDHIST CIRCUIT  
Patel Shri Bal Kumar

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

- (a) whether any loan agreement between the Government of India and Japan Bank for International Corporation (JBIC) for the development of Uttar Pradesh Buddhist Circuit Projects has been signed;
- (b) if so, the details thereof;
- (c) whether the scope of Project covers improvement of roads, public utilities, site development, support programmes etc. at selected Buddhist circuits in Uttar Pradesh;
- (d) if so, the details thereof; and
- (e) the further steps taken by the Government to enhance the Buddhist tourism in the country?

**Answer**

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

(a): Yes, Madam.

(b): A Loan Agreement was signed between Government of India and Japan International Cooperation Agency (JICA) in 2005 wherein, JICA agreed to extend a loan of 9495 million Japanese Yen (Rs.395.63 crore approx) for development of Buddhist Circuit in the State of Uttar Pradesh.

(c): Yes, Madam.

(d): The Buddhist Circuit Project would cover development of sites at Kushinagar and Sravasti in Uttar Pradesh. The scope work for the project, inter alia, includes the following broad components:

1. Road Development/ Construction:

(a) Kolhi-Hata No.1 and Kolhi-Hata No. 2 with a total length of 74 km.

(b) Bahrich Bypass- 55 km

2. Utilities Improvement:

(a) Storm -Water Drains at Kushinagar

(b) Storm- Water Drains at Sravasti

3. Site Development:

(a) Site Attraction enhancement in Kushinagar

(b) Site Attraction enhancement in Sravasti

(c) Signage Improvement in Archeological Site

4. Supporting Programme:

(a) Community Participation Programme

(b) Tourism Promotion Programme

(c) Education and Training Programme

(d) Price Escalation

5. Consulting Services & Supporting Programme:

(a) Advisory Committee

(b) Study and Analysis

(c) Consultancy Services

(d) Price Escalation

(e): The Ministry of Tourism, Govt. of India, undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism products and destinations of the country including Buddhist Heritage, Sites and Circuits. Some of the specific activities undertaken by the Ministry of Tourism to promote Buddhist tourism are as follows:

I. International Buddhist Conclaves were organized in New Delhi in February, 2004 and in Nalanda, Bihar in February, 2010.

II. Publicity material and collaterals in English and foreign languages are produced for the domestic and international markets.

III. Media campaigns in the print and electronic media are undertaken in the domestic and international markets.

IV. Presentations made on Buddhist tourism during Road Shows organized in the major source markets abroad.

V. Familiarisation Tours for trade, media and opinion makers from overseas to Buddhist Sites and Circuits in the country and on the special Mahaparinirvana Buddhist Tourist Train organized under the Hospitality scheme of the Ministry.