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Ministry of Commerce and Industry
DEPARTMENT OF COMMERCE

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SERVICES EXPORT PROMOTION COUNCIL

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Buddha Purnima Celebrations

"A Generous Heart, Kind Speech, A Life of Service and Compassion Renews Humanity"

Saturday, 21st May 2016,
India Habitat Centre, Lodhi Road, New Delhi



Dialogue on

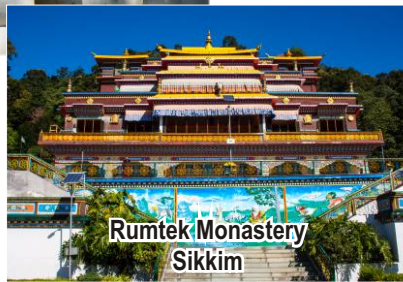
**BUDDHIST HERITAGE
& PILGRIMAGE JOURNEY**

Connecting

**INDIA (NER) - ASEAN-South Asia
& East Asia**



Tawang Monastery
Arunachal Pradesh



Rumtek Monastery
Sikkim



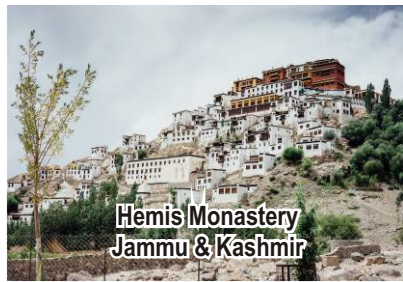
Bodhi Tree
Bodhi Gaya
Bihar



Sarnath
Uttar Pradesh



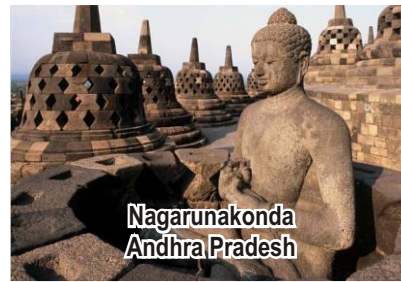
Namgyal Monastery
Himachal Pradesh



Hemis Monastery
Jammu & Kashmir



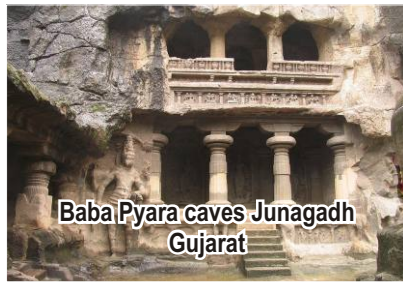
Sanchi Stupa
Madhya Pradesh



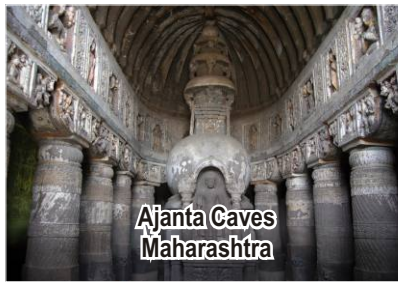
Nagarjunakonda
Andhra Pradesh



Namdroling Monastery
Karnataka



Baba Pyara caves
Junagadh
Gujarat



Ajanta Caves
Maharashtra



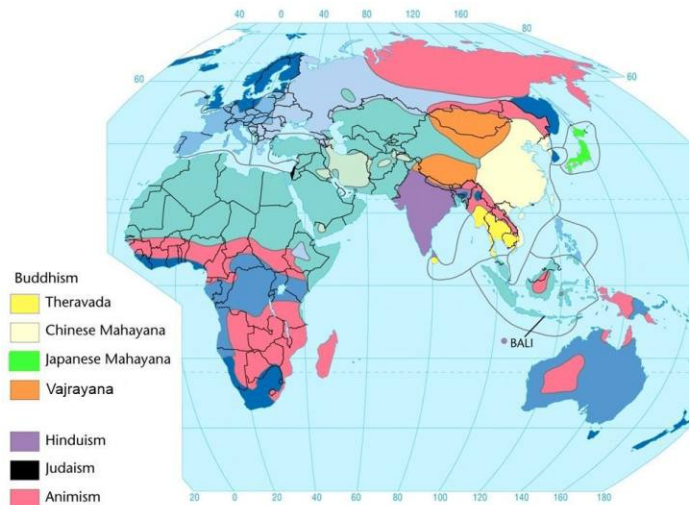
Ratnagiri
Odisha

Vesākha, also known as Buddha Purnima or Buddha Day or Buddha Jayanti is celebrated with traditional religious fervor to mark the birth of Lord Buddha. Buddha Purnima falls on the full moon day in the Hindu month of Vaisakh. Gautama Buddha or simply the Buddha, was an ascetic and sage on whose teachings Buddhism was founded.

BUDDHIST TOURISM: A GLOBAL OVERVIEW

Buddhism has been established across almost every continent. Buddhism has evolved into three major branches: Mahayana, Theravada and Vajrayana. Despite of regional variations and different schools of thinking, Buddhism has retained its unique identity. According to the demographic analysis reported by Peter Harvey (2013):

- Eastern Buddhism (*Mahayana*) has 360 million adherents;
- Southern Buddhism (*Theravada*) has 150 million adherents;
- Northern Buddhism (*Vajrayana*) has 18.2 million adherents;
- Seven million additional Buddhists are found outside Asia



The rise of Travel & Tourism Industry has shown significant resilience globally. Despite slow economic growth in advanced economies and geopolitical tensions in some regions, the Travel & Tourism sector still accounts for a large part of the global economy (estimated to be approximately 9% of global GDP or US\$ 7 trillion in 2015) and employment, while the number of international travellers continue to increase. According to the World Travel & Tourism Council (WTTC), the Travel & Tourism sector is forecasted to grow continuously at the rate of 4%, annually faster than financial services, transport and manufacturing.

Tourism is a major engine of economic growth and foreign exchange earnings along with an important source of employment generation in India. According to WTTC, the total contribution of tourism industry to the world GDP was US\$7.6 trillion (9.8 per cent of GDP) in 2014, and is forecasted to rise by 3.8 per cent per annum to US\$11.4 trillion (10.5 per cent of GDP) by 2025. In 2014, the total contribution of this sector to employment, including jobs indirectly supported by the industry, was 9.4 per cent of total employment (276,845,000 jobs) with a rise of 2.6 per cent in 2015 and is expected to grow by 2.3 per cent per annum in 2025 to reach 356,911,000 jobs (10.7 per cent of total jobs). As per latest World Tourism Barometer of the United Nation's World Tourism Organization (UNWTO) (January, 2016 edition), international tourist arrivals reached 1.2 billion in 2015, there is a 4.4 per cent increase over the previous year and for 2016 the forecast is a 3.5-4.5 per cent increase.

Pilgrimage Tourism is one of the oldest types of tourism and a worldwide phenomenon of religious history, Buddhism offers four major sites of pilgrimage in India. Buddha's birthplace at Lumbini, site where he attained Enlightenment Bodh Gaya, where he first preached at Sarnath, and where he achieved Parinirvana at Kusunagara



BUDDHIST TOURISM

India's Buddhist heritage spans millennia across the entire subcontinent and large parts of South and South East Asia. Laying host to Lord Buddha's journey, and the subsequent development of the social and moral precepts of Buddhist thought, the plethora of intangible as well as tangible Buddhist heritage has made the Buddhist Circuit one of the most popular tourist products that India has to offer. Tourism in India, especially Buddhist tourism has the potential to deliver socio-economic benefits in developing states, engender cross-cultural respect, inculcate pride and encourage conservation of natural and cultural resources. Through the prism of local culture, Buddhism has inculcated diverse practices and traditions.



Buddha's disciples spread Buddhism beyond the borders of India to Southeast Asia, where these ideas have played a major role in shaping culture and traditions. Mahayana, the most widely accepted form, is concentrated in China, Japan, South Korea and Vietnam. Theravada Buddhism, the second-largest branch, is concentrated in countries such as Thailand, Burma (Myanmar), Sri Lanka, Laos and Cambodia. Vajrayana, Buddhism, the smallest of the three major branches, is concentrated in Tibet, Nepal, Bhutan and Mongolia. Buddhism is also gaining momentum in the West, across America and Europe Buddhist pilgrimage is a significant perennial tourist activity in India, which brings in large volume of tourists as well as foreign exchange to our shores. Additionally, it is a culturally unifying factor, linking India to the rest of South and Southeast Asia.

NORTH EAST INDIA

There are a number of Buddhist Monasteries and each one has its own fascinating history, generating tremendous interest among the visitors, be it the architectural feature or the spiritual Pilgrimage message embedded in them.

Arunachal Pradesh, the land of Buddhists and known for some of the largest Buddhist monasteries in India. The Gompas are adorned with life-like frescoes of hoary Buddhist legends, rare silk and brocade Thangkas. Establishment of monasteries, starts for the very first time in Arunachal were in 1860-61. Popular among them are, Tawang Monastery, the largest monastery of India and second largest in Asia. Urgelling Monastery (5 km away from Tawang) - the birthplace of the sixth Dalai Lama.



Tawang Monastery-Tawang
Bomdiak Monastery-West Kameng
Urgelling Monastery-Tawang

Sikkim is a tiny yet beautiful state in the north east of India which houses close to 200 monasteries or Gompas. These landmarks have not just influenced the cultural heritage and lifestyle of the people, but also demonstrate the ancient rituals. These monasteries preserve the ancient Tibetan manuscripts, exquisitely carved wood work and icons of silver and gold. Devoted Lamas robed in red, chant ancient mantras to the rhythm of drums and trumpets while soft lights flicker from decorative lamps placed before statues of the great Guru Padmasambhava.



Pemayangtse Monastery- West Sikkim
Rumtek Monastery- East Sikkim
Enchey Monastery- East Sikkim
Tashiding Monastery-West Sikkim
Sanga Chelling Monastery-West Sikkim
Dubdi Monastery-West Sikkim
Ralang Monastery-South Sikkim

MAJOR BUDDHIST SITES IN INDIA

Bihar	Bodhgaya, Pragbodhi, Barabar Caves, Champanagar, Dona, Ghosrawan, Gurpa, Hajipur, Indasala Caves , Jethian, Kesaria Stupa , Nalanda, Rajgir, Vaishali, Kurkihar, Lauriya Nandangarh, Patna, Bhagalpur
Uttar Pradesh	Sarnath, Ashoka Pillar , Chaukhandi Stupa, Dhamek Stupa , Mulagandhakuti Vihara, Sravasti, Kushinagar, Nirvana Stupa, Ramabar Stupa, Mathura, Kaushambi, Prabhosa, Sankassa
Himachal Pradesh	Rewalsar, Tabo Monastery , Dharamsala, Nako Gompa , Guru Ghantaal Monastery , Kardang Monastery, Lhalung Monastery, Dhankar, Shashur Monastery, Key Monastery
Jammu & Kashmir	Hemis Monastery, Lamayuru Monastery, Thiksey Monastery, Spituk Monastery, Zangla Monastery
Odisha	Udaigiri, Lalitagiri, Ratnagiri, Deuli Hill
Andhra Pradesh	Amravati, Nagarjunakonda, Chandavaram, Anupa, Thotlakonda, Bavikonda ,Bhattiprolu, Sankaram, Lingalmetta, Undawalli Caves , Ghantasala, Salihundam, Bojjannakonda, Phanigiri
Madhya Pradesh	Sanchi Buddhist Monuments ,Deor Kothar, Dharmrajeshwar, Barhut Stupa
Maharashtra	Ajanta Caves, Ellora Caves , Aurangabad Caves , Elephanta Caves , Pitalkhora Caves , Bedse Caves, Deekshabhoomi
Gujarat	Junagadh Baba Pyara Caves , Devni Mori, Rajkot, Kutch, Vadnagar ,Vadodara, Sana Caves, Talaja
Karnataka	Namdroling Monastery, Bylakuppe , Jangtse Monastery in Mundgod
Arunachal Pradesh	Tawang Monastery, Bomdial Monastery, Urgelling Monastery
North East Region (NER) Sikkim	Pemayangtse Monastery , Rumtek Monastery ,Enchey Monastery , Tashiding Monastery, Sanga Chelling Monastery, Dubdi Monastery, Ralang Monastery

