

BDK Newsletter



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Michi - The Path -

BUKKYO DENDO KYOKAI Society for the Promotion of Buddhism

Michi

— The Path —

02

CONTENTS

01 The New MICHI, Path to the Future

BDK Mission

02 "Sasaeatte - Kikai, Opportunity"

03 BDK JAPAN News 2011-2012

BDK Financial Aid for Buddhist Kindergartens in the Disaster Areas
– Helping Children

The 46th BDK Cultural Awards

The Bukkyo Dendo Bunka Sho & The Newly Presented Award, Numata Shorei Sho

Introducing Our Newest BDK Fellowship and More...

Establishment of BDK Fellowship for Japanese Scholars

The current BDK Fellowship

– An Interview with Dr. Huanhuan He, the 2012 BDK Fellowship Awardee & Prof. Akira Saito at the University of Tokyo

Looking Back at the Experience of Receiving a BDK Fellowship

– An interview with Rev. Gyoei Saite, the 2011 BDK Fellowship Awardee at Kofukuji Temple

The 42nd Jissen Fukyo Kenkyukai, BDK Missionary Seminar at Hieizan Enryakuji

– Special Interview with Rev. Tainen Miyagi, The 52nd Monshu, Honzan-Shugenshu Shogoin-Monzeki

BDK Symposium “Questioning Buddhism and Responding Buddhism”

2012 BDK Global Meeting

BDK Japan Publication Updates

13 BDK Affiliate Organization Activities World Map & Contact Info.

BDK America

Washington DC Ekoji Temple Welcomes New Resident Minister

Japanese Ambassador to US visits Ekoji

Numata Program in Buddhist Studies 2012 Meeting

The Mugen Project: BDK’s Online Western-Language Bibliographical Database of Buddhism

2012 “Toshi Prize”

Update on BDK English Tripitaka Series

Distribution of “The Teaching of Buddha”

North American Numata Program in Buddhist Studies

BDK Canada

2012-2013 Recipient of BDK Canada Fellowship to Japan

–Report from Mr. Robban A. J. Toleno–

2012 Yehan Numata Conference at the University of Toronto

“*Theravada Civilizations. Thematic Continuities and Vernacular Appropriations*” March 11-13, 2012 –Report from Mr. Christoph Emmrich–

BDK Hawaii

Distribution of “The Teaching of Buddha”

New Kindle Edition of “Teaching of Buddha”

New Strategy with Gift Shops

New Website

BDK Mexico

BDK Europe e.V.

Symposium for the Numata Chair in Buddhist Studies

The 16th European Shin Buddhist Conference

BDK Taiwan & Asia

BDK South America

BDK UK



BUKKYO DENDO KYOKAI
Society for the Promotion of Buddhism



The New MICHI, Path to the Future

In 1965, Bukkyo Dendo Kyokai (BDK) was established by the late Rev. Dr. Yehan Numata, the founder of Mitutoyo Corporation. His fervent wish was to spread the teachings of Buddha throughout the world. From that time on, BDK has diligently been translating and distributing “The Teaching of Buddha” with the support and cooperation of like minded individuals and organizations.

The Japanese Government has officially approved BDK to be recognized as a “Public Interest Incorporated Foundation” and this will be a fresh new start for BDK as of April 1, 2013.

Following this transition, BDK has set the ultimate goal of propagating Buddhist wisdom found in the basics of Japanese culture by sponsoring a wide range of cultural activities and academic programs. BDK is a non-sectarian organization, and does not promote any particular school of Buddhism. BDK wishes to contribute to the overall achievement of global peace and harmony.

I truly appreciate your generous understanding and continued support of BDK activities.

With Gassho,

Toshihide Numata,
Chairman



BDK Mission

BDK is continuously involved in various activities to promote the awareness and popularization of Buddhist culture and spirit to the world through: 1) Distribution of “The Teaching of Buddha” and a variety of BDK publications throughout the world; 2) English translation and publication of the Tripitaka (Chinese Buddhist Canon); 3) Encouragement and support of groups/scholars which contribute to promote Buddhist culture, studies, and spirit; 4) Presentation of Cultural Awards for exemplary efforts in the promotion of Buddhism; 5) Lead efforts to modernize Buddhist music and its popularization; 6) Sponsoring Buddhist lectures and seminars; and 7) Support for religious educational facilities for kindergarten / preschool and other educational institutions.



Kikai (Opportunity)

In whatever we do, there is chance or opportunity. Once we miss that opportunity, it is of no avail no matter how much we may stamp our feet with vexation afterward.

We were born into this world as human beings. Having been given that opportunity, what must we truly do? What is the significance of receiving this opportunity?

If we do not think of this seriously, we will lose the opportunity of having been born into human life.

The Passage on Worship and Praise says:

“It is difficult to receive a human body. Now we have received it. It is difficult to hear the Buddha-Dharma. Now we hear it. If we do not deliver ourselves in this life, in what life can we do so?”

“To deliver ourselves” means to cross over from the world of delusion to that of enlightenment. We are given the opportunity to deliver ourselves only by having been born as human beings.

(Taken from “Sasaeatte” authored by Toshihide Numata, BDK Chairman of the Board)



BDK JAPAN NEWS 2011 – 2012

01 Activity BDK Financial Aid for Buddhist Kindergartens in the Disaster Areas

Two years have passed since the Great Eastern Japan Earthquake & Tsunami struck Japan. However, the area is still plagued with reconstruction delays and many people are still greatly suffering. Amongst these severe conditions, we find many children in the disaster area are also living under harsh conditions, both physically and spiritually.

Initially, BDK made a grant under its

“2011 BDK The Great Eastern Japan Earthquake & Tsunami” aid for reconstruction work in the disaster areas, and in 2012, BDK set up a financial aid program for Buddhist kindergartens established in the disaster areas in cooperation with the Association of Japanese Buddhist Kindergartens.

BDK received 32 applications from kindergartens throughout the disaster

region, and after review by an independent screening committee, BDK granted a total of JPY 9,200,000 to support the affected kindergartens.

It is BDK's wish that this financial aid will help revive the wellbeing and happiness of the children in the stricken area and will be a boost to support their continued growth and nurturing in the years ahead.

02 Activity The 46th BDK Cultural Awards The Cultural Awards for the Promotion of Buddhism: BUNKA-SHO / NUMATA SHOREI-SHO



The BDK Cultural Awards, BUNKA-SHO has been established by BDK to recognize and praise those who have contributed to the promotion of Buddhism and Buddhist culture through their various national and international activities. In 2013, BDK will initiate a new award to be called the NUMATA SHOREI-SHO (Numata Encouragement Award) which will be given to individuals, who, are already exhibiting dedicated serv-

ice to Buddhism and in time, will become the up-and-coming contributors to the promotion of Buddhism.

The Bukkyo Dendo Kyokai Cultural Award Committee

annually selects the awardees and presents them with a gift and honorarium. The 46th Ceremony and banquet was held at Bukkyo Dendo Center Building in Tokyo on October 12, 2012. Here are the 2012 awardees:

Bukkyo Dendo Bunka-sho: Rev. Dr. Takeharu Nishirai

Born in Hokkaido, Japan in 1924. A pioneer in utilizing his educational background to initiate a Buddhist

counseling service over the telephone since 1970s.

Numata Shorei-sho: Rev. Dr. Kaiun Shiratate (Thsul khrims skal bzang)

Born in West Tibet in 1942. Long time contributor in advancing the understanding of Tibetan Buddhism and its culture at Otani University and greatly contributed to the development of the next generation of promising scholars.

Numata Shorei-sho: Rev. Sokyū Genyu

Born in Fukushima, Japan in 1956. An Akutagawa Award-winning author, whose writings appear in various publications and has spoken throughout Japan. As a Buddhist priest, he has greatly encouraged survivors of the Great Eastern Japan Earthquake and Tsunami through the Buddhist teachings.

Establishment of BDK Fellowship for Japanese Scholars

Since the BDK Fellowship for Foreign Scholars program was established in 1991, we have supported and contributed to the development of many foreign scholars of Buddhist studies. In July 2012, BDK established a new Fellowship for Japanese scholars to

enable worthy scholars to engage in research on Buddhism in foreign countries.

Applications for the first awards were accepted on July 13, 2012 and closed on November 10, 2012. Eight appli-

cants applied for the first fellowship and a BDK Fellowship for Japanese Scholar Selection Meeting was held on December 20, 2012 at which time, the following three scholars were selected as the recipients of the first BDK Fellowship for Japanese Scholars:



Name : Maho IUCHI

Affiliation : JSPS Research Fellow (Kobe City University of Foreign Studies) / Post-Doctoral Associate, Department of South Asian Studies, Harvard University

Theme of Research : History of Tibetan Buddhism between 11th and 13th centuries: Early history of Bka' gdams pa school.

Name : Masanori SHONO

Affiliation : Assistant Professor, Osaka University, Graduate School of Letters / Ludwig-Maximilians-University, Institut für Indologie und Tibetologie

Theme of Research : Study of newly identified Sanskrit fragments of the Vinayavibhaṅga

Name : Masaki MATSUBARA

Affiliation : Visiting Scholar, Center for Buddhist Studies, University of California, Berkeley / Center for Buddhist Studies, Stanford University

Theme of Research : Hakuin as an Invented Tradition: Memory, Identity, and Invention in Contemporary Japanese Zen

■ For further information about the scholarship program, please visit BDK website.

The current BDK Fellowship

The BDK Fellowship was established to promote international cooperation and mutual understanding in Buddhist studies, and is intended to enable researchers to engage in research on Buddhism while in Japan. The BDK Fellowship Committee

was established in 1991 and has selected 60 promising scholars to date. Most of the recipients are active in the front lines of today's Buddhist academic world.

Interview with the 2012 Recipient

The BDK Fellowship committee selected two prospective scholars for the 2012 grant. It is with great pleasure that we extend our welcome to one

of them at this time. Dr. Huanhuan He, visiting scholar, Graduate School of Humanities, University of Tokyo and her academic advisor, Prof. Dr.

Akira Saito at the University of Tokyo were interviewed.

Questions to **Dr. Huanhuan He:**

How did you find out about our scholarship program and what made you decide to apply for the 2012 BDK Fellowship? And how did you feel when you found out that you were selected for the 2012 program?

While I was studying at the University of Tokyo in 2009, I by chance saw an announcement for the 2010 BDK Fellowship on the bulletin board of the Department of Indian Philosophy and Buddhist studies. At the time, I thought that I might apply for it in the future, so I kept the BDK Fellowship in my mind from that time onward.

Although I graduated from Peking University in 2011 and was fortunate to obtain a position at the Institute of Philosophy at the Chinese Academy of the Social Sciences, I was very much aware that I needed to gain additional international experience and continue to learn more about Indian philosophy and Buddhism in a country other than China. Besides, I had an excellent



experience when I studied in Japan from 2008 to 2010 and Japanese scholarship in my field indeed impressed me very much! I therefore decided to apply for the 2012 BDK Fellowship in order to have a chance to study in Japan again.

And I was absolutely delighted when I learned that I had been selected for the 2012 BDK Fellowship! I vividly remember the day that I received the email from the BDK office. Initially, I was even a bit incredulous, and then reality set in. I was truly amazed at the

astonishingly efficient way in which BDK conducts its affairs because it had only been one month and a half since I submitted my application and then got the great news.

Please tell us about your current studies and research at the University of Tokyo and why you chose to cover this theme in depth.

As I wrote in my application for the BDK Fellowship, the main focus of my research at the University of Tokyo is one that flows naturally from my doc-

toral studies. I am now setting my sights on the ninth chapter of Bhāviveka's *Madhyamakahādayakārikā* and his auto-commentary *Tarkajvālā*, namely, the one that is titled *Mimāṃsātattvanirṇayāvātāra*. I am presently collating the Sanskrit and Tibetan texts, and reading them with Prof. Saito in his class. I intend to translate this chapter into Chinese and English, as well as inquire into the author's argumentation as expressed in both texts in order to understand better the ways in which this *Madhyamaka* intellectual describes and criticizes Mimāṃsā deas.

I studied the ways in which Bhāviveka dealt with the Sāṃkhya, Vaiśeṣika and Vedānta schools in the above mentioned texts for my Ph.D. dissertation: *A Study of the Madhyamakahādayakārikā and the Tarkajvālā* (2011). My study of the Mimāṃsā chapter is the last of non-Buddhist schools that Bhāviveka discusses. It will bring to a close my intention to provide a critical edition, translation, and analytic interpretation of the non-Buddhist schools in the *Madhyamakahādayakārikā* and the *Tarkajvālā*. And I hope that this will amount to a useful contribution to the study of Bhāviveka and the Mādhyamika school in particular, and to the field of early Indian Philosophy in general.

Besides working on the chapter, I am also currently revising my Ph.D. dissertation, which will be published as a two-volume book by the China Social Sciences Press in the early 2013. The combination of my work with the outstanding scholar Professor Saito and the use of the excellent library of Tokyo University has been an invaluable resource for my work.

I am also attending some classes and study meetings. I attend Prof. Marui's class in which we read the *Padārthadharmasamgraha* and the *Nyāyakandali*. And I read Bhāviveka's *Karatalaratna* with a Ph.D. student in a weekly study meeting. Truly, I deeply appreciate the opportunity given to me by BDK to study with such great scholars at the University of Tokyo.

What is the most rewarding aspect of receiving the grant from BDK and why?

Nothing is better than the strong financial support without any obligations! The BDK Fellowship gives me the precious chance to study again at the University of Tokyo, where I can completely concentrate on my research in a worry-free situation. When I received the Chinese Government Scholarship from 2008 to 2010, I incurred several obligations that I sometimes felt limited me to fulfill my research plans. Many fellowships in the US and Europe require teaching obligations, but this is not the case with the BDK Fellowship. It asks nothing of its beneficiaries and all that I need to do is to work hard on my research, which is such a boon.

Of course, it will be my pleasure to do whatever is within my ability for BDK and for the promotion of the Buddhadharma in the future.

Please tell us about your future research plans after this year at the University of Tokyo?

I will return to China after the BDK Fellowship, where I will continue to study and work at the Chinese Academy of Social Sciences. After publishing my work that has been done in Japan, I would like to spend more time on the study of Indian philosophy,

i.e., on my planned research project "A Study of the *Candrāmandavṛtti* and Early Vaiśeṣika Thought." This project is supported by the Chinese Government and I expect to bring it to a successful conclusion by the end of 2014. I also intend to study for a while in the United States in the near future in order to learn more about the ways in which scholarship on Buddhist thought is conducted there, and to improve my English.

Questions to Prof. Akita Saito:

How did you meet Dr. He and how would you evaluate the accomplishment that Dr. He has achieved so far at the University of Tokyo? And what would you look for her to further accomplish in the future?

It was in 2007 when I saw her in Japan for the first time as I remember. She saw my Ph.D. dissertation somewhere and asked me to be her academic advisor at the University of Tokyo. Time flies and it is now 2012 and we have known each other for more than six years. I believe that Dr. He's achievement is wonderful. What she has been doing as her research should be highly respected. I am impressed with how she understands and reads those texts in Sanskrit and Tibetan side by side. I hope and believe that she will be one of the most active in the front line of this category of research in the future.

What do you think is the merit of the BDK Fellowship?

I have heard that the BDK fellowship program runs the 22nd year since 1991 and over 60 scholars were supported by BDK and have done their research and studies in Japan. I believe that these are tremendous contributions. I welcomed two scholars

from China before, and both of them could fortunately received the BDK Fellowship grants and enabled their studies in Japan. There are many students who are wishing to come to Japan and study, however, it costs a lot just to stay. I hope that the BDK Fellowship awardee(s) should not forget what they learnt in Japan and they will be the leading researcher(s) in this field of studies in the world. I strongly believe that the BDK Fellowship program can be the bridge of the continued international academic exchange.

Please give some advice to future BDK Fellowship candidates.

Even though the tenure of BDK Fellowship is only one year, I am sure that this would be the precious experience of their lifetime. Therefore, they had better work hard on their research and should not forget what the BDK Fellowship has done for their academic enrichment. Also, I would like the future awardees to deepen their relationship with other scholars throughout the world and take a lead in the

international academic exchange of Buddhist studies. Thank you.

- Interviewees: Dr. Huanhuan He, Visiting Scholar, Graduate School of Humanities, University of Tokyo and Prof. Dr. Akira Saito, University of Tokyo
- Interviewer & Photography: Kaoru Eguchi, BDK
- Location: Hongo Campus, University of Tokyo, Tokyo, Japan

Looking Back at the Experience of Receiving a BDK Fellowship

— An interview with Rev. Gyoei Saile, the 2011 BDK Fellowship Awardee at Kofukuji Temple

We had the great opportunity to meet up with one of the 2011 BDK Fellowship awardees, the Rev. Gyoei Saile (Florian Saile) at Kofukuji tem-

ple in Nara. While studying in Japan, Rev. Saile received his ordination from Kofukuji Temple and has been pursuing his research at Ryukoku University

in Kyoto (Rev. Saile is currently affiliated with the University of California, Berkeley in the U.S.).

What was the most rewarding aspect of receiving the grant from BDK and why?

I came to do my research for my Ph.D. Dissertation in the fall of 2010 at first. I was fortunate to receive a scholarship grant and I decided to stay for another year after the grant ended. My research theme is “The evolution of Japanese Hossō thought during the Heian and Kamakura Periods, with a special focus on the doctrine of the ‘Distinction of the Five Predispositions’ in Hossō debate manuals” and I am afraid this research is taking a lot of time to complete.

At first, when I talked with my academic advisor at UC Berkeley, I thought I would like to write my Ph.D. dissertation about Japanese Buddhist ideology. I wanted to try something new that

had not been done by anyone else up until now and I came up with the history of Japanese Buddhist ideology, especially the *vijnapti-matrata*. I was sure that I would regret it for a long time if I did not decide to do this now.

Most of my advisors worried about me and disagreed with what I was about to explore because the theme I chose has not been completely explained yet, however, Prof. Junsho Kusunoki from Ryukoku University, the pioneer of this study field had cordially welcomed me. I thought that I would like to bring back the changes from the medieval period into existence again. The process of the research was just time-consuming, but fortunately I could take my time and focus on what I was doing without worrying about the time and finances due to the support



from the BDK Fellowship. I think this was the best thing about my receiving the BDK Fellowship grant.

Please tell us about your current life at Kofukuji and what made you become a priest here? And what are the moments that caused you the most hardship and yet are the most meaningful and provided you with a fulfilling experience?

I was affiliated with Ryukoku University when I first came to Japan, so I naturally thought that I should have lived close to the university in Kyoto, but then I thought why not live in Nara? Both Kofukuji and Yakushiji are still existing and I thought it made good sense that I should be closer to the subjects of my research. While I was trying to learn about rituals, etc. directly from the priests at those temples, I was quite lucky to have the assistance of Prof. Kusunoki who introduced me to many of these priests and then I realized how much I was into their life styles and the details and particular manners of the Buddhist rituals and so on.

In August 2011, a great opportunity suddenly arose for me. One of the Kofukuji priests asked me to be his *doji*, a priest who takes care of his senior/colleague during the entire period when the priest shuts himself up for an intensive three-week training and practices called *Rongi*. To be honest, I was overwhelmed when he asked me to play such a major role and I thought I could not do it. However after a few moments, I realized that this would be the perfect opportunity for me to experience everything including a real *Rongi* and the accompanying ancient rituals for myself! I could not afford to miss such a chance and immediately said “yes” to the request. So, in order to become a “*doji*” I had to become a priest myself. Therefore, I decided to start a new life as a Buddhist priest

here.

Since I am a foreigner, I did not know at all about the traditions, so I had to impose on others around me all the time, and yes, I sometimes felt that the training and practices were quite hard. However, when I started to feel that way, I would always remember what my priest friend told me. He said, “You should not think that you like or dislike the trainings and practices. If you think in this way, what you are doing is not a training or a practice anymore. It becomes merely a hobby.” Therefore, I always train and practice for the sake of everyone and everything in this world, not for myself and self-esteem. I keep questioning myself how can I live as a priest? This is something that I believe is necessary to do.

I have experienced many good things, however, I cannot recall everything. As a researcher, I am the first foreign researcher who has ever experienced the real Hossō study at Kofukuji and this is priceless. The Chinese characters for *Shukke*, meaning “to become a priest” are “leaving the house” and this means that you leave your world/home where you were nurtured and become a monk. I am entering my new home, in my case, Kofukuji Temple. Therefore, I am, one of the priests of Kofukuji temple and will carry this feeling with me forever, even when I return back to the United States and move on in my career.

We have heard that your life at Kofukuji with your Japanese family will come to an end soon. Please tell us about your future plans after this year.

Well, I am planning to go back to UC Berkeley in August 2013. I think that I have done enough research in Japan

and I would like to finish my Ph.D. dissertation under my academic advisor in the U.S. as I had originally planned. I believe that being a Buddhist is a way of life, so I would like more people, especially the younger generations like college students to become aware of this philosophy. My dream job would be to become a lecturer at a Japanese university while I am a priest, however, I must say that it is very difficult to make this dream become reality at this moment. I know that if it were possible, I would like to stay in Japan as a Kofukuji priest forever, but the decision cannot be made by myself. No one knows what is right and I will be the best that I can be in any place where people would like me to be. But I truly appreciate BDK and all the people who have helped me during my stay in Japan and I will do my best to complete my Ph.D. dissertation as soon as possible. Thank you!

As Rev. Saile strongly stated, it is BDK’s desire to assist up-and-coming scholars from all over the world to come to Japan and pursue their studies and research with BDK support. The 2014 BDK Fellowship application will appear online at the beginning of October 2013. BDK most certainly welcomes all promising scholars to apply for consideration of the BDK Fellowship in next year’s program.

(For more information about the BDK Fellowship, please visit <http://www.bdk.or.jp>)

■Interviewer & Photography: Kaoru Eguchi, BDK
■Location: Kofukuji Temple, Nara, Japan

The 42nd Jissen Fukyo Kenkyukai, BDK Missionary Seminar at Hieizan Enryakuji

— *Special Interview with Rev. Tainen Miyagi, The 52nd Monshu, Honzan-Shugenshu Shogoin-Monzeki*

BDK hosted the 42nd *Jissen Fukyo Kenkyukai* at Hieizan Enryakuji from May 30th to June 1st and welcomed over 60 priests and their temple family members from throughout Japan. The first Jissen seminar was held as a small discussion group organized by BDK founder, the late Rev. Dr. Yehan Numata in 1970. BDK has sponsored this event every single year since then, and the seminar has gradually become popular amongst Japanese Buddhist priests and more than 2,200 priests and members have attended these *Jissen Fukyo* semi-

nars since that time. Annually, this seminar is held at the headquarters of a different Japanese Buddhist sect, and each host sect enthusiastically supports BDK in hosting this event which enables everyone to enjoy and learn a great deal from this opportunity each year. At this year's 42nd seminar, we proudly welcomed Rev. Tainen Miyagi from Shogoin-Monzeki, the Honzan-Shugen sect as our special guest/participant for this year's seminar.



First of all, we understand that you have wanted to attend and participate in our seminar for the last twenty-five years! What made you decide to be a part of our event this year?

Yes, that is true. I first applied for the seminar twenty-five years ago, but in

the end I could not make it because we had a very important conference for our Honzan-Shugenshu on the exact same dates. So I missed that opportunity but kept the thought of attending the BDK seminar in my mind ever since that time.

One day, I heard that BDK will hold the seminar at Hieizan-Enryakuji again, and that it would include the same one day experience called "*Kaihogyo*," so I thought that I should not miss this opportunity again since I am one who practices Shugendo! In addition to that, I could attend the

seminar with my wife this time, and that made me more enthusiastic about participating. I realized this coincidence because my wife had planned and organized the first women-only BDK Missionary Seminar held at Hieizan-Enryakuji in 1978. (Since that seminar was such a sensational idea at that time, Ken Sato of the Asahi Newspaper, one of the most popular newspapers in Japan, published special articles for two weeks about the women's seminar.) I know that in the eyes of the Buddha, there is no differ-

ence between women and men, however, it was the first opportunity for women to be in a real *Kaihogyo* practice in Japanese history. BDK enabled that to happen and I was impressed and grateful for that achievement. I was simply happy to be a part of history.

Having said that, I thought this BDKseminar is supposed to be for younger generations. Being a *Monshu*, I was a bit concerned that my status might make the situation diffi-

cult and inconvenience the people around me by having them pay too much attention to me. However, there was no need for such anxiety on my part and gratefully, everyone was quite friendly to me. This was quite a wonderful experience.

After the discussion with other participants, you finally tried the one day *Kaihogyo* experience for yourself. How was it?

To tell you the truth, I was expecting so much. I joined the seminar because





Profile

Ven. Reverend Tainen MIYAGI
The 52nd Monshu of Shogoin-Monzeki, Kyoto, Japan. Born in Kyoto in 1931. Graduated from Ryukoku University. Also known as the anti-war activist, served as the former Commissioner for the Japan Council of Religions for Peace. Serves as a Visiting Professor at Ryukoku University. Executive Director of Kyoto Buddhist Association.

of the *Kaihogyo* experience. (Taking a deep breath) I learned so much!

First of all, the *Yamagake* practice and the *Kaihogyo* practice are two completely different things. As journalists usually write about *Kaihogyo*, they compare it to “walking like flying.” That was it. I thought that it was pretty fast, but I could follow the group. And even faster... For our *Yamagake* practice, we walked for two, three, and four days with ups and downs and finally got to the top of the huge hill. We were supposed to start at 1 am and finish at 8 am for this experience, so I guess that it was not that bad. However, I got a cramp in my leg after the several hours straight of this “climbing like flying.” We had a quick breakfast at Shigain-Monzeki on the way, it was such a nice meal

because they prepared bread and some soft-drinks for everyone. It was easy to swallow and gave me energy again (recalling the breakfast scenes). It was after that, that I realized that I was having trouble with my leg and it started hurting so bad. I could have easily stopped and called it quits, but that was too easy for myself and would have been such a disappointment.

Then all of a sudden, someone, most likely another participant of the seminar, put his hand on my lower back and gently supported me without saying anything. It was such a gentle and natural act of kindness. That act helped a lot to keep my footing going up and forward. It did not cure my leg cramp, but it was so helpful and such a priceless support that I had never experienced before.

I have supported and helped many people throughout my life, however, I have never been helped by someone in this manner. I am not strong at all, and I could finally realize what it feels like to be supported by another. I think that a strong person, who is strong inside and out, should also come to know what it is like to be weak.

Wow, you were able to experience a lot more than you expected during this *Kaihogyo*. What do you think about the BDK seminar itself and is there anything you would like to suggest for future BDK programs?

It is obvious that BDK has done a wonderful job of organizing this seminar for 42 years now and it is a tremendous program. There are various Buddhist sects in Japan, however, it is impossible for them to do the same type of thing that BDK is able to do. I think this kind of opportunity is important

and everyone should have the chance to experience this program.

I frequently travel to many countries around the world, and I often find the bright orange-covered book, “The Teaching of Buddha” in each hotel room. They are even written in a local foreign language! This is just amazing and it is a small happiness I can find during my busy traveling schedule to each country. BDK even hands out a small booklet called “Message of the Buddha” at no cost to Buddhist temples. These small but important processes and methods of introducing the basics of Buddhism should be studied and evaluated even further.

The *Jissen Fukyo Kenkyukai*, the BDK Missionary Seminar should be continued in the future and I hope that BDK will continue to be the leading organization to plan these types of programs, including more programs throughout the world. I believe that we should not keep to ourselves only in this small world but we should exchange thoughts and communicate with each other in the big world. When many people from all over the world are living under one roof, only BDK can call them all at once and say “the dinner is ready.” I think we are all one big family with the same Buddhist teachings.

The 43rd Jissen Fukyo Kenkyukai, BDK Missionary Seminar will be held at Minobusan-Kuonji. (For more information about the seminar, please visit <http://www.bdk.or.jp>)

■ Interviewer & Photography: Kaoru Eguchi, BDK
■ Location: Honzan-Shugenshu-Sohonzan, Shogoin-Monzeki, Kyoto, Japan

BDK Symposium:

“Questioning Buddhism and Responding Buddhism”

On September 3, 2012, BDK held a symposium on the theme of “Questioning Buddhism and Responding Buddhism.” Today we find Buddhism’s role in responding to present day issues such as suicide and poverty being questioned and challenged. In order to clarify the meaning and potential of Buddhism’s role in current social issues, BDK invited four outstanding young priests, the Rev.

Tesshu Shaku, Rev. Junsho Oka, Rev. Ryuho Ikeguchi, and Rev. Daiko Matsuyama to serve as panelists for this symposium.

An overflow crowd of 120 people attended the symposium. The four panelists made their presentations by questioning themselves on this symposium theme and each shared the premise that Buddhism has a great potential to serve the needs of present society.

After the symposium, there was much positive feedback from many of the participants. BDK would like to continue to challenge and further develop the positive meaning and purpose of Japanese Buddhism in present society through these types of symposiums and events in the future.

※For further information on this symposium, please browse the BDK website.

2012 BDK Global Meeting

The Second BDK Global Meeting was held on October 25 and 26, 2012 at the BDK Tokyo office. Representatives from the various BDK affiliated organizations (BDK America, BDK Hawaii, BDK Canada, BDK Mexico, BDK Germany, and BDK U.K.) came together to discuss and share their respective programs, ideas and goals in achieving the overall BDK mission of “promoting the Buddhist spirit and cul-

ture, and its academic research.”

During this meeting, representatives of each organization shared how they are carrying out their Buddhist promotional activities based on the needs of these different cultures and societies. Based on these successful examples, we then discussed how we can cooperate together for the overall promotion of Buddhism throughout the world.

A common theme throughout the two days meeting was the necessity to have insight for the current world society and to create innovative promotional activities based on time-honored traditions in the rapidly changing society of today. We would like to deepen the relationship with our affiliated organizations through the exchanging of information and to enhance our activities with each other from now on.

BDK Japan Publication Updates

The Teaching of Buddha (TTOB) has been placed in guest rooms of major hotels around the world and served as an introduction to Eastern thought since 1965. TTOB has now been published in 46 languages and 8 million copies have been distributed all over the world to date. BDK has compiled a large number of sutras (Buddhist scriptures) into one book called “TTOB” which is reader-friendly with its modern choice of words. The book guides you through different situations of life, and covers lifestyles, communications with others, religious faith, the role of the family, education, economics, and pol-

itics. This year alone, BDK has distributed more than 60,000 copies of the TTOB book to Buddhist schools and education centers throughout the world through organizations such as the University of Madrid in Spain, the Traditional Buddhist Association in Nepal, etc. Many educational institutes use the TTOB book as classroom reading material, as a textbook or in various other ways for their students.

In addition to the distribution of “The Teaching of Buddha” to schools around the world, we are proud to introduce the newest BDK publication called “*Bukkuyo-no-Himitsu*,” or “The

Secret of Buddhism” in February 2013. “*Bukkuyo-no-Himitsu*” is our first *manga* or comic book made especially for elementary school students. This educational *manga* book introduces the basic ideas of Buddhism through the life experience of *Hazuki-chan*, a fifth grade young girl who faces the death of her pet dog, gains an awareness of her situation and overcomes her sadness with the help of the Buddhist teachings. The story is easy to follow and makes for great reading for children and even adults. BDK has already distributed the book to more than 23,500 elementary schools and 3,000 public libraries in Japan.

BDK Affiliate Organization Activities

World Map & Contact Info.



 **BDK EUROPE e.V.** ①
 (EKÖHaus der Japanischen Kultur e.V.)
 Brüggener Weg 6, 40547 Düsseldorf, F.R. GERMANY
 Tel: +49(211)577918-0 Fax: +49(211)577918-219
 E-mail: pool@eko-hause.de
<http://www.eko-haus.de/>



 **BDK CANADA** ④
 c/o Mitutoyo Canada Inc. 2121 Meadowvale Blvd.
 Mississauga, ON, CANADA L5N 5N1
 Tel: +1(905)821-1261 Fax: +1(905)821-4968
 E-mail: honjo@bdkcanada.com



 **BDK U.K.** ②
 c/o Mitutoyo(UK)Ltd. Joule Road, West Point
 Business Park, Andover, Hants SP10 3UX U.K.
 Tel: +44 1264-353123 Fax: +44 1264-354883
 E-mail: bdk@mitutoyo.co.uk



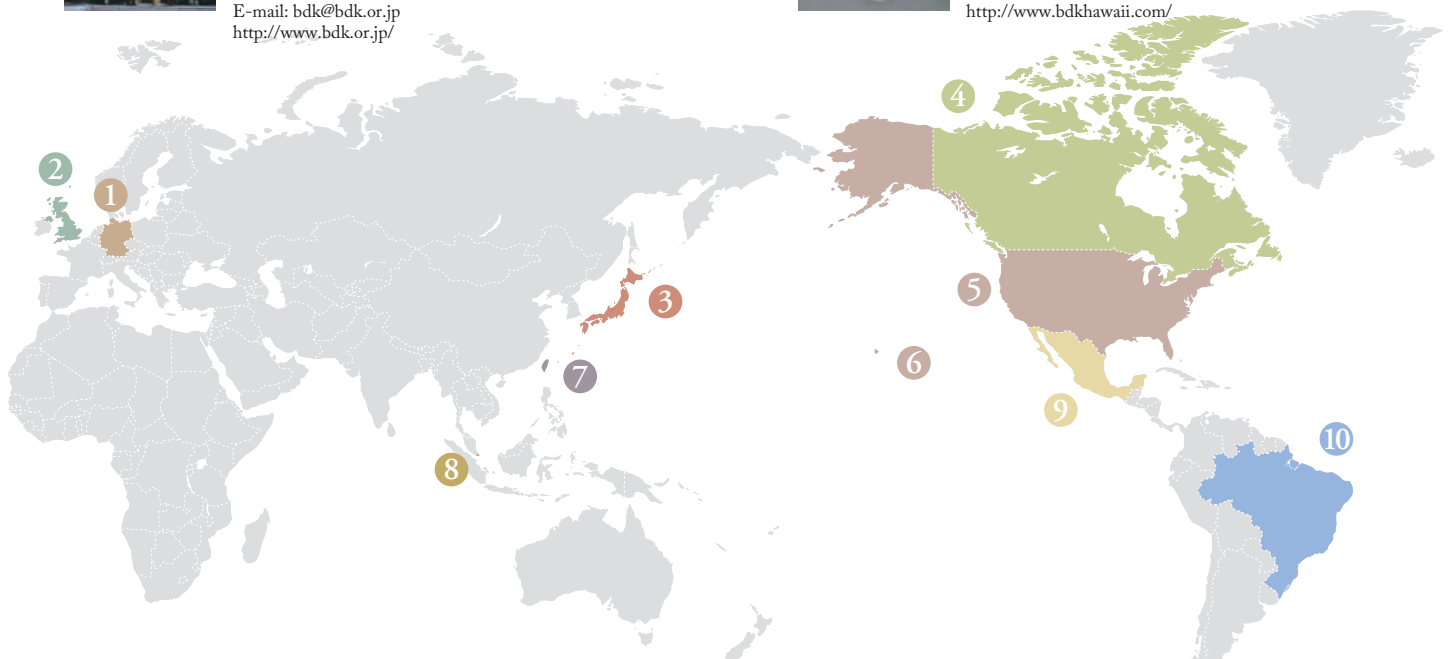
 **BDK AMERICA** ⑤
 2620 Warring Street, Berkeley, CA 94704 U.S.A.
 Tel: +1(510)843-4128 Fax: +1(510)845-3409
 E-mail: orders@bdkamerica.org
<http://www.bdkamerica.org/>



 **BDK JAPAN** ③
 3-14, Shiba 4-chome, Minato-ku,
 Tokyo, JAPAN 108-0014
 Tel: +81(3)3455-5851 Fax: +81(3)3798-2758
 E-mail: bdk@bdk.or.jp
<http://www.bdk.or.jp/>




 **BDK HAWAII** ⑥
 1757 Algaroba Street, Honolulu, HI 96826, U.S.A.
 Tel: +1(808)942-1511 Fax: +1(808)942-2622
 E-mail: bdkshi@hotmail.com
<http://www.bdkhawaii.com/>



 **BDK TAIWAN** ⑦
 c/o Mitutoyo Taiwan Co., Ltd.
 4F., No.71, Zhouzi St., Neihu Dist.,
 Taipei City 114, TAIWAN (R.O.C)
 Tel: +886(2)8752-3636 Fax: +886(2)8752-3267
 E-mail: sharon@mitutoyo.com.tw



 **BDK MEXICO** ⑨
 Prolg. Eugenia No. 17, Col. Nápoles, C.P.03810
 México D.F., MEXICO
 Tel/Fax: +52(55)5669-1088
 E-mail: bdkmexico@prodigy.net.mx



 **BDK ASIA** ⑧
 c/o Mitutoyo Asia Pacific Pte. Ltd.
 24 Kallang Avenue, Mitutoyo Building,
 Singapore, 339415, SINGAPORE
 Tel: +65 6294-2211 Fax: +65 6299-6666
 E-mail: bdk@mitutoyo.com.sg



 **BDK SOUTH AMERICA** ⑩
 a/c Mitutoyo Sul Americana Ltda.
 Av. João Carlos da Silva Borges, 1240 CEP 04726-002,
 Cx. Postal 4255, Santo Amaro, São Paulo-SP, BRAZIL
 Tel: +55(11)5643-0006 Fax: +55(11)5641-3745
 E-mail: bdk@mitutoyo.com.br



Bukkyo Dendo Kyokai America (BDK America) was founded in 1978 by the late Rev. Dr. Yehan Numata, founder of BDK Japan. The main emphasis of the foundation's work in America includes supporting the BDK English Tripitaka Series project and the distribution of "The Teaching of Buddha" books to hotels, prison inmates and public facilities throughout the nation.

Seven Numata Programs in Buddhist Studies have been established in the USA, and BDK con-

tinues working with major institutions such as UC Berkeley, Harvard, Chicago, Hawaii, Smith College, the Institute of Buddhist Studies and UCLA in advancing Buddhist Studies in the USA. Major academic conferences on various Buddhist topics are also organized and supported by the foundation as well. The foundation also supports the MUGEN PROJECT, an academic database resource project based in Shin Buddhist temples in the northeastern section of the USA founded by the late Rev. Kenryu Tsuji.

Washington DC Ekoji Temple Welcomes New Resident Minister

The Washington DC Ekoji Temple was founded in 1981 and has since had three resident ministers (jyushoku) but with the appointment of the Rev. Kurt Kyosei Rye to the Washington DC temple as of January 1, 2013, Rev. Rye becomes the first non-Japanese person to serve as resident minister of any Ekoji Temple throughout the world.

Rev. Rye was born in Anchorage, Alaska but spent his early years in the Washington DC area. He moved to Washington state during his high school years and graduated with a degree in psychology. He started his career working for the chronically mentally ill in Seattle. He then moved to Japan where he taught English for four years and was first exposed to Buddhism. He attended the English Buddhist Academy in Tokyo and also took several courses on Japanese Buddhism at Taisho University. Returning to Seattle, Rev. Rye became



an active member of the Seattle Nishi Hongwanji Betsuin temple.

Deciding to switch his career path, Rev. Rye received his Tokudo ordination from the Nishi Hongwanji denomination in the fall of 2003 and then began his studies at the Institute of Buddhist Studies in Berkeley. He graduated in the Fall of 2007 and received his Kyoshi certification from the Nishi Hongwanji in 2007. In 2008, he received his first appointment at the Fresno Nishi Hongwanji

Betsuin temple, where he served for four years before being assigned to the Ekoji temple on January 1, 2013.

Rev. Rye looks forward to the challenges and opportunities of sharing the Buddha-Dharma with many newcomers and serving the needs of the existing Sangha as well. Being in the nation's capital, where Rev. Rye spent part of his childhood, inspires him to go do his very best to carry on the dream and vision of Rev. Dr. Yehan Numata and Rev. Kenryu T. Tsuji.

Japanese Ambassador to US visits Ekoji



On July 14, Japanese Ambassador to the United States, His Excellency Ichiro Fujisaki, made his first visit to the Washington DC Ekoji Temple and participated in Ekoji's Obon Odori Festival.

Addressing over 800 participants and attendees at the Obon Festival, Ambassador Fujisaki expressed his surprise to find a beautiful and vibrant Buddhist temple such as Ekoji in the greater Washington DC area, and he was even more surprised to see such a wonderful Obon festival as you would find in Japan, Hawaii or the West Coast here at Ekoji.

Ambassador Fujisaki's interest in America started in the early 1960's

when he attended a junior high school in Seattle, Washington and later studied at Brown and Stanford universities as well. He was appointed Ambassador to the USA in June 2008 and has maintained a very vigorous schedule visiting all parts of the United States, especially to convey his thanks for the outpouring of support from throughout the US after the tragic Great Eastern Earthquake and Tsunami of 2011.

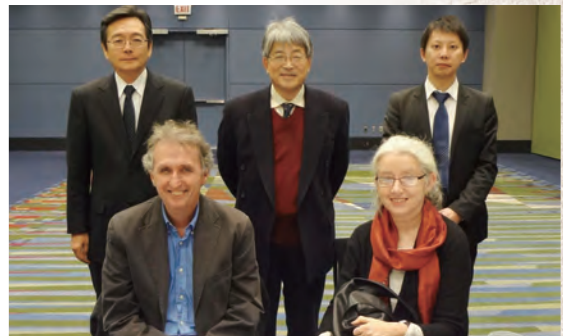
BDK and Ekoji were greatly honored with Ambassador Fujisaki's presence at this year's Obon Festival.

Numata Program in Buddhist Studies 2012 Meeting

On November 15-16, the annual meeting of the Numata Program coordinators for North America was held at the American Academy of Religion conference in Chicago.

This year, Professor Shoryu Katsura, BDK Assistant Director Tadashi Ikuta and Naoyuki Ogi from BDK participated in the meeting with Brian Nagata (BDK America & Canada) and Yasuo Honjo (BDK Canada) to speak individually with each coordinator about their respective Numata program and the state of Buddhist studies at their institution.

Attending this year's meeting were: Dean Margaret Mitchell (University of Chicago); Robert Buswell (UCLA); Peter Gregory and Jamie Hubbard (Smith College); Janet Gyatso and Charles Hallisey (Harvard); Richard Payne (Institute of Buddhist Studies); Robert Sharf (UC Berkeley); Michel Mohr (University of Hawaii); Christoph Emmrich (Toronto); James Benn and Mark Rowe (McMaster University); Lara Bratstein (McGill); and James Apple (Calgary).



The annual gathering concluded with the annual Appreciation & Year-end Dinner sponsored by BDK America at Itto Sushi. Next year's meeting will be held in Baltimore, Maryland.

The Mugen Project:

BDK's Online Western-Language Bibliographical Database of Buddhism

During 2012, the Mugen Project continues to expand in its ambitious quest to develop a comprehensive, online, searchable, database of every book, journal article, edited volume, chapters in edited volumes, book reviews,

newspaper articles, films and online resources dealing with Buddhism.

This past year saw thousands of new inputting data and their tagging for entries related to Japanese Buddhism.

After two "taggers" retreats and a meeting of the advisory board, we are well into the second phase of the project, where we will be expanding into tens of thousands more entries on Buddhist material beyond Japan at

www.mugenproject.com.

To accomplish this, we have recently signed an institutional licensing agreement with the world's largest library database, OCLC (Online Computer Library Center) that will allow us to access up to 100,000 monographs and edited volumes on Buddhism for our database. We are also negotiating an institutional-level agreement with ATLA (American Theological Library

Association) for a major data-mining of their extensive database for journal articles and book reviews on Buddhism in religion journals.

Much of this past year has also been taken up with major improvements to the backend administrative staff interface and the end-user interface so that a seamless system of feedback and improvement exists now between the tech team, the data inputting and data

corrections team, and the general user.

We have also developed manuals for all levels of the team – data inputters, taggers, and approvers.

As in 2011, in November 2012, we showcased the Mugen Project alongside BDK's booth at the American Academy of Religion annual meeting and will continue to do this at future meetings of this scholarly society.

2012 “Toshi Prize”

In 2009, the Toshihide Numata Book Prize in Buddhism was established and two excellent recipients have been recognized since the Prize's inception. In 2012, thirteen books on Buddhist subjects and themes (published in 2011) were submitted for nomination, and four of these titles were then submitted to the independent and external evaluation committee. However, after careful review and consideration of all of the titles, the committee came to the consensus that none of the titles merit-

ed to be recognized in 2012 and that it would be best to maintain the high standards which had been set over the past two years. Therefore, no “Toshi Prize” was awarded in 2012.

It was also reported to BDK, that the 2011 “Toshi Prize” awarded title “Sugata Saurabha: An Epic Poem from Nepal on the Life of the Buddha by Chittadhar Hridaya,” translated by Dr. Todd Lewis and Subarna Man Tuladhar had also been awarded the

Khyentse Foundation Prize for Outstanding Translation.

2012-published titles for consideration in 2013 may be submitted to Robert Sharf, head of the “Toshi Prize” organizing committee at:

Professor Robert Sharf, Chair
Center for Buddhist Studies
2223 Fulton Street, Room 512
Berkeley CA 94704 USA

Update on BDK English Tripitaka Series

In 2012, the “Expository Commentary on the Vimalakirti Sutra” [Taisho 2186] translated by Jamie Hubbard was published. Attributed to Japan's Shōtoku Taishi (574-622), this

volume is a commentary on Kumārajīva's translation of the Vimalakirti Sutra and is known as one of the “Three Commentaries” (*Sangyōgisho*) written by Shōtoku

Taishi. This volume is available at the retail price of US\$50.00 from the Buddhist Bookstore in Berkeley, California or through the University of Hawaii Press.

Upcoming Volumes

The next new volumes to be published will include:

- * TIEN-TAI LOTUS SCRIPTURES [Taisho 276, 277, 1519 and 1931]
- * The MADHYAMA AGAMA – The Middle Length Discourses [Taisho 26]
- * NIRVANA SUTRA, Vol. #1 [Taisho 374]
- * THE COLLECTION FOR THE PROPAGATION AND CLARIFICATION OF BUDDHISM [Taisho 2102], Volumes 1 & 2
- * THE ALL PLEASING: A Commentary on the Rules of Discipline [Taisho 1462]
- * DISCOURSE TO PRINCE CANDRAPRABHA [Taisho 639]

Distribution of “The Teaching of Buddha”

In an effort to expand our solicitation efforts to place copies of “The Teaching of Buddha” in lodging properties throughout the continental United States, BDK America joined the Asian American Hotel Owners Association (AAHOA) in 2011. The AAHOA national organization was

founded in 1989 to serve the needs and concerns of Asian American hotel and motel property owners and today has more than 11,000 members owning more than 200,000 hotels and motels in the USA.

The 2012 AAHOA national confer-

ence was held in Atlanta, Georgia and BDK America secured orders for nearly 6,000 copies of “The Teaching of Buddha” through attending this two-day conference. The 2013 AAHOA conference will be held in Houston, Texas in March 2013.

North American Numata Program in Buddhist Studies

The late Rev. Dr. Yehan Numata established the first Numata Chair program at his alma mater of the University of California, Berkeley in 1984. Since that time, the program has grown to include ten schools in North America and has become one of the premier programs in advancing Buddhist Studies in the world.

The North American Numata Program has three basic formats. One is the traditional visiting scholar who comes to teach for one semester and the newer

protocol invites a variety of lecturers who speak on a myriad of Buddhist topics. The third option is a standing chair or position sponsored through the Numata Program.

The 2012 Numata Visiting Professor at UC Berkeley was Professor Musashi Tachikawa who spoke on “The Buddhas of the Kathmandu Valley.” Harvard’s Charles Hallisey serves as the Yehan Numata Senior Lecturer on Buddhist Literatures and the University of Chicago Numata

Professor is Matthew Kapstein who offered courses in Indian Philosophy and Yogacara thought.

Dr. Elisabetta Porcu of the University of Leipzig is the most recent Numata professor at the University of Hawaii and lectured on Japanese religion and Pure Land Buddhism in Japan. Dr. Richard Payne at the Institute of Buddhist Studies (IBS) in Berkeley offered a most interesting course on “Efficacious Buddhist Practice in Community and Groups.” The IBS



University of California, Los Angeles

also hosted a conference entitled “Domestic Dharma: Beyond Texts, Beyond Monasteries” featuring keynote speakers Dr. Paula Arai of Louisiana State University and Dr. Lisa Grumback of Kyoto’s Ryukoku University.

The newest Numata Program in the USA is at the University of California, Los Angeles. This last term’s speakers included James Benn (McMaster); Mark Teeuwen (Univ. of Oslo); Osmund Boppearachchi (French National Centre for Scientific Research); Zen Master Subul Sunim (Seon Center at Dongguk University); Mark Rowe (McMaster); Akira

Nishimura (Kagoshima Univ.); Katherine Bowie (Univ. of Wisconsin-Madison); George Keyworth (Univ. of Saskatchewan) and Morton Schlutter (Univ. of Iowa).

In Canada, the Buddhist Studies faculty at the University of Toronto works together with McMaster University in directing the Numata Program. Recent speakers include Shaman Hatley (Concordia University); Matthew Kapstein (Chicago/Universite La Sorbonne); Robert Campany (Vanderbilt); Cristina Scherrer-Schaub (Lausanne); Geoffrey Samuel (Cardiff Univ.); Lori Meeks (USC) and Jens-Uwe Hartmann (Maximilians-

Universitat, Munich).

At the University of Calgary, a search is currently underway to fill the Numata Chair position after the passing of Leslie Kawamura, but a Kawamura Memorial Lecture featuring Professor Gregory Schopen of UCLA was held in the fall of 2012.

The North American Numata Program in Buddhist Studies is grateful for the advice and direction we receive from the world’s leading Buddhist scholars as we continue to see vast contributions to the advancement of Buddhist Studies in North America and the world.

BDK Canada



The Bukkyo Dendo Kyokai Canada (BDK Canada) was originally started as the Canadian Society for the Promotion of Buddhism in 1987. In 2004, BDK Canada established the “BDK Canada Graduate Scholarship in Japan” which provided an advanced graduate student in Buddhist studies the opportunity to study for one year at a Japanese university to carry out doctoral research. The fellowship is open to any full-time graduate student in a Canadian university or a citizen studying full-time at a university outside of Canada. The Fellowship program is administered by the School of Graduate Studies at McMaster

University in Hamilton, Ontario, Canada.

The 2012-2013 recipient was announced by the Selection Committee, and Dr. James Benn reported that Robban A.J. Toleno has accepted the fellowship. Toleno was at the time a PhD candidate in the Department of Asian Studies, University of British Columbia, where he is supervised by Dr. Jinhua Chen (a former BDK Japan Fellowship recipient) and Dr. Edward Slingerland. In Japan, he conducted his research at Toyo University, Tokyo under the supervision of Prof. Atsushi Ibuki.

2012-2013 Recipient of BDK Canada Fellowship to Japan

—Report from Robban A. J. Toleno—

Generous support from a Bukkyo Dendo Kyokai Canada Graduate Fellowship has afforded me an opportunity to conduct dissertation research in Japan during the 2012-2013 Japanese school year. My host in Japan is Professor Atsushi IBUKI of Toyo

University in Tokyo, an expert on Chan (Zen) Buddhism in China.

The opportunity to carry out research in Japan has proven invaluable. Scholarship in Buddhist Studies is performed at a very high level in Japan,

where many Western, Korean, and Chinese-trained scholars of Buddhism also visit to conduct research and give talks. The result is a uniquely rich research environment. Toyo University is one of four Tokyo universities forming a consortium for the study of

Buddhism, so in addition to resources at my host institution, I have also been able to access resources at other consortium schools, such as Komazawa University. Toyo University is conveniently situated near the University of Tokyo and the International College for Postgraduate Buddhist Studies, both of which maintain superb library collections.

Tokyo resources have allowed me, indeed, to answer a set of research questions that I could not satisfactorily answer while at my home institution, the University of British Columbia, Vancouver, Canada. Before coming to Japan, I researched a short Song-dynasty Buddhist text, the *Chan bencao*, 禪本草, which is embedded in a collection called the *Luohu yelu* 羅湖野錄. At the Tōyō Bunko library, which houses many rare manuscripts, I was given permission to look at what is probably the oldest extant edition of the *Luohu yelu*. I found other old manuscripts at the National Archives of Japan and the Diet Library's rare books room that helped me clarify the relationship of the Chan bencao to a Ming-dynasty work called the Chan bencao bu 禪本草補. Thanks to

resources that are not available outside of Japan, I was able to correct an erroneous attribution of authorship that has caused confusion for several centuries. I presented my findings, in Japanese, to members of the Research Society for East Asian Buddhism (*Higashi Ajia Bukkyō Kenkyū Kai*), gaining feedback that helped me improve my paper and submit it for publication in a Japanese journal, *Tōyōgaku Kenkyū*, where it was accepted. I am indebted to Prof. Ibuki for his kind help throughout this process. These research gains would not have been possible without the BDK award allowing me to spend this year in Japan.

At the time of writing, I am in the last three months of my stay in Japan, deeply occupied with dissertation research on food and eating (*shi* 食) in Buddhist *leishu* 類書 (encyclopedia and lexicons) of medieval China. Very little has been written on Buddhist leishu in any language, but one Japanese scholar, Prof. Rika MIYAI, published a useful discussion on whether such a designation even exists and, if so, what it might include. At the last meeting of the Research Society for East Asian Buddhism, I had



the good fortune to meet Prof. Miyai in person—we happened to sit next to each other, so I was delighted when I discovered who she was. My stay in Japan has been punctuated by many such fortuitous meetings and discoveries, which are possible only because I am here, surrounded by the human, print, and manuscript resources that make Japan a center for research on Buddhism. Thank you BDK for making this all possible!

2012 Yehan Numata Conference at the University of Toronto “Theravāda Civilizations: Thematic Continuities and Vernacular Appropriations” March 11-13, 2012 –Report from Mr. Christoph Emmrich–

The March 2012 Yehan Numata Conference was inaugurated by a well-attended public keynote address by the prominent speaker Steven Collins and brought together the most eminent scholars in the study of Theravāda Buddhism and more generally the history of Buddhism in South and

Southeast Asia. Through this conference BDK has made a tremendous historical contribution towards strengthening the field of Theravāda Studies, promoting scholarly exchange among its members and showcasing ongoing cutting-edge research on Buddhism in South and Southeast Asia.

Steven Collins' opening lecture “Pali Practices of the Self” was attended by an audience of about 60 people, and proposed the idea of the civilizing power that Buddhism and particularly Theravāda Buddhism has had on the historical development of societies in South and Southeast Asia.

The conference featured a total of 17 speakers, 4 additional discussants and a public audience made up of faculty, graduate and undergraduate students and other interested visitors, and addressed questions that both preoccupy current Theravāda Studies as well as dominate discussions in the social sciences and the humanities. The conference format featured short position papers introducing extensive discussions based on readings distributed well in advance to participants.

The meeting began auspiciously by talking about “the gift” and asking how to understand better and more specifically to consider what happens in acts of gifting by looking at performances such as donations to the sangha or offerings to the Buddha, particularly by asking what constitutes a gift and what constitutes a good gift?

The second day saw both morning sessions dedicated to the question of “what is a local vaṃsa?” contrasting the locality and the trans-locality of

Theravāda historiographies. The conference concluded as auspiciously and as interested in theory as it had begun with a panel dealing with the Buddha’s parinibbāna and its visual representations and reflections on which questions about absence, loss and sorrow pose for theorizing visibility and affect in countries exposed to Theravāda.

The conference concluded with a debate on the impact of some of the discussions over the last three days may have for the future of Theravāda Studies as well as about how to further institutionalize and thus maximize the contribution of Theravāda Studies to the field of Buddhist Studies as a whole.

The participants unanimously expressed their enthusiasm about the outstanding academic level of the discussions and the flawless organization of the conference and explicitly conveyed their gratitude to the Numata family and BDK as well as to the University of Toronto/McMaster University Yehan Numata Buddhist Studies Programme.



University of Toronto

BDK Hawaii



History of BDK Hawaii



Mr. Ralph Honda, a local business and civic leader with the generous support of the Rev. Dr. Yehan Numata, founder of BDK Japan, established the BDK Sudatta Society in 1978. Honda served as

the first BDK Hawaii President from its founding until 1998. From 1998 until 2009, the Rev. Yoshiaki Fujitani, retired Bishop of the Honpa Hongwanji Mission of Hawaii served as the second president. In March 2009, Dr. George Tanabe, Professor Emeritus of Religion at the University of Hawaii, became the current president of the organization which changed its name to BDK Hawaii in 2010. Rev. Clyde Whitworth, who holds ordinations in the Fo-guang Shan, Soto Zen and Jodo traditions, is the current distribution manager for “The Teaching of Buddha” book project.

Distribution of “The Teaching of Buddha”

From January to August, 2012, our distribution has been as follows:

Hotels	Replenished		New		Sub-total
	2,266 copies		194 copies		2,460 copies
Non-hotels	Temples	Companies	Individuals free	Individuals sold	Sub-total
	4,820	684	105	50	5,659
Total					8,119

As these numbers show, our distribution is primarily to temples, especially during the summer when temples have their *bon odori* festivals, which have become very popular with the general public, and existing hotel accounts. The hotel that distributes the most copies of TTOB is the Waikiki Hale Koa, which is a U.S. military hotel.

It has been difficult securing new hotels to accept placement of the TTOB on their properties. We have looked into joining a hotel association,

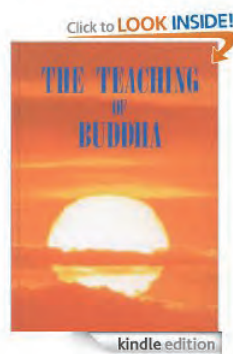
but have found that the most effective way is to approach hotels directly. In January, 2012, we contacted 60 hotels directly, and secured 5 hotels as new accounts for a total of only 194 copies of TTOB. This is about an 8% return, and we are currently contacting about 50 other hotels. We have contacted the new president of the Hawaii Lodging and Tourism Association to see if we can develop new accounts through their Association.

Now we are finding more hotels refuse

our books for religious reasons. Other hotels do not allow any religious literature within their properties. We are concerned about the increasing number of cancellations as well. In 2011, eleven hotels on the neighbor islands and eleven hotels on Oahu island closed their accounts with us. Many of our books were discarded, a few were returned. Up through August, 2012, we had 7 hotels on the neighbor islands and 2 hotels on Oahu close their accounts.

New Kindle Edition of “Teaching of Buddha”

In June 2012, BDK Hawaii launched a Kindle edition of “The Teaching of Buddha (TTOB),” thus making available



this classic work as an eBook for sale on the Amazon.com website. The Kindle version, which is priced at \$4.99, is the same price as the iPhone and iPad versions available through BDK Japan.

In the initial three months of sales, we sold about a hundred Kindle version copies in the United States and Europe. This is not a large amount, but we are impressed by the geographical reach of Kindle books, and the fact that we had

done nothing in the way of advertising. People from all sorts of places have searched the Amazon site, found TTOB, and have bought the Kindle book.

One of our projects for next year is to advertise the Kindle version by email. We have identified over 1,200 Buddhist organizations on the U. S. mainland and will send out flyers to them by email.

The wonders of technology!

New Strategy with Gift Shops

Because of the resistance we are encountering from hotel managements, we are developing a new strategy. We have noticed that the gift shop at the Valley of the Temples Cemetery, which is a very popular tourist site on

Oahu because of the Byodoin temple replica built there, sells a significant number of TTOB books for us. In 2011, tourists bought 865 copies and for 2012, we delivered over 700 copies of the TTOB books to the

Byodoin gift shop. While we do not expect to receive anything back from their sales, the gift shop donates back \$2.00 per copy to BDK Hawaii. Obviously, the books are popular with tourists.



Since most gift shops in Hawaiian hotels are operated by companies other than the hotel company, we will be approaching hotel gift shops to see if they will distribute TTOB. We have developed a simple book display stand and will ask hotel gift shops to make them available to their visitors for free, or to sell them at \$4.00 a copy. The gift shops can keep all proceeds, which will add to their incentive to display

our books. In this way, we can get our books into hotels, even if hotel managements refuse to place them in guest rooms. We will use this same approach with hospital gift shops.

We do not know how well this strategy will work, but on the basis of our experience with the Valley of the Temples gift shop, we are hopeful.

New Website

In February, we launched a new website, which can be accessed at www.bdkhawaii.com. Rev. Clyde

Whitworth designed and manages the site. The website contains a link to an online TTOB discussion group on

Yahoo! Groups, which is administered by Rev. Whitworth. The website also has a link to the Kindle version of TTOB.

BDK Mexico



BDK Mexico was established in 1985 by the late Rev. Dr. Yehan Numata. One of its main efforts is the distribution of “The Teaching of Buddha” books to hotels and public facilities throughout the country. Over 1,000 hotels in Mexico have placed the book in their rooms, and the number of distributed books is nearly 190,000 copies as of 2012.

BDK Mexico also operates a non-sectarian Buddhist temple called Mexico Eko-ji in Mexico City. Temple activities are conducted in the Spanish language and include a weekly Sunday service, bi-weekly meditation sessions, weekly Buddhist seminars, and a Buddhist Studies camp called Vārṣika, held four times a year. Additionally, the temple conducts Buddhist weddings, funerals, memorial services, etc. on a regular basis.

BDK Mexico and Mexico Eko-ji also introduce various cultural

activities such as Kendō, Karate, Igo, Yoga, and Aikido to the local community. For over 20 years, BDK Mexico has been making an effort to share the humane heart and spirit of Buddhism with the people of Mexico. Also BDK Mexico has distributed the copies of “The Teaching of Buddha (TTOB)” books to Alva Edison University which operates both a high school and college and is located in Puebla, the fourth largest city of Mexico. They use those books to help the



younger generations to maintain their mind stable through the Buddhist way of thinking. Alva Edison University has 1,800 students and 80 instructors and the chancellor has distributed TTOB books to each one of them. Koichi Todaka, head priest of Mexico Eko-ji, regularly visits the campus and holds Buddhist seminars and lectures as well.

The “*CHA-EN*” tea salon supported by BDK Mexico serves traditional Japanese cuisine and fresh green tea from Japan. As a part of its activities,

CHA-EN introduces a wide range of Japanese culture through such cultural arts as Sado, the Japanese tea ceremony and the Japanese culinary culture to Mexican society. “*CHA-EN*” is located within the BDK Mexico cultural centre complex in a quiet neighborhood surrounded by residences and offices. Here in Mexico, you can only find this high quality green tea at “*CHA-EN*” and our hospitable staff members are happy to welcome any customers who are willing to enjoy a little “*OMOTE-NASHI*” mind, the hospitality of Japan.

BDK Europe e.V.



Bukkyo Dendo Kyokai Europe (BDK Europe e.v.), also known as the EKŌ Temple / Japanese Cultural Centre and Kindergarten, is located in Düsseldorf on the left bank of the Rhine River. The EKŌ Temple, which is unique to Europe because of its traditional Japanese Buddhist temple architecture, was consecrated in September 1992 by Rev. Kōshō Ohtani, the retired head of the Jōdo Shinshu Hongwanji-ha Buddhist denomination. Since that time the temple has become a spiritual oasis for all Buddhists and many Buddhist activities are hosted at the temple and Centre. In 1999, the EKŌ Kindergarten was established and provides pre-school education for thirty German and thirty Japanese children. The school's goal is to raise open-minded international citizens in the hopes of creating a peaceful society in the future. Visitors can also enjoy the beautiful Japanese gardens planted with seasonal local flora in front of the temple and surrounding the re-assembled old Japanese guest-house brought from Japan.

The EKŌ Japanese Cultural Centre presents programs on Japanese culture, which is based on the Buddhist tradition, to German and other European people. To deepen the cultural exchange between East and West, the Centre hosts a wide range of activities: it organizes academic symposiums, publishes the Buddhist journal “*Hōrin*” and publishes a German translation of a Japanese encyclopedia of Buddhism. Furthermore EKŌ Centre

offers exhibitions, concerts, as well as courses in Japanese calligraphy, language, dance, Ikebana (Japanese art of flower arrangement), Koto (Japanese harp), etc. For the Japan Day event in 2012, EKŌ Centre welcomed Mr. Satoshi Katano, the Shinobue (Japanese bamboo flute) player, Mr. Kenko Sanyutei, the Rakugo (Japanese traditional comic storyteller) performer, and Ms. Eri Onda, the Shamisen (three-stringed Japanese guitar) player.

Moreover, BDK Europe e.V. has distributed copies of “The Teaching of Buddha (TTOB)” mainly to the hotels, Buddhist organizations, etc. in Germany and surrounding European countries such as the Netherlands, Greece, Austria, Italy and many more. The Steigenberger Hotel group prefers to place TTOB books and they request copies of the book every time they open a new hotel in Germany. Educational institutes and correctional facilities also request the books to be distributed, and BDK Europe e.V. has donated 28 language versions for total this year upon their requests.

BDK Europe e.V. has established Numata Chairs for Buddhist Studies at Leiden University in the Netherlands, University of Vienna in Austria, University of Hamburg in Germany. For the year of 2011, each university has invited the professors from Austria, Italy, and the USA and opened the courses. (For more information about the Numata Chair Program, please inquire at BDK Europe e.V.)

TTOB Distribution	2011	2012
Individuals/Groups	1,018	586
Hotels	3,080	7,308
Total	4,098	7,894

Symposium for the “Numata Chairs in Buddhist Studies Program”



BDK Europe e.V. hosted a symposium for the European Numata Chair universities in September, 2012. This opportunity was the first time since 1990 when BDK first established a Numata Chair program at Oxford University for the Numata Chair universities to come together for a symposium.

Professors from Budapest University and Leipzig University also joined in the symposium which was also opened to the general public interested in Buddhist Studies. The Symposium was honored with the presence of BDK Chairman Toshihide Numata who addressed the event. This

was followed by a lecture by Professor Richard Gombrich from Oxford University. Following Professor Gombrich’s lecture, Professors Michael Zimmermann (Hamburg University), Klaus-Dieter Mathes (Vienna University) and Jonathan Silk (Lieden University) made presentations which stimulated many questions and responses. The overwhelming response from symposium attendees was that this symposium which covered a wide spectrum of Buddhist studies in general was a great success. At the end of the symposium, Professor Shoryu Katsura from Ryukoku University reviewed the history and successful results of the global Numata Chair program which was first established by the late Rev. Dr. Yehan Numata.

The 16th European Shinshu Conference

Shinmon Kojun Ohtani, (Monshu-Designate) of the Jōdo-Shinshu Hongwanji sect visited EKŌ-Haus in Düsseldorf for the 16th European Shin Buddhist Studies Conference (August 31 - September 2, 2012). The theme of the conference was “The Importance of Sangha.” This conference which was first convened thirty years ago is held every two years. Attendees at the conference were not only from throughout Europe but also came from the United States, Nepal, etc., and provided a perfect opportunity for everyone to share and exchange of their opinions about the conference



theme. On the first day, the five presentations were sponsored by IASBS

(International Association of Shin Buddhist Studies), starting with a presentation by Prof. Kenneth Tanaka

from Musashino University. The presentation topics varied on such topics as Disciplines of Buddhism, psychology, the Brain, Death, etc. On the second day, the conference was sponsored by IABC (International Association of

Buddhist Culture) and the presentations created stimulating discussions. On the final day, a *Kikyo-Shiki* Ceremony was conducted in the main Buddha Hall of the EKŌ temple. Thirteen people from Germany, the

UK, Belgium, the Netherlands and Romania received their *Homyo* (Buddhist Names) from Shinmon Kōjun Ohtani.

BDK Taiwan & Asia (Singapore)



When the Taiwan Institute of Buddhist Studies was established in 1970, Mitutoyo Corporation's agents, Sing Lung Trading Co. and Jain Dah Trading Co., were also engaged in the distribution activities of "The Teaching of Buddha." With the establishment of Mitutoyo Taiwan in 1986 and Bukkyo Dendo Kyokai Taiwan (BDK Taiwan) in 2000, a more active effort was begun in promotional activities. The BDK Taiwan office is now located inside the Mitutoyo Taiwan complex in Taipei and Chia-min Hung. BDK Asia was established in Singapore in 1985, and both organizations are currently distributing copies of "The Teaching of Buddha (TTOB)" to hotels in various Southeast Asian countries.

For the year 2012, 1,346 copies of TTOB in Chinese/English and 204 copies in Japanese/English have been distributed in Taiwan however, there was a decline in the TTOB distribution especially in Thailand. It was difficult to make any substantial progress in Indonesia and Vietnam as well. For those countries, BDK Asia will continue to make an effort in 2013 to enhance our distribution activities and hope that more people in Southeast Asia will have an opportunity to take a look at "The Teaching of Buddha."

The 25th anniversary exhibition of Mitutoyo Taiwan was held from October 3rd to 5th, 2012. We had a BDK exhibit corner and used PPT to introduce the BDK activities. During this anniversary exhibition, 240 TTOB copies were distributed and a request for 300 copies to be distributed to a hotel was also received. More than 600 customers came to join the event.



The biannual convention of BDK Taiwan took place on December 3, 2012. Mr. Numata and Mr. Ikuta from BDK Japan also attended, and they introduced BDK Japan and its activities sharing that BDK Japan sponsored several activities for the victims/survivors of the East Japan Great Earthquake and Tsunami in 2011. They also announced that BDK Japan had just published a comic book (*manga*) which is geared especially for children around elementary school age groups to introduce the basics of Buddhism.

Mr. Liao Yi, a former Minister of Ministry of the Interior, who is now the president of Association of East Asian Relations also attended the BDK convention. He was greatly impressed to hear

that the cultural exchange between Japan and Taiwan has been enhanced through Buddhism and congratulated BDK on their activities.

BDK South America



BDK South America was established in Sao Paulo, Brazil in 1980. In the thirty-two years since its establishment, current president, Takashi Mizutani and eight local staff members have been in charge of carrying out BDK SA's administration and operations throughout the region.

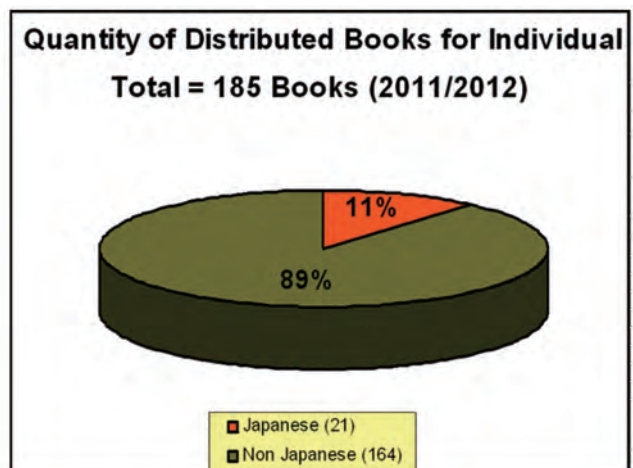
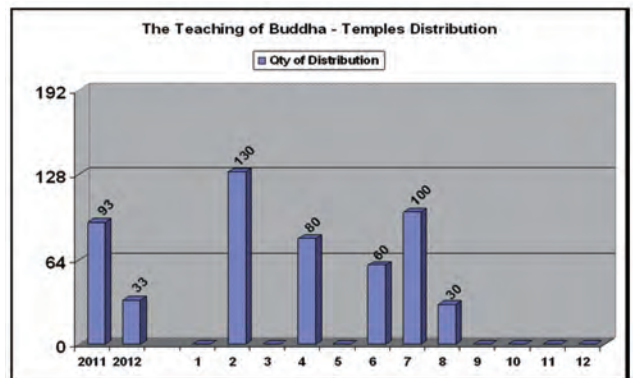
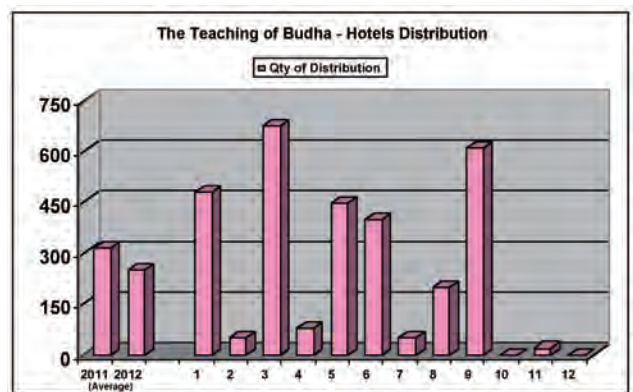


In Brazil, the variety of races and ethnic groups are residing together as we call it a melting pot. We can see the life stories of the people coming from all over the world. Brazilian people are friendly and welcoming, and

so is the living environment. There is a bird called "*Bem te vi*" which means "I am glad to see you" in Portuguese. The way they sing sounds like they are whispering, "*Ichigo-Ichie*" in Japanese. "Treasure every encounter, for it will never recur" might be a translation into English from the bird language of the "*Bem te vi*."

The 2012 "The Teaching of Buddha" distribution status to hotels and temples is shown in graph 1 and 2. In addition to it, individual inquiries have gradually increased from 2011-2012. 11% of those individual inquires is from Japanese-Brazilians, and 89% is from Non-Japanese-Brazilians (see the graph3). Brazil is one of the fastest growing countries in the world, and more foreign businesses are breaking into the Brazilian market. Therefore, the inquiries from hotels to

obtain the English and Chinese versions of "The Teaching of Buddha" are getting more popular in these days.





BDK United Kingdom was established in 1988 and is currently located in the headquarters building of Mitutoyo (U.K.) Ltd. in Andover, Hampshire in South England. Since its establishment, BDK UK has been distributing “The Teaching of Buddha” to hotels, schools, hospitals, jails etc throughout the UK, and also supporting lectures of Buddhist Studies at Oxford University (Balliol College) and at the University of London (School of Oriental & African Studies).

Currently, Rev. Ganshin E. Rock and BDK UK director Takaji Katayama are working closely together to carry on the work of BDK UK. Rev. Ganshin E. Rock is a Buddhist priest of the Tendai sect who was ordained in 1986 at the Senzo-ji Temple in Chiba, Japan. In 1991 he was appointed as a Consultant to BDK with responsibility for distributing “The Teaching of Buddha” throughout the UK. Ganshin is also a Buddhist Representative on the Standing Advisory Council for Religious Education for the County of Hampshire, and has given Buddhist presentations at local schools and colleges. He is also a member of the Buddhist Chaplaincy Endorsement Authority, of the

Department of Defense, which is responsible for the recruitment of Buddhist Chaplains to the Armed Forces. Apart from the above activities, Ganshin at 85, now undertakes various voluntary works in his local area in Hampshire energetically for the further advancement of Buddhism.

With the tremendous efforts of Ganshin, BDK UK has distributed 1,675 copies of the “The Teaching of Buddha” to hotels, schools, hospitals, correctional facilities, etc. However, there is concern that the number of copies for hotels has been decreased as other BDK offices have also experienced.

The “Numata Chair for the Buddhist Studies” program at Oxford University cordially welcomed Prof. Stefano Zacchetti (Ca' Foscari University of Venice) as a Numata Professor on October 1, 2012. Prior to Zacchetti’s assumption of the position, Rev. Toshihide Numata, Chairman of BDK, visited Oxford University in June. BDK UK has also been working to solidify the Numata program at London University as well.



Oxford University