

ECONOMIC IMPLICATION OF RAM MANDIR ON AYODHYA

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Abstract- Building the Ram temple in Ayodhya is a massive socio-economic undertaking that will have an impact on many different industries. The region is currently experiencing expansion in both religion and economy. In addition to its religious and cultural significance, the Ram Mandir has an impact on Ayodhya's economy that should be taken into account. Following the Lord Ram Temple's opening, visitors and entrepreneurs are pouring into Ayodhya in an attempt to get their fair share of opportunities. This study looks at how the temple affects employment, tourism, and the growth of the local infrastructure.

Index Term: Infrastructure development, Employment, Tourism, Real estate Development.

I. INTRODUCTION

The northern state of Uttar Pradesh is home to the city of Ayodhya, which has a significant role in Indian religious and cultural history. It is believed to have been the birthplace of Hinduism's seventh avatar of Lord Vishnu, Lord Rama. Situated on the Sarayu River, Ayodhya, often referred to as Saket, is one of the seven holy cities in Hinduism. Ayodhya's Ram temple has been a subject of centuries-long cultural significance and legal disputes along the way. As building moves forward, focus is now increasingly being placed on the project's economic impact in addition to its religious and social ramifications.

All parties involved in the construction of the temple, from neighborhood businesses to federal legislators, must comprehend the economic factors surrounding it. It is a significant Hindu pilgrimage place that welcomes millions of visitors every year from throughout the globe. In addition to its spiritual significance, the construction of the temple has the potential to significantly impact the local and regional economies. This mythological and historically significant city will not only transform the local economy but also have the potential to become much more than just a spiritual icon. Fundamentally, the building of the Ram temple in Ayodhya has an impact on the economy in a number of areas, including real estate, infrastructural development, tourism, and investment prospects.

With the completion of the temple, a new chapter in the economic story of Ayodhya begins, bringing with it opportunities and challenges for the region and the country at large. The enormous building that rises on the banks of the Sarayu River is intimately related to Ayodhya's economic success, including everything from real estate to tourism to infrastructure development to job creation. The temple was dedicated by the Honorable Prime Minister of India, Shri Narendra Modi, on January 22, 2024, in front of 8,000–10,000 guests, including politicians, athletes, business magnates, and spiritual leaders.

II. OBJECTIVES

1. To Examine the increased footfall in Ayodhya after the construction of the ram mandir.
2. To analysis the Infra development in Ayodhya after supreme court order.
3. To Check the status of employment in Ayodhya after Ram mandir construction.
4. To look into the Ayodhya real estate boom.

III. SCOPE OF STUDY

It is essential to comprehend the financial effects of the Ram Temple's construction for a number of reasons:

- i. **Making Informed Decisions:** To create effective policies pertaining to infrastructure development, tourism, and employment creation, policymakers require evidence-based insights.
- ii. **Investment Opportunities:** Businesses and financiers look for details regarding possible investment opportunities in Ayodhya. The temple project has the potential to draw in private investment and boost the economy.
- iii. **Community Welfare:** Increased employment prospects, better infrastructure, and a resurgence of local culture will all help the community. Evaluating these advantages is crucial for the wellbeing of the community.

IV. RESEARCH METHODOLOGY

In order to fulfill the objectives a detailed analyses using Secondary data (Indian and Uttar Pradesh tourism websites), News paper reports and magazines articles were done by the author.

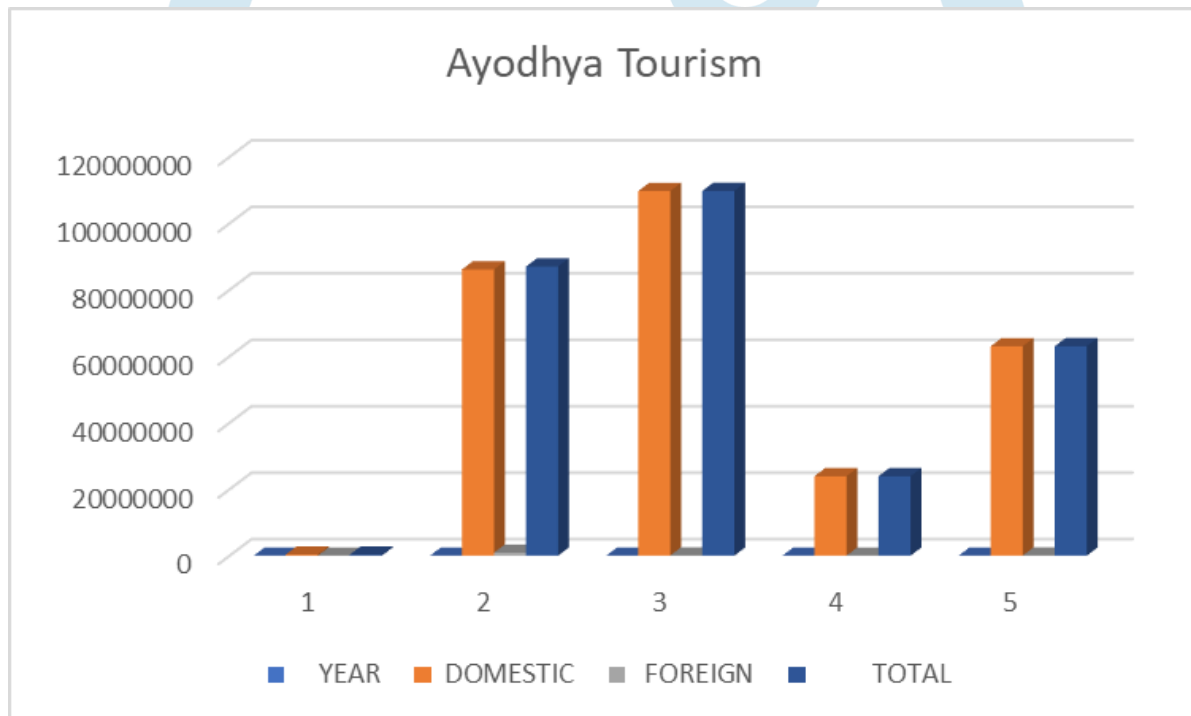
V. ANALYSIS

OBJECTIVE 1: To Examine the increased footfall in Ayodhya after the construction of the ram mandir.

The goal of the Ram Mandir is to have a big economic impact, especially with regard to tourism. Already a well-liked pilgrimage site, Ayodhya is anticipated to experience a significant increase in both domestic and foreign travel. This surge in tourists can increase demand for local businesses, as well as for a variety of services including hotel and transportation. The hospitality and tourist sectors are the ones most likely to benefit from this.

YEAR	DOMESTIC	FOREIGN	TOTAL
2019	340967	1365	342,332
2020	86122293	890932	87013225
2021	10,97,08,435	44,737	10,97,53,172
2022	23909014	1465	23,910,479
2023	63001612	8564	63010176

Table:1 Data of Tourism in Ayodhya After 2019- 2023



Graph:1 No. of Tourist Visit in Ayodhya

In a landmark decision rendered in 2019, the Indian Supreme Court approved the construction of a Ram temple at the contentious Ayodhya location. In 2020, work on the temple started, and by 2021, it had grown to be a popular destination for pilgrims and visitors who were interested in seeing it grow. As a result, the majority of tourists travel to Ayodhya to see temple construction. The second most significant factor contributing to Ayodhya's overpopulation is the Bhumi Pujan on August 5, 2020. Numerous important Hindu holidays, including Diwali, are observed with tremendous zeal in Ayodhya. These festivities attracted more people in 2021, particularly with the construction of the temple serving as an additional draw.

According to international stock market research firm Jefferies, Ayodhya will see a rise in pilgrimages over Mecca and Vatican City. Notably, millions of Catholics visit Vatican City each year, believing it to be the holiest location on earth. Similarly, millions of people visit Mecca, Saudi Arabia, every year, which is the primary Muslim pilgrimage site. Before the construction of the temple, Ayodhya was a well-liked pilgrimage site with a modest number of visitors. In 2022, Ayodhya welcomed 2,39,10,479 tourists, of which 2,39,09,014 were from within India and 1,465 were from outside. In contrast, 5,75,70,896 people visited Ayodhya in 2023. Those who were religious and interested in history knew that the

city contained important sites like Kanak Bhawan, Hanuman Garhi, and the Ram Janambhoomi. It is estimated that 50 million tourists visit the shrine annually. year, as per Jefferies, an American Investment Bank.

A \$500 Billion Economy - Uttar Pradesh The state of Uttar Pradesh (UP) is expected to generate Rs 4 lakh crore in revenue this year, thanks to the tourism boost expected from Ram Mandir's inauguration in Ayodhya, said a recent report by SBI.

OBJECTIVE 2: To analysis the Infra development in Ayodhya after supreme court order.

There is more to the Ram Mandir's construction than just the temple. This project will contribute to the improvement of transportation, pilgrimage facilities, and road systems. The state administration plans to transform this holy town into a premier metropolis in the next years while maintaining its cultural beauty. Ayodhya's Master Plan 2031 lays particular focus on initiatives like an urban forest, a Greenfield township, and a spiritual university, among other things.

The transport industry, which includes airlines and railroads, would benefit greatly from this enormous flood of visitors, helping the inhabitants' overall standard of living. The development authority of Ayodhya has developed a dynamic dashboard in order to guarantee effective and seamless coordination for projects related to economic development in the city. 34 executing agencies have completed over 252 projects in Ayodhya for a total estimated value of Rs 28,000–30,000 crores. In addition to building the Ram temple, Ayodhya's infrastructure is being developed at great financial expense. The Ayodhya Development Authority is in charge of the entire project; in addition to infrastructure, their projects include artistic elements like statue placement, murals, and religious paintings on walls and flyovers.

Leading this change is the recently opened and renovated Ayodhya railway station, which is now known as the Ayodhya Dham train station. It is planned to link Ayodhya with other regions of the nation through the recently opened Ayodhya Dham Station, which will cost Rs 2,300 crore. For improved connection, trains such as the Vande Bharat and Amrit Bharat have been introduced.

S.no.	Highlights	Amount
1.	Ayodhya Development Authority Over 252 projects.	Rs 28,000 – 30,000 crores.
2.	The Six Entrance gates will be built in the names of Ramayana period.	Rs 140 crore
3.	Build Maharshi Valmiki International Airport	Rs 1,450 crore

Table:2 Key Highlights of Infra Development in Ayodhya

Constructed at an expense above Rs 240 crore, it represents the government's dedication to updating amenities including retail malls, locker rooms, escalators, food courts, and waiting areas, among others. In addition, Railways will begin providing train services to and from Ayodhya ten to fifteen times a day throughout the upcoming several months. On December 20, 2023, Prime Minister Narendra Modi opens the Ayodhya Airport. It's now known as Maharshi Valmiki International Airport, and a new era has begun. It was created by Sthapati and cost Rs 1,450 crore to build. It has followers from all over the country and the world and is spread out across 65,000 square feet, with plans to extend to 5 lakh square feet.

With an anticipated 10 lakh passengers served yearly, the Ayodhya Airport appears as an architectural marvel and has the potential of comprehensive community development and cultural enrichment. Prominent hotel companies like the Taj, Radisson, and ITC hotels, in addition to budget accommodations, are getting ready to open more locations in the city because of the expected influx of fans from around the country and the globe.

- i. **Ayodhya Development Authority** Over 252 projects worth Rs 28,000 – 30,000 crores have been carried out in Ayodhya by 34 executing agencies.
- ii. The Six Entrance gates will be built in the names of Ramayana period characters such as ‘**Shri Ram Dwar**’ on Lucknow-Ayodhya Road, ‘**Hanuman Dwar**’ on Gorakhpur to Ayodhya Road, ‘**Lakshman Dwar**’ on Gonda to Ayodhya Road, ‘**Bharat Dwar**’ on Prayagraj to Ayodhya route, ‘**Jatayu Dwar**’ on Ambedkar Nagar to Ayodhya Road and ‘**Garun Dwar**’ on Rae Bareli to Ayodhya Road will be ensured.

OBSERVATION 3: To Check the status of employment in Ayodhya after Ram mandir construction.

The construction of the Ram Mandir is a huge project that will require a lot of labor from trained and unskilled personnel to complete, maintain, and provide the necessary support services. More residents will have access to employment opportunities as a result, which will reduce unemployment and help the area achieve economic prosperity.

According to projections provided by human capital management platform better place, the increasing number of tourists visiting Ayodhya might result in the development of 150,000–200,000 direct and indirect jobs in the temple town and nearby towns and cities over the course of the next four to five years. A further 50,000–100,000 temporary jobs could be added to the region over the next few years as a result of an increase in construction activity linked to the building of homes, hotels, hospitals, and other infrastructure projects. Many different industries are getting ready to meet the steadily increasing demand, including consumer products, food services, malls, accommodation, food and drink, daily essentials, construction, healthcare, and banking services.

Additionally, the hospitality, travel, and tourist industries together will create 20,000–25,000 permanent and temporary jobs connected to multilingual tour guides annually, including roles in housekeeping, hotel administration, front desk staff, chefs, cooks, and other related fields. The improvements occurring in Ayodhya would benefit not only the city itself but also neighboring cities like Gorakhpur, Lucknow, and Kanpur. According to locals, the city's hotel industry is still in its infancy and really took off after the Supreme Court's ruling on the Ayodhya Temple in November 2019. In the next 12 to 18 months, they thought, the sector will grow with more products that were both affordable and of high quality.

The needs of the devotees are currently met by a few hundred hotels, lodges, and homestays. Following the recent Global Investors' Summit, work on 142 hotels, including opulent ones like Wyndham Hotels and Resorts and Indian Hotels Company Limited (IHCL), was started. During the conference in 2023, 102 investment intents for Ayodhya's tourism industry were inked, with an approximate value of ₹18,000 crore.

OBJECTIVE 4: To analyze the Ayodhya real estate boom.

The growth of the tourism sector and related development projects frequently result in a multiplication of the demand for real estate. Many businessmen and businesspeople have seen Ayodhya's potential, which has resulted in the construction of hotels, guesthouses, and commercial space. The local economy may benefit from this real estate boom, which would encourage the creation of new businesses and the growth of a healthy local economy.

With thousands of millions of tourists expected in the coming months, the administration is working nonstop to turn the once-failing temple town into a new city. The real estate market has also been affected, since house prices have risen dramatically since the temple's construction began on August 5, 2020. Ayodhya's real estate market is booming as construction and restorations get under way, attracting both local land buyers and investors.

Property prices are increased 900% by the Ayodhya Ram Mandir. Real estate prices in Ayodhya have increased by a factor of four to nine, reflecting those in the majority of the state's largest cities in Uttar Pradesh. The average cost of land in Ayodhya City is currently between Rs 4,000 and Rs 6,000 per square foot, up from Rs 1,000 to Rs 2,000 in 2019. The real estate services company Anarock has conducted studies that show a substantial spike in land prices near the Ram Mandir and adjoining areas of Ayodhya city.

Property costs have climbed from an outstanding Rs. 400 to 700 per square foot in 2019 to an impressive Rs. 1500-2750 per square foot in regions like the Faizabad road where a lot of construction is ongoing. Experts in the field forecast that the region's real estate values would probably increase even more due to the focus and significant initiatives like the building of an international airport, the Ram Mandir, renovated train stations, and more.

VI. IDEAS AND RECOMMENDATIONS

- i. Preserve and promote the architectural heritage of Ayodhya. Preserving ancient temples, forts, and other historical buildings from deterioration and encroachment is part of this. Organizing these programs can be made easier by establishing a heritage conservation authority.
- ii. Fund skill-building programs to give locals the training they need to work in the tourism and hospitality industries. This might boost the regional economy and create job opportunities.
- iii. Establish regulations to protect Ayodhya's natural environment, especially its parks and rivers. Initiatives that can help preserve the city's ecological balance include tree planting campaigns, rubbish management plans, and sustainable tourism practices.
- iv. Motivate local artisans to produce unique ornaments and keepsakes that encapsulate the spirit of Ayodhya culture.
- v. Promote interfaith dialogue and religious tolerance in Ayodhya. Encourage events and initiatives that promote tolerance and respect between people of diverse religious backgrounds.
- vi. Develop educational initiatives and activities that highlight Ayodhya's significance in both history and culture.
- vii. Promote real estate developers, increase transparency in the land buying process, and provide auxiliary services like property management and upkeep.

VII. CONCLUSION

Not only does the opening of the Ram Temple in Ayodhya hold great religious significance, but it also has significant economic ramifications. The potential for transformation that the construction of the temple brings to Ayodhya and the surrounding area is highlighted by this multi-sectoral analysis. The confluence of religious significance and technology advancement offers numerous opportunities. First and foremost, the surge in religious tourism is predicted to boost Ayodhya's hospitality business, with millions of pilgrims expected each year. The real estate market in the city is booming, propelled by rising property values and investor interest. Communities of local residents will have access to work possibilities through the creation of jobs in a variety of industries, including services and construction.

After the Ram Mandir is completed, a big impact is expected on India's transportation sector. Roads, airways, and railroads will all be impacted. The popularity of religious tourism will increase the demand for train and aviation links. As more pilgrims arrive, revenue for the train and aviation sectors—including airport authorities—is certain to rise. There would be a sharp increase in demand for local transportation services like e-rickshaws, taxis, and buses, which would benefit the road sector as well. This all-encompassing enhancement of transportation services will contribute to the country's overall economic growth. Building the Ram Mandir will require significant infrastructure improvements in Ayodhya. It is anticipated that there would be more accommodations, better roads, and other amenities. These improvements will not only meet pilgrims' demands but also improve the overall the region's infrastructure.

Along with improving the physical infrastructure, Ayodhya's rehabilitation aims to foster wealth, cultural heritage, and sustainable development. Ayodhya's temple serves as both a source of financial prosperity and a symbol of devotion, establishing a standard for other Indian cultural sites. In a nutshell, the Ram Temple performs the dual roles of spiritual mentor and economic driver. Ayodhya has experienced a transformation that reflects hope, richness, and cultural history, going beyond merely architectural constructions.

By seizing this opportunity, Ayodhya might set a positive example for other Indian cultural hubs, demonstrating that progress and religion can coexist harmoniously. The Ram Temple is not only a source of income for the people of Ayodhya but also a symbol of devotion. The city of Ayodhya, the surrounding area, and the country as a whole will all be significantly impacted economically by the construction of the Ram Temple.

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