

THE IMPACT OF THE SHREE RAM TEMPLE ON THE SOCIAL AND ECONOMIC DEVELOPMENT OF AYODHYA: CONSIDERING THE PRINCIPLES OF LORD SHRI RAM

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ABSTRACT:

This research paper examines the socio-economic impact of the construction of the Shree Ram Temple in Ayodhya. It delves into the contributions to improving Ayodhya's society and economy. A different kind of emotional atmosphere has been created in the country with the advent of "RAM LALLA" getting HIS Ram Rajya in the form of Shree Ram Temple reincarnation. In this context, the main idea is how one can change their behavior and effort to make a noticeable difference in people's attitude, way of life, and dedication to their responsibilities after this celebrated ritual. Lord Ram has exemplified the principles of truth, kindness, compassion, religion, and devotion to duty, thereby guiding society towards a path of dignity. In India's cultural and religious tapestry, the town of Ayodhya holds profound significance in the cultural and religious tapestry of India. The construction of the Shree Ram Temple in Ayodhya marks a significant milestone in the cultural and religious landscape of India. The temple is also expected to positively impact Ayodhya's socio-economic fabric. The Shree Ram Temple's building and its impact on interfaith relations and socioeconomic-cultural dynamics. Analyzing various factors such as infrastructure development, tourism, and livelihoods provides insights into the significant changes observed in Ayodhya after the temple was established.

Keywords: *Shree Ram Temple, Ayodhya, Principles of Ram, Socio-Economic Upliftment, Infrastructure Development, Tourism, livelihoods.*

INTRODUCTION:

Social inequality had ended in Ram Rajya. In fact, even in today's times, it is expected from the public representatives, officers and personnel associated with the administration that they should try to imbibe the life and character of Shri Ram in their conduct. It is important to have wisdom, coordination, balance, satisfaction, spontaneity and timeliness in the disposal of government affairs. Where fear is needed, it should also be used. Lord Ram himself had tied a rope to teach the ocean a lesson for not allowing him to reach Lanka. It is also important that people associated with the government system must consult the people around them. When Shri Ram also faced the challenge of crossing the ocean, he consulted Jamwant, Sugriva etc. There is an incident in a couplet in Ramcharitmanas, in which Lord Ram addresses the people of Ayodhya and says, 'Brother who speaks unethically. So Mohi Barajahu forgot the fear. That is, even if anything I say is wrong, don't be afraid and tell me too. With mutual coordination, there will be no problems and delays in taking decisions. If we see, the time to come for every person is not only to remember the orders of Shri Ram but also to follow these orders at every moment and in every task.

The construction of the Shree Ram Temple in Ayodhya marks a significant milestone in the cultural and religious landscape of India. Beyond its religious significance, the temple has also been expected to bring about positive changes in the socio-economic fabric of Ayodhya.

LITERATURE REVIEW:

Singh, R. P., & Kumar, S. (2020) this study examines the historical and cultural evolution of Ayodhya, a sacred city with religious significance for Hindus, Jainism, Buddhism, Sikhism, and Islam. It analyzes the national programs HRIDAY and PRASAD and the development of pilgrimage sites. Over 1.9 million pilgrims annually visit Ayodhya for various religious events. rich artistic and cultural heritage is praised for its rituals, festivities, and ancient temples. However, the city's religious cultural sites are deteriorating due to inadequate conservation strategies and public involvement.

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Pokharel, K., & Beckett, P. (2012) “Ayodhya, the battle for India's soul”, describes in 1949, India gained independence, marking the beginning of a new nation with significant influence on the world's largest democracy. The legal and political turmoil, lasting six decades, affected five prime ministers, revealed legal constraints, and led to widespread violence. The story highlights the struggle to understand the divine using human concepts and raises questions about India's identity as a Hindu nation or a society that embraces multiple religions equally.

Kanaujia, D. S. (2024) this research paper provides a comprehensive analysis of the obstacles and possibilities that Uttar Pradesh is currently experiencing, and proposes strategic suggestions to make the most of its advantages. Future growth will be driven by diversifying tourism offers, rapidly adopting renewable energy, and modernizing agriculture. Enhancing connectivity, fostering cultural exchanges, and prioritizing environmental sustainability would help to the comprehensive and inclusive development of Uttar Pradesh.

Swamy, S., & Sabharwal, S. P. (2020) it is necessary to establish a robust and consistent ideology of the Modern Right, centered around the notion of Hindutva national identity. This identity should be shaped by an accurate understanding of our past, which will determine its defining features. The Virat Hindustan Sangam was established in 2014 to promote and spread this new worldview. However, the main subject of this book is the reconstruction of the Sri Rama Temple in Ayodhya, which is seen as a crucial step towards revitalizing India, also known as Bharat, as a powerful and united nation.

RESEARCH OBJECTIVE:

1. To explore the impact of the Shree Ram Temple on the social and economic development of Ayodhya.

RESEARCH METHODOLOGY:

The research methodology for this study involves a multi-faceted approach. Firstly, quantitative data regarding revenue generated by the State, tourist footfall, and employment opportunities in Ayodhya post the temple's construction will be collected from government reports.

ANALYSIS OF SOCIO-ECONOMIC UPLIFTMENT IN THE ALIGNMENT PRINCIPLES OF LORD SHRI RAM:

Shri Ram's reputation among the Indian people as Brahm, as Maryada Purushottam has always kept this country conscious about his character qualities. Sri Ram is the ideal of the reciprocity, coordination and inclusive lifestyle that a country has been living for centuries by imbibing the principle of Vasudhaiva Kutumbakam. The ritual done by Lord Shri Ram to understand and reward the sentiments of the people by being born in a royal family, developed into a system and became famous as Ram Rajya. Parents and relatives from his childhood, his teachers in the role of a disciple.

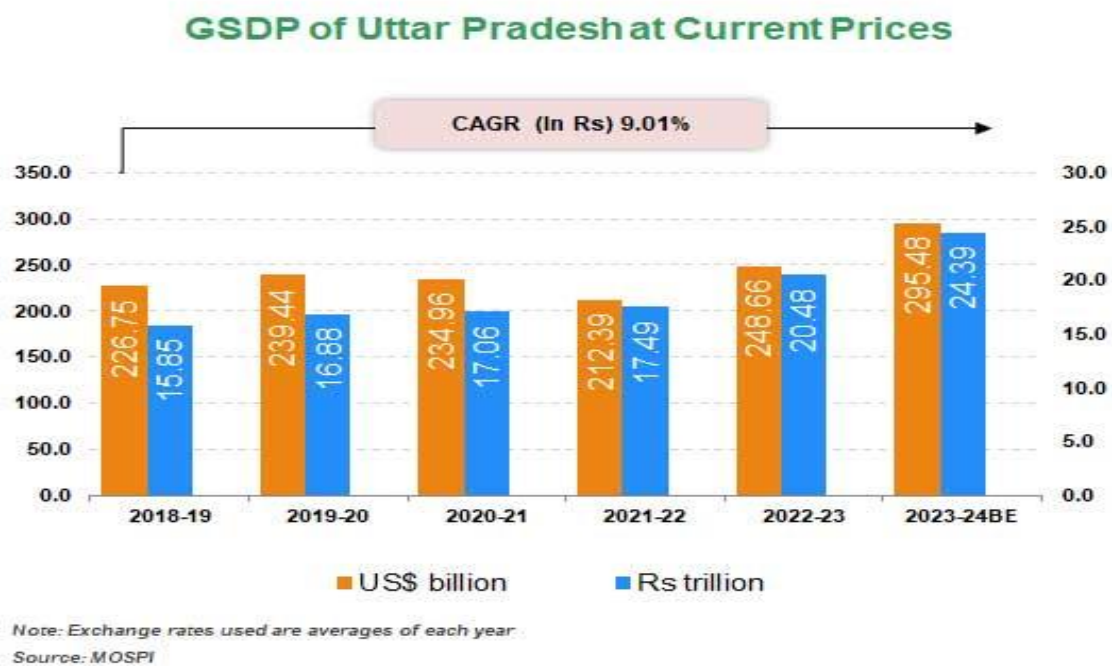
“‘Ayodhya’ urge the antithetical position: reliance on *purusa/kara*, “human effort,” “free will.” But these characters are only foils, supplying a pretext for Rama to advance his uncompromising position. His own convictions are never affected.” “Shri Ram does not despise anyone, does not humiliate anyone, but while following his vow of truth, he also maintains his love and relationships very well. This is the specialty that makes them extra-worldly in this world. Today, his life's prestige is also the prestige of his qualities for which humanity will always aspire. As a citizen, Shri Ram has satisfied the towns people.

Dr. Vandana Yadav: The Impact Of The Shree Ram Temple On The Social And Economic Development Of Ayodhya: Considering The Principles Of Lord Shri Ram According to Valmiki Ramayana, women are old age, evening and morning Samahita. Sarva desh devannamasyanti ramsyarthe manasvinah. That is, all the women, old and young, pray for the blessings of Shri Ram while celebrating the gods in the morning and evening. The qualities of Shri Ram's beauty and sweetness etc. have been propounded by calling them virtuous, his bravery by calling him virile, his duty-consciousness by calling him a religious person, and his ability to accept gratitude by calling him grateful.”

The interconnectedness and mutual influence between pilgrimage and tourism are fundamental aspects of human travel. This is how the concept of 'pilgrimage-tourism' is understood as an alternative option, primarily focused on metaphysical concerns and life philosophy, namely the convergence of the sacred and the profane. Pilgrimage-tourism is currently regarded as a method to revive cultural heritage, facilitate more profound experiences, and promote the spread of religious beliefs via a global lens of humanism and spirituality.

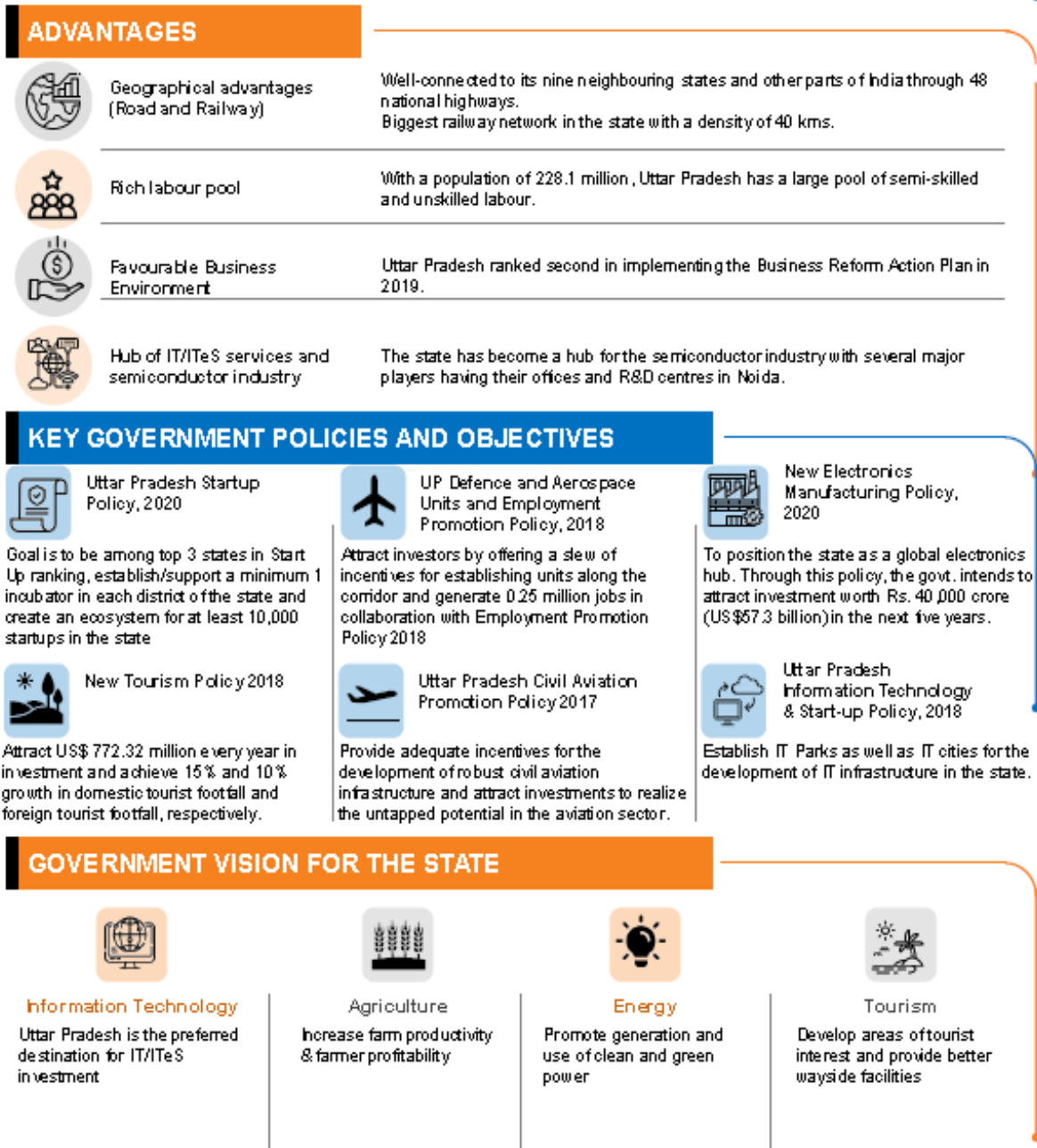
Ayodhya, a city steeped in religious and cultural heritage, has emerged as a focal point of tourism in Uttar Pradesh and India. The recent construction of the Shree Ram Temple has further amplified its significance, attracting pilgrims and tourists from across the globe.

Figure:-1 Showing GSDP of Uttar Pradesh at Current Prices



Upon analyzing the collected data of the State, it is expected to observe significant socio-economic upliftment in Ayodhya. Infrastructure development, including roadways, sanitation facilities, and accommodations, is likely to have improved, catering to the influx of tourists visiting the temple.

FIGURE:-2 A COMPLETE SNAPSHOT OF SOCIO-ECONOMIC DEVELOPMENT OF UTTAR PRADESH



Source: <https://www.ibef.org/states/uttar-pradesh>

Dr. Vandana Yadav: The Impact Of The Shree Ram Temple On The Social And Economic Development Of Ayodhya: Considering The Principles Of Lord Shri Ram

Additionally, the surge in tourism is expected to have created employment opportunities for local residents, particularly in the hospitality and service sectors. In 2022, Ayodhya, one of the 75 districts in Uttar Pradesh, secured the fourth position with a total of 2.39 crore tourist visitors. Varanasi, Mathura, and Prayagraj were the three districts in UP that received the most number of tourist visitors, with 7.17 crore, 6.53 crore, and 2.60 crore visits, respectively. According to the global brokerage firm Jefferies, the dedication of Ram Mandir is anticipated to result in a more than twofold increase in tourist arrivals in Ayodhya, reaching 5 crore annually. Small businesses and artisans may have experienced increased demand for their products, further boosting the local economy.

As a historic landmark, “Ayodhya has already experienced a substantial economic impact. Since the commencement of the construction of the Ram Mandir in 2019, there has been an increased need for the local labor force. The successful completion of the Ram Mandir Project, estimated to cost INR 1,800 crore, was attributed to their unwavering dedication over a period of four years. During the construction phase, there were a total of 20,000 work opportunities in Ayodhya, both directly and indirectly. The city's construction and tourist industries are expected to experience significant growth, thus expanding the economic potential. Ayodhya, spanning 120 square kilometers and housing a population of 80,000, is a renowned tourist hotspot. Furthermore, the construction of the Ram Mandir will facilitate the acceleration of construction activities in order to capitalize on the growing demand for tourists in the city. By 2030, the city is expected to have a significant increase of 35-40% in the number of tourists visiting. Due to the projected increase in tourist arrivals, the hospitality sector in the city is expected to have a significant growth in employment, with an estimated surge of approximately 20-25% over the next ten years. The city will feature a diverse array of shopping centers, dining establishments, and hotels to cater to tourists, hence aiding India in amassing foreign currency reserves. Without a doubt, there will be a significant demand for locally made handicrafts, handlooms, and various other crafts. In order to accommodate the anticipated high demand, it will be necessary to have a proficient workforce in both the Construction and tourism sectors throughout the city. A 15% increase in construction employment demand in Ayodhya is expected, causing high attrition rates due to youth lack of skills. The National Skill Development Corporation (NSDC) and other skill development programs sponsored by state and national governments will be crucial. Skill and vocational training centers must intensify efforts, with future job opportunities in mechanical, civil, electrical, amenity, site supervision, and plumbing. Skill training centers must increase their efforts. Although demand projections offer promise for the city's prosperous future, the absence of a sufficient skilled labor poses a substantial obstacle. In addition, the construction and allied sectors in India see personnel attrition rates of approximately 14-16%.”

CONCLUSION:

The establishment of the Shree Ram Temple in Ayodhya has the potential to be a catalyst for socio-economic development in the region. By attracting tourists and fostering infrastructure development, the temple contributes to the overall upliftment of Ayodhya's society and economy. However, ongoing monitoring and evaluation are essential to ensure that the benefits of the temple reach all sections of society and are sustainable in the long term. The construction of the Shree Ram Temple has propelled Ayodhya onto the global tourism map, attracting millions of visitors annually. As tourism continues to evolve in Uttar Pradesh and India, Ayodhya's enduring allure is poised to contribute significantly to the socio-economic development of the region while preserving its rich cultural heritage. The impressive progress of Ayodhya during the construction phase of the Ram Mandir and its hopeful prospects elicit great delight among the city's citizens and people throughout India. The city is positioned for a prosperous future, with an increase in employment prospects in the construction, hotel, and other industries.

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