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The Economic Renaissance of Ayodhya, India: A Case Study on Shri Ram Mandir

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Abstract

The consecration of Shri Ram Mandir in Ayodhya on 22 January 2024 marks a defining moment in India's religious, cultural, and economic evolution. Beyond its spiritual importance, the temple has emerged as a powerful engine of regional economic transformation, catalyzing infrastructure development, tourism growth, employment generation, and urban modernization. This paper presents a comprehensive case study of Ayodhya's economic renaissance, examining public investment, governance mechanisms, technological adoption, and socio-economic outcomes. Drawing upon official government data, institutional research, and field observations, the study demonstrates how faith-based infrastructure can drive sustainable and inclusive regional development.

Keywords: Religious Tourism, Economic Renaissance, Ayodhya, Shri Ram Mandir, Infrastructure Development, Governance