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Ayodhya Development Transformation Index (ADTI): A Comprehensive Evaluation of Economic, Social, and Spiritual Growth

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ABSTRACT

Purpose

Ayodhya has profound spiritual, historical, and cultural significance. It is developing at an unprecedented pace now. The Ram Mandir and other building initiatives facilitating the city's development have transformed Ayodhya into a locus for spiritual experiences; the economy is advancing, and urban areas are becoming more modernized. A more comprehensive and refined review mechanism is required to systematically evaluate and oversee this dynamic evolution.

Methodology

The Ayodhya Development Transformation Index (ADTI) was therefore established in response. The primary emphasis of traditional development indicators is on economic statistics. By integrating social, spiritual, infrastructural, and economical dimensions, the ADTI assumes a more comprehensive and diversified stance. This is due to its recognition of the substantial and sometimes underestimated influence of spirituality on urban development and social unity.

Findings

This document discusses the structure and components of the ADTI, along with the specific spiritual multiplier. It meticulously elucidates the rationale for the various weights allocated to real estate development, local business and employment growth, infrastructure enhancement, spiritual economy, and pedestrian traffic. We conduct a comprehensive analysis of the whole data collection, standardization, and score computation process. Our methodology is based on authentic data obtained from one hundred local enterprises and people.

Implications

The results indicate a substantial rise across all assessed categories, with notably elevated scores for spiritual activities associated with tourism and economic growth. The findings demonstrate the effectiveness of current development measures while indicating substantial areas that require continuous funding and intentional legislative modifications. The ADTI offers a scalable, progressive framework that facilitates sustainable urban design, economic growth, and the conservation of culturally significant sites worldwide.

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Keywords: *Ayodhya Development Transformation Index (ADTI), Economic Growth, Spiritual Economy, Infrastructure Development, Real Estate Expansion, Sustainable Urban Planning*

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INTRODUCTION

In India's spiritual, historical, and cultural awareness, Ayodhya has a major role. People all around pay respect to it as Lord Ram was born there. Millions of people have gathered to that place over the years in search of peace and a closer relationship with God. Ayodhya is now undergoing notable and quick growth. The historic architecture of the Ram Mandir, which stands for both spiritual and socioeconomic regeneration, is mostly responsible for the praise for this accomplishment. (Thomas & Sergenti, 2010)

Ayodhya is undergoing several changes outside of its religious importance. The program for infrastructure rehabilitation includes modernizing of transportation hubs, repairs to public areas, road network extensions, and improvements to public utility services (World Bank, 2021). The strong basis these urban development projects provide helps Ayodhya to more successfully meet the needs of more tourists, citizens, and investors. (Basu,2018) Rising property prices and the birth of many individual and commercial businesses define the present boom in the real estate market. Besides, there is another place. The flood of pilgrims and tourists has helped local businesses—traditional and modern. This has helped the local economy to revive, therefore raising income and creating fresh job opportunities (Sharma & Mishra, 2020) All depending on tourism, the hotel, retail, transportation, and cultural sectors have enjoyed unheard-of growth (Ministry of Tourism, 2020). This directly bears responsibility for the notable rise in economic activity inside Ayodhya.
Although these important factors show clear progress, the success of Ayodhya cannot be fully explained by traditional economic measures. Many studies point to a strong spiritual renewal closely associated with the revival of the city, including an increase in church attendance, volunteering, mutual aid, charity donations, and the strengthening of social and cultural values. By affecting social and economic systems in ways disregarded by traditional economic models, this mysterious force drives change (Fischer & Pollock, 2004). Changes in public behaviour, consumption patterns, spending behaviour, and community involvement are among the results. (Taiwo, 2021)

A more comprehensive assessment method was necessary, since traditional metrics relying only on measurable economic data were insufficient. In addition to quantifiable indicators of economic progress, a novel framework must include the distinctive social and spiritual characteristics of the city. The **Ayodhya Development Transformation Index (ADTI)** was established. This unique instrument illustrates the complete transformation of Ayodhya. (Tang et al., 2022; Awasthi & Rakhra, 2024)

Aside from indicators of physical, financial, and real estate growth, the Adult Growth Index (ADTI) includes a unique "Spiritual Multiplier" that provides a different viewpoint on analyzing the impact of cultural and spiritual revitalisation on overall development. In places like Ayodhya, this number underlines the importance of spiritual energy in the development of continuous communal events, investments, volunteers, and community harmony. Every one of these characteristics is required for civilisations to flourish indefinitely. (Udayakumar, 1997; Yanet al., 2022)

The ADTI reflects the overall condition of development by integrating many carefully weighted criteria: Spiritual Multiplier (SM), Infrastructure Development (ID), Local Business and Employment Growth (LBEG), Tourism Footfall and Spiritual Economy (TFSE), and Real Estate Growth (REG). This combination of methodologies enables more exact, comprehensive, and pragmatic measurement of success. It provides essential new insights for academics, religious organizations, legislators, urban planners, and capitalists. (Navarro, 2000; K. Singh, 2021; Singh & Kumar, 2020)

This research uses the ADTI paradigm to methodically assess the city's growth via the current development of Ayodhya. It derives its findings from business and individual survey data. The findings indicate not just Ayodhya's economic affluence but also its spiritual richness, which continues to influence its destiny and identity. The ADTI

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establishes a paradigm that other ancient towns undergoing analogous transformations may reference beneficially. Genuine development cannot be maintained without the simultaneous presence of spiritual legacy and economic advancement.

Components of the Ayodhya Development Transformation Index (ADTI)

Each of the five ADTI aspects has been given a certain weight according to its significance on the development of Ayodhya.

Table1: *Components of the Ayodhya Development Transformation Index (ADTI)*

Component	Weight (%)	Description
Tourism Footfall and Spiritual Economy (TFSE)	30%	Enhances the quantity of pilgrims and the corresponding economic activity.
Infrastructure Development (ID)	20%	Include improvements in roadways, transportation, and services.
Local Business and Employment Growth (LBEG)	20%	Analyzes the initiation of new enterprises, employment creation, and revenue generation.
Real Estate Development (REG)	15%	Assesses the rise in building activity and real estate values.
Spiritual Multiplier (SM)	15%	Gets more philanthropy, gifts, and social affluence

Sources: Ministry of Tourism (2020), World Bank (2021), Local Chambers, Religious Institutions Reports.

METHODOLOGY

Data Collection

An organized source data collection initiative was started in order to get a comprehensive understanding of the many aspects of Ayodhya's ongoing development. A representative sample of 100 individuals and companies in and around Ayodhya was chosen from a survey that was administered. The participants included a diverse cross-section of stakeholders:

(i) Local business owners (retailers, hoteliers, and transportation operators)

(ii) Religious institutions and their leaders

(iii) Real estate developers and investors

(iv) Tour operators and tourism service providers

(v) Local residents, both those who have lived there for a long time and those who have just moved there

(vi) Volunteers and people who take part in spiritual and community activities

The primary emphasis of the data gathering was on five key areas that were specifically selected to correspond with the components of the Ayodhya Development Transformation Index (ADTI):

Tourism-related income: Participants said that their income fluctuated due to tourism-related activities suchas shopping, food and beverage sales, housekeeping, and cultural events. Tourism-related activities may have directly or indirectly contributed to these changes.

Infrastructure accessibility: Roads, public services (such as water, power, and waste collection), digital connectivity, and public spaces were identified for evaluation as improvements in physical infrastructure.

Employment and business growth: Data about company recruitment practices, establishment, expansion, job generation, and employee compensation was collected via survey inquiries. Companies were also required to record changes in personnel attrition and new investments.

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Real estate investment: Participants supplied information about property transactions, appreciation in value, forthcoming residential and commercial real estate projects, and investor perspectives on the overall real estate market in Ayodhya.

Spiritual participation: The study inquired about participation in religious activities, monetary donations to charities and churches, volunteering, and the assertion that Ayodhya's unique spiritual ambiance contributed to one's spiritual contentment.

Data was collected by phone calls, online questionnaires, and interviews, contingent upon the respondent's interests and availability. To mitigate selection bias, the group was designed to exhibit diversity in age, career, gender, and socioeconomic status.

Furthermore, validated and supplemented as necessary using secondary data from governmental sources (including the Ministry of Tourism and the Ministry of Urban Development) and local business chamber publications, the survey responses were

The research produced a comprehensive and precise dataset for the ADTI by integrating secondary sources with direct polling data. This was executed to ensure that both the quantitative and qualitative aspects of Ayodhya's development accurately corresponded with one another.

Data Normalization

All of the data points were routinely scaled from 0 to 100 in order to allow comparisons across the great variety of indicators gathered. Thanks to this normalizing technique, which kept the relative significance of every region, factors measured in many units—such as rupees, square footage, percentage growth, or qualitative ratings could be combined into a single composite score. Standardizing was broken down into two phases:

Designating the conventional maximum observed value as 100:

A normalized variables of 100 was assigned to the responder with the highest recorded value for each variable. This ensured that, by setting a consistently elevated standard for all indicators, the pinnacle of performance in each domain became the benchmark.

Proportional Adjustment of Individual Scores:

Each individual score was then calculated proportionally relative to the maximum value. Specifically, the formula applied was:

$$\textbf{Normalized Score} = \left(\textbf{Actual Score} / \textbf{Maximum Observed Score}\right) \times 100$$

This procedure standardized all data to a uniform range of 0 to 100, thus maintaining relative variability among respondents. Normalisation was necessary to avoid any one component from influencing the ADTI calculation due to differing measurement scales. The investigation preserved the conceptual integrity of the Index by aligning all measurements and confirming that each area made a valid contribution according to its weight. Moreover, by emphasising both successful and unsuccessful areas, normalised data elucidated the final ADTI results for legislators, planners, and stakeholders.

ADTI Calculation

The final ADTI score was calculated using:

$$ADTI = (0.30 \times TFSE) + (0.20 \times ID) + (0.20 \times LBEG) + (0.15 \times REG) + (0.15 \times SM)$$

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RESULTS AND DISCUSSION

The summary results (table 1) of the Ayodhya Development Transformation Index (ADTI) indicate a vibrant and optimistic environment. Even the least engaged respondents may have noted substantial change with a basic ADTI score of 45. (Usman et al., 2022)

Table2: Summary Statistics

Statistic	Value
Minimum ADTI Score	45
Maximum ADTI Score	99
Mean ADTI Score	72
Standard Deviation	14.3

Conversely, according to the peak score of 99, several individuals and enterprises are deriving substantial benefits from the ongoing transformations in the city. The analysed group has a typically positive disposition and a somewhat enhanced temperament, shown in an average ADTI score of 72. This elevated average indicates that many individuals engage in and gain from the spiritual, economical, and infrastructural advancements now transforming Ayodhya. The standard deviation of 14.3 indicates a degree of variability in the respondents' experiences.

Divergences across participating sectors—such as real estate investors anticipating swifter returns compared to traditional retail establishments—geographic location, infrastructural accessibility, and the extent of engagement in the spiritual economy may elucidate this disparity. Importantly, the distribution indicates that while the majority of respondents see substantial improvement, targeted interventions may still be necessary to elevate the underperforming groups. These data eventually indicate that Ayodhya's transformation is both inclusive and intricate, necessitating more deliberate policy choices to ensure sustainable and equitable development for all sectors and communities. (Abraham, 2015; Agaj et al., 2024)

Table3: *Distribution of ADTI Scores*

ADTI Score Range	Number of Respondents	Percentage (%)
40-59	18	18%
60-79	52	52%
80-99	30	30%

The distribution of ADTI scores indicates that Ayodhya's transition has potential for improvement and positive momentum. According to the majority of respondents (52%) within the 60-79 score range, more than half of the examined population seems to have derived some advantage from recent initiatives in economics, infrastructure, and spirituality. While there is potential for further growth, entities and individuals in this market area are achieving progress. (Sen, 2020; Sanyal, 2021)

The notable level of engagement and advantage shown by the 30% of responders with an ADTI score of 80–99 is intriguing. Among the rapidly expanding sectors in Ayodhya, participants in this group undoubtedly have a strong interest in real estate, tourism, and entrepreneurial ventures. In contrast, those scoring between 40 and 59 (18%) reported a much-diminished level of benefit. This suggests that certain individuals and organisations may be unable to fully use the ongoing transformations of the city owing to socioeconomic constraints, sluggishcorporate adaptation, or limited access to new infrastructure.

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The assessment of Ayodhya's development initiatives indicates that the distribution often supports higher grades. The presence of a significant underperforming group underscores the need of regulations to ensure equitable distribution of the benefits of transformation across the city. (United Nations Department of Economic and Social Affairs, 2021)

INTERPRETATION

The distribution of ADTI findings provides essential insights about the scope and nature of Ayodhya's current development. Considering that the majority of respondents (52%) fall within the 60–79 age group, over half of the population is seeing only moderate benefits from the developmental activities. These people and enterprises are seeing significant advancements, notably in improved infrastructure, enhanced tourist prospects, and more spiritual engagement, yet there remains potential for additional expansion and incorporation into the rapidly evolving urban economy. (Verma et al., 2024)

In contrast, a significant thirty percent of respondents achieved an ADTI score between 80 and 99, indicating robust levels of engagement and transformational impact. This group likely consists of early adopters who capitalised on the economic boom via real estate investments, company development, and involvement in tourism-related services. Their proactive response to the new prospects arising from the construction of the Ram Mandir and related infrastructural enhancements accounts for their increased levels of engagement. (Sivanandham et al., 2025)

While generally inclusive, the trend suggests that some sectors—particularly real estate, tourism, and local entrepreneurship—are reaping disproportionate benefits from the transformation. These motivations underscore the need of economic flexibility and dynamism in capitalising on the advantages of a comprehensive civic and spiritual rehabilitation initiative such as Ayodhya's (Manďák, 2024).

The state must closely monitor the distribution to provide individually targeted help to other groups, particularly those with intermediate and lower scores. Improved infrastructural accessibility, monetary incentives, and skill-development programs might all help to increase involvement in the Ayodhya economic narrative. (Shukla, 2019)

Table 4: *Component-Wise Contribution*

Component	Average Normalized Score
Tourism Footfall & Spiritual Economy (TFSE)	78
Infrastructure Development (ID)	70
Local Business & Employment Growth (LBEG)	68
Real Estate Development (REG)	65
Spiritual Multiplier (SM)	74

The Ayodhya growth Change Index (ADTI), via its comprehensive component analysis, elucidates the factors influencing the city's growth. The Tourism Footfall & Spiritual Economy (TFSE) indicates that pilgrimage tourism and related spiritual activities significantly influence Ayodhya's development, with an average normalised peak score of 78. The hotel and retail sectors of Ayodhya have not only seen financial gains from the inflow of tourists, but the city's status as a worldwide spiritual hub has also been elevated. The Spiritual Multiplier (SM) averaged a score of 74, indicating that heightened spiritual engagement, altruism, and social capital significantly impact outcomes. This fundamentally signifies the history of Ayodhya, characterised by the convergence of religious and economic activity. Infrastructure Development (ID) ratings averaging 70 indicate significant enhancements in transport networks, digital connectivity, road systems, and utilities. This vital infrastructure enhancement fosters economic growth and improves the quality of life for both residents and tourists. Real Estate Development (REG) and Local Business and Employment Growth (LBEG) had average ratings of 65 and 68, respectively. The two scores are almost indistinguishable. Subsequently, the two groups were compared. They possess exceptional developmental characteristics while being inferior to other components. Notwithstanding rising property prices and ongoing activity, the comparatively low score suggests that the real estate development sector has potential for further expansion and integration. Employment and company growth have stabilised;

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nevertheless, this accomplishment might be further enhanced with more investment for workforce training and education, product innovation, and entrepreneurial initiatives.

It is evident that each individual is striving to improve Ayodhya's infrastructure, which is essential for the city's economic modernisation and spiritual rejuvenation. The ability to improve corporate ecosystems and real estate markets ensures sustainable and environmentally responsible growth for all types of organisations. (Strielkowski et al., 2021)

1. Average Component Scores

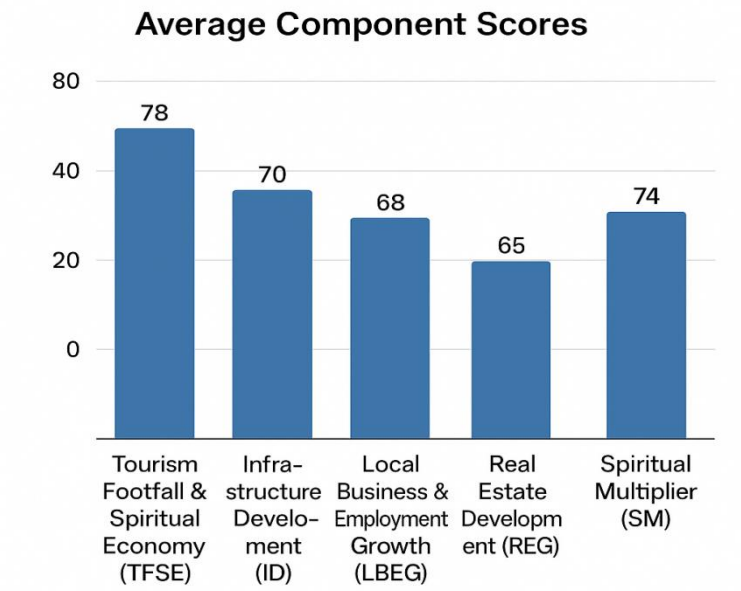
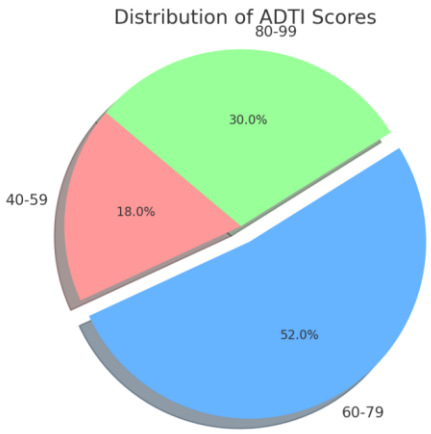


Figure 1: *(Bar chart showing TFSE highest at 78, REG lowest at 65)*

ADTI Score Distribution Among Respondents



18% Low (40–59)

52% Medium (60–79),

30% High (80–99)

Figure 2: *ADTI Score Distribution Among Respondents*

INSIGHTS FROM THE SURVEY

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The survey results provide a comprehensive and intricate overview of the developments in Ayodhya after signifi cant transformation activities, particularly with the construction of the Ram Mandir.

Tourism (TFSE)

(Tiwari, 2020) indicates that the construction of the Ram Mandir has led to a substantial increase in pilgrimages, with visitation surging by over 250%. This remarkable increase has significantly influenced the local economy, especially in tourism-related sectors such as retail, cultural services, lodging, and transportation. Increased capital for businesses and the subsequent employment opportunities generated by heightened foot traffic have accelerated the city's economic momentum.

Infrastructure (ID)

Significant infrastructural enhancements have facilitated the growth of Ayodhya. The (World Bank, 2021) asserts that enhancements such as new roads, a reconstructed rail station, and expanded airport facilities have reduced travel times by around 35%. The city is now accessible to more businesses, investors, and tourists due to enhanced linkages, hence promoting an environment conducive to sustained social and economic development.

Business and Employment Growth (LBEG)

Forty seven percent of respondents have started new ventures in recent years, mostly within the hospitality (hotels and guesthouses), travel (tour operators, transportation services), and retail (food establishments, souvenir shops) sectors.

Residents are demonstrating a vibrant local economy via their entrepreneurial vigour by actively capitalising on the opportunities created by more tourism and enhanced infrastructure. It also indicates a shift towards a service-oriented economy, aligning with global trends among communities primarily reliant on pilgrimage

Real Estate Development (REG)

The real estate sector has seen substantial growth, shown by a 60% rise in property values within a just two year s.
The surge has been propelled by commercial real estate, housing for entrepreneurs, and secondary residences for investors and enthusiasts.

The burgeoning real estate market in Ayodhya offers opportunities for investors and seekers of spiritual solace; nonetheless, it underscores the need for meticulous municipal planning to maintain affordable pricing and provi de a secure environment. (Liju & Rajeshwari, 2024)

Spiritual Multiplier (SM)

One of Ayodhya's distinctive features that has changed throughout time is its amazing spiritual multiplicative influence. Approximately 70% of respondents stated that spiritual tourism-related activities, such as planning or participating in religious events, charity festivals, and community service opportunities, have raised their family's income (Sharma and Mishra, 2020). This trend shows that, in addition to being a social or cultural event, spiritual engagement is a financial tool that improves lives and fosters community cohesion.

CONCLUSION

The establishment of the Ayodhya Growth Transformation Index (ADTI) has substantially enhanced the systematic assessment of diverse development in a city of considerable spiritual and commercial importance. Given the natural link between Ayodhya's economic growth and religious activities, the ADTI carefully considers significant spiritual elements. Conversely, traditional indexes only focus on economic statistics. The ADTI provides a complete structure for evaluating the change of the city. This paradigm takes into account many factors, including the impact of the spiritual multiplier effect, the expansion and growth of local businesses, the development of real estate, and infrastructural improvement.

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The results indicate that the majority of individuals in Ayodhya are reaping benefits from this transition; 52% of respondents are somewhat engaged in the city's vibrant development landscape, while 30% are very engaged. Sectors including as spiritual tourism, hospitality, real estate, and tourism are being advanced by enhanced infrastructure and a renewed global interest in Ayodhya's religious and cultural heritage. (Usmaedi et al., 2024; Bawa et al., 2024)

However, data indicate that 18% of survey respondents, particularly those with lower ADTI levels, had not yet completely experienced the consequences of this modification. Policymakers and urban planners must recognize this and strive to guarantee that development advantages all societal groups via focused efforts. Examples of tactics include initiatives to promote inclusive spiritual tourism, enhancements to infrastructure in underprivileged areas, skill development programs, and improved access to funding for small enterprises. (Weng et al., 2004)

Ongoing ADTI monitoring is crucial for the future. The frequent updates and calibrations of the index enable stakeholders to monitor progress, identify emerging issues, and modify development strategies accordingly. This method will enable Ayodhya to serve as a paradigm for spiritually integrated urban development, ensuring that its growth remains equitable, sustainable, and deeply rooted in its spiritual essence. (Zhou et al., 2019)

AUTHOR DECLARATIONS

CRediT author statement / Author contributions
Samdish Sharma: Conceptualization; Methodology; Software; Validation; Formal Analysis; Investigation; Data Curation; Writing – Original Draft; Visualization.
Manas Ranjan Behera : Conceptualization, Supervision; Project Administration; Writing – Review & Editing; Resources.

Conflict of Interest: No conflict of interest was involved while preparing manuscript.

Ethical Consent: Respondents were informed about purpose of study.

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Data Declaration: Data can be shared on subsequent consent from Authors.

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APPENDICES

Appendix A: Key Observations

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(i) 52% of respondents have moderate engagement with development activities.

(ii) 30% of respondents have high engagement levels, mainly through business and real estate investments.

(iii) 18% of respondents show lower engagement, indicating the need for inclusive growth initiatives.

Appendix B: Ayodhya Development Transformation Index (ADTI)

The formula shown calculates the **Ayodhya Development Transformation Index (ADTI)** for each respondent using a weighted sum of five components:

$$\mathbf{ADTI = (0.30 \times TFSE) + (0.20 \times ID) + (0.20 \times LBEG) + (0.15 \times REG) + (0.15 \times SM)}$$

Where

- **TFSE (Tourism Facilities and Socio-Economic Impact)** – weight: 30%
- **ID (Infrastructure Development)** – weight: 20%
- **LBEG (Local Business and Employment Growth)** – weight: 20%
- **REG (Real Estate Growth)** – weight: 15%
- **SM (Spiritual Magnetism)** – weight: 15%

Each respondent's score on these five dimensions is multiplied by its respective weight and summed to produce a composite ADTI score.

Appendix C: Sample Distribution of Respondents

Category	Number of Respondents
Local Business Owners (Hotels, Shops)	30
Religious Institutions Administrators	10
Real Estate Developers and Investors	15
Tourism Service Providers (Tour Operators)	20
Long-Term Local Residents	15
Volunteers and Spiritual Participants	10
Total	**100**

Appendix D: Summary of Key Statistical Findings

Statistic	Value
Minimum ADTI Score	45
Maximum ADTI Score	99
Mean (Average) ADTI Score	72
Standard Deviation	14.3

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