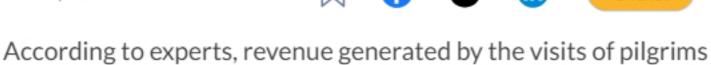
https://www.hindustantimes.com/cities/lucknow-news/uttar-pradesh-ssmaller-pilgrim-towns-to-grow-with-big-investment-in-pipeline-101707590012534.html

Uttar Pradesh's smaller pilgrim towns to grow with big investment in pipeline

By Pawan Dixit X, Lucknow

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will boost the local economy, spur infrastructure and generate employment.



but smaller pilgrimage centres like Mathura, Chitrakoot, Mirzapur (Vindhyachal), Sitapur (Naimisharanya) and Sant Kabir Nagar are also attracting investment proposals from

impelmented when the Uttar Pradesh government holds the

latest edition of the groundbreaking ceremony in Lucknow

According to experts, revenue generated by the visits of

the hospitality industry. These proposals are set to be

in the Yogi Adityanath government's religious tourism push

pilgrims will boost the local economy, spur infrastructure and generate employment. Experience Delhi's rich history through a series of heritage walks with HT! Participate Now Besides, these smaller towns too have religious significance

understanding (MoUs) signed by the state tourism department with private players are not only confined to Ayodhya and Varanasi.

Varanasi, the abode of Lord Shiva, has bagged the highest

investment proposals of ₹6507 crore. The pilgrim footfall in

this holy city has grown manifold after inauguration of the

Kashi Vishwanath Corridor by Prime Minister Narendra

Modi in December 2021. Ayodhya, which has regained its

in Hindu mythology. That is why the memorandums of

glory after the consecration ceremony of Ram Lalla, is not far behind with investment proposals of ₹4233 crore. While Varanasi is a big city, the others are small towns. Around 530 km from Ayodhya is Mathura, also famous as the land of lord Krishna. This town in western Uttar Pradesh has bagged MoUs of over ₹3278 crore.

Mathura's proximity to Vrindavan has helped the city

become an important tourist destination. Both are 15

Lord Krishna had spent his childhood. Chitrakoot is another prominent religious destination, where ₹327 crore MoUs of the tourism department will be rolled out at the groundbreaking ceremony to be held in Lucknow.

kilometres apart. Vrindavan is part of Mathura district where

For Sant Kabir Nagar, MoUs of ₹410 crore will be rolled out. Maghar, a nagar panchayat in Sant Kabir Nagar, is the final

resting place of Sant Kabir, a revered mystic poet of the 15th

century.

The faithful believe the holy trinity in the Hindu pantheon --

Brahma, Vishnu and Shiva-took incarnations in this town.

Memorandums of understanding of over ₹303 crore will be implemented in Sitapur district, 90 km from Lucknow, due to its proximity to Naimisharanaya, which is among the 51 Shakti Peeths across the country. This small town is linked to

Mirzapur is another small district where MoUs of ₹175 crore will be implemented due to the presence of Vindhyachal dham, another prominent Shakti Peeth.

Lord Vishnu, Goddess Sati and Lord Shiva.

"Religious tourism can contribute significantly to economic growth of a place. Devotees spend more money on accommodation, transportation and local goods as compared to conventional tourists," said principal secretary, tourism, Mukesh Meshram.

The MoUs signed and to be rolled out for the spiritual centres are as follows: Varanasi (₹6507 crore), Ayodhya - (₹4233 crore), Mathura (₹3278 crore), Sant Kabir Nagar (₹410 crore), Sitapur (₹303 crore), Chitrakoot (₹327 crore) and Mirzapur (₹175 crore).