

UP to analyse eco impact of Kumbh across 11 districts

Efforts On To Replicate Developmental Momentum Across UP

TIMES NEWS NETWORK

Lucknow: The UP govt has instructed the directorate of local bodies to study the economic impact of Maha Kumbh across 11 districts.

An official spokesperson said: "Drawing inspiration from this mega event's success, efforts are underway to replicate its developmental momentum across the state. The directorate of local bodies has directed municipal commissioners and executive officers to submit comprehensive reports detailing the Maha Kumbh's economic influence."

Stating that the Maha Kumbh elevated religious and spiritual engagement and significantly boosted tourism, hospitality, transpor-

tation, local industries and employment, the spokesperson said: "Recognising its multi-sectoral impact, the directorate has identified Prayagraj, Maha Kumbh Nagar, Varanasi, Ayodhya, Lucknow, Mathura, Mirzapur, Sonbhadra, Chitrakoot, Agra and Sitapur for a detailed eco-

KEY AREAS OF FOCUS

- Economic contribution of water supply and utility services
- Income and expenditure data of urban local bodies
- Growth trends in tourism and hospitality sectors
- Impact on employment generation and local businesses



nomic assessment."

Officials concerned said that the focus will mainly be on Dec-Feb data while noting that events like the Maha Kumbh not only boost religious and spiritual activities but also bring substantial benefits to tourism, the hotel industry, transport, local busi-

nesses and employment.

"A detailed analysis will be conducted to assess the economic impact of such events on the economy, based on the data gathered. Additionally, plans are in place to launch several new initiatives, drawing valuable insights from this experience," they said.

They also pointed out that the study will help craft a roadmap for the development of other prominent religious destinations, such as Ayodhya, Mathura and Varanasi.

"Prayagraj's positive outcomes can be leveraged to stimulate economic growth in other cities through enhanced infrastructure, improved tourism facilities and promotion of local entrepreneurship," they said.