



Ayodhya Ram Mandir: How Did Indian Businesses Contribute To The Facility?

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The Confederation of All India Traders (CAIT) on Tuesday revealed that the consecration of the Ram Mandir in Ayodhya contributed to an estimated business turnover of Rs 1.25 lakh crore nationwide. Delhi alone witnessed trade transactions amounting to approximately Rs 25,000 crore, while Uttar Pradesh experienced a notable surge of around Rs 40,000 crore.

This economic upswing is credited to the extensive array of programs orchestrated by the trading community throughout the country. More than 30,000 trade bodies orchestrated over 1.5 lakh programmes across India between January 1-22. These events encompassed diverse activities such as Shri Ram Shobha Yatra, Ram Pheris, Shri Ram Sanvad, and devotional musical programs.

Beyond the nationwide trade facilitated by small entrepreneurs and businesses, several enterprises and startups played a significant role in supporting the construction of the temple and its facility. Their contributions also extended to aspects such as illuminating the temple, implementing AI-powered security cameras and ensuring seamless network connectivity on the premises.

Tata Consulting Engineers (TCE)

Tata Consulting Engineers (TCE) played a crucial role in the construction of the Ram Mandir, serving as the design review, engineering and project management consultant for the entire project. In its efforts, TCE conducted 3D structural analysis, implemented unprecedented foundation innovations such as roller-compacted concrete and reimaged the plinth foundation using igneous rocks.

The firm's contributions extended to comprehensive thermal analysis for the raft foundation, 4D modeling for project management, and the implementation of innovative stabilizing solutions for Kuber Tila.

Further, TCE's involvement extended beyond the temple structure to encompass the entire temple complex. The firm played a pivotal role in

landscaping, designing pathways and integrating sculptures seamlessly.

TCE also contributed significantly to the development of auxiliary structures such as the Pilgrim Facilitation Centre, ensuring visitor needs were met and implementing essential facilities like medical centers, VIP lounges, security measures and more.

Additionally, as the consultant for the Parkota, TCE oversaw the design and engineering of the 732-metre-long square pathway, showcasing the use of Bansi Paharpur Red Sandstone.

Champat Rai, General Secretary of Shri Ram Janmabhoomi Teerth Kshetra, acknowledged TCE's contribution and said, "Tata Consulting Engineers is a renowned engineering consulting firm known for its expertise in engineering, design and project management. They played a crucial role in the planning and execution of the Ayodhya Temple project, contributing to its structural integrity and architectural excellence. Their commitment to quality and innovation has made a lasting impact on this historic endeavour."

Vodafone Idea (Vi)

Vodafone Idea (Vi), the country's third-largest telecom company, in an effort to ensure better network connection for all visitors and pilgrims in Ayodhya has collaborated with the Department of Telecommunications (DoT), the Government and local authorities such as the Ayodhya Development Authority, Public Works Department, Airport Authority and local Police. The telco has undertaken significant improvements to its network infrastructure. These enhancements include the upgrade of existing sites throughout key areas in Ayodhya city.

To facilitate a swift execution of these upgrades, the DoT and other relevant departments facilitated speedy approvals for tower space, material movement and manpower deployment. Vi's efforts extended beyond mere expansion, as the telecom company has boosted its network coverage, increased capacity and improved backhaul connectivity by augmenting its network across all spectrum bands within Ayodhya.

The network enhancements cover crucial points throughout the city, including Ayodhya Railway Station, Ram Mandir Campus, the Airport, Railway station and connecting highways to Lucknow and Varanasi. Vi has strategically added new sites and upgraded/refarmed L2100 spectrum capacity across every nook and corner of the city.

Reliance Jio

Jio, India's largest telecommunications company and a subsidiary of the Reliance Group, has undertaken significant advancements in Ayodhya by upgrading its True4G and Standalone 5G networks. The city now boasts additional towers strategically positioned to guarantee improved and uninterrupted network coverage.

In a bid to further augment connectivity, Multiple Cells on Wheels (CoWs) have been strategically deployed in key locations, enhancing network capabilities in crucial areas. Addressing the practical needs of visitors, Jio has introduced charging stations along vital pathways, providing a convenient solution for visitors to recharge their devices. Some of these charging stations are set to become permanent fixtures in Ayodhya.

Havells

Havells undertook the task of supply, installation, testing and commissioning of customised lighting elements at the Ram Mandir. The company tailored designs for the Garbh Griha, pillars, arches, ceilings and marble steps added a touch of divinity to the temple, accentuating its unique architectural features.

Parag Bhatnagar, President, Havells India said, "We feel honoured and privileged to have been entrusted with the responsibility of illuminating Shri Ram Mandir, contributing to the timeless legacy of this sacred site. As the doors of the temple open to devotees and visitors, we take pride in knowing that our lighting solutions have not only enhanced the visual splendor of the surroundings but have also added a touch of divinity to the entire experience."

Mirasys

Mirasys (India) is playing an important role in securing the Ram Mandir in Ayodhya through the deployment of advanced AI-based video surveillance and analytics systems. With over 500 strategically placed cameras, the company is ensuring comprehensive coverage of the temple premises, key points in Ayodhya and critical entry and exit points. The centralised access to video feeds, coupled with multi-tiered encryption, bolstered security measures against potential threats and data tampering.

The AI-powered technology facilitated a 360-degree view, high-definition zoom capabilities and accurate facial recognition, contributing to effective crowd management and estimation. Mirasys's system enabled real-time analysis of security situations, reportedly allowing swift responses to potential threats during the Pran Pratishtha ceremony. The technology also offered smart features like queue management, threshold alerts and hourly to daily devotee count monitoring.

"From hundreds of cameras all around and facial recognition system to crowd estimation and threshold alerts, queue management, hourly to daily devotee count etc, the Pran Pratishtha also marks a smart transformation of Ayodhya in terms of security, with cutting-edge AI Video Analytics and surveillance tech," said Arindam Das Sarkar, Managing Director, Mirasys (India).

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