

## **TEMPLONOMICS, THE FUTURE OF VIBRANT BHARAT (INDIA)**

1st Author: Dr Shankar Subramanian Iyer, DBA, Faculty, Westford University College, Al Tawuun, Sharjah, UAE, shankar.s@westford.org.uk, ORCID No. 0000-0003-0598-9543.

2nd Author: Dr A. Seetharaman, Dean Research, seetha.raman@spjain.org, S.P. Jain School of Global Management, Singapore Campus, <https://orcid.org/0000-0003-0980-4198>,

3rd Author: Dr Raman Subramanian, Associate Dean, Westford University College, Al Tawuun, Sharjah, UAE, raman@westford.org.uk, ORCID No. 0000-0002-7175-3187

4<sup>th</sup> Author: Dr K. Maddulety, Deputy Director, PhD, S.P. Jain School of Global Management, Mumbai Campus, k.maddulety@spjain.org, <https://orcid.org/0000-0002-8328-9721>.

5<sup>th</sup> Author: Dr Divakar G.M, Senior Faculty, PhD, Westford University College, Al Tawuun, Sharjah, UAE, divakar.g@westford.org.uk, ORCID No. 0000-0001-6678-7374.

6<sup>th</sup> Author: Dr Bindu Nair, Associate Dean, Westford University College, Al Tawuun, Sharjah, UAE, bindu.n@demont.ac.ae, ORCID No. <https://orcid.org/0000-0001-8420-1595>

7th Author: Dr Amit K. Singh, Faculty, Westford University College, Al Tawuun, Sharjah, UAE, amit.k@westford.org.uk, Orcid ID: 0009-0001-4938-4135.

### **Abstract:**

Templenomics presents a visionary approach to shaping the future economic landscape of Bharat (India) by leveraging its rich cultural heritage, technological advancements, and demographic dividend. This research delves into the core principles and strategies of Templenomics, aiming to elucidate its potential as a transformative framework for sustainable development and prosperity. The purpose of this research is to explore the Temple ecosystem through an interdisciplinary analysis encompassing economics, culture, technology, and governance, this study explores how Templenomics can drive inclusive growth, foster innovation, and preserve cultural identity. It examines the role of traditional Indian temples as centers of community, education, and economic activity, proposing ways to harness their potential for socio-economic empowerment. Additionally, this research investigates the integration of modern technologies such as blockchain, AI, and renewable energy within the Templenomics framework to enhance efficiency, transparency, and environmental sustainability. The research uses mixed methodology to explore the conceptual model and hypotheses testing. By synthesizing insights from historical precedents, contemporary case studies, and expert perspectives, this study offers a comprehensive understanding of Templenomics as a catalyst for building a vibrant and resilient Bharat. The findings of this research

contribute to the research area exploring the sustainability, economic and social benefits accrued from the temple townships in the earlier years and in the current to the future development of Bharat as a superpower.

**Keywords:** Templenomics, Bharat, India, Economic development, Cultural heritage, Technology, Inclusive growth, Innovation, Traditional temples, Socio-economic empowerment, Blockchain, Artificial Intelligence, Renewable energy, Sustainability.

## Introduction

**Figure 1**



Borrowed from Ministry of Tourism, India.

Temple economics itself isn't a single, well-defined system. It generally refers to economic models inspired by ancient societies. Temples ( as shown in figure 1) or other religious bodies could hold significant land and resources, influencing production and distribution. Reciprocal labor, communal ownership, and social welfare might be prioritized over individual profit maximization. Sustainability and environmental stewardship could be central principles. Sustainability in economics refers to the ability to maintain a system over time without depleting resources or harming the environment. While some aspects of temple economics might align with sustainability principles, there are also potential challenges. Focus on local self-sufficiency and resource management might limit the potential for technological advancement and economic expansion. Depending on the specific structure, religious or political elites might hold undue power, leading to social inequalities. Applying historical models directly to contemporary societies with different technologies and social structures might be difficult. Therefore, it's important to consider the specific features of a "temple economics" model and its context when evaluating its sustainability . Some aspects might be valuable, while others might require adaptation or reconsideration (Vijayabanu et al., 2023).

In recent years, India has emerged as one of the world's fastest-growing economies, poised to play a pivotal role in shaping the global landscape. With a burgeoning population, diverse cultural heritage, and a burgeoning digital ecosystem, India stands at the cusp of transformative change. As the nation strides towards achieving its vision of becoming a global powerhouse, it is imperative to explore innovative economic paradigms that can unlock the full potential of its people and resources. One such paradigm that warrants exploration is "Templenomics" – a forward-thinking approach aimed at fostering vibrancy, inclusivity, and sustainability in the Indian economy. India's economic journey has been marked by remarkable progress and persistent challenges. From the liberalization reforms of the 1990s to the digital revolution of the 21st century, the country has witnessed significant strides in economic growth, industrialization, and technological advancement (George, 2023). However, amidst these achievements, disparities in income distribution, regional development, and social inclusion persist, posing formidable obstacles to India's quest for holistic development. In this context, the concept of "Templenomics" emerges as a beacon of hope, offering a novel framework for addressing the multifaceted challenges confronting India. Inspired by the principles of sustainability, equity, and innovation, Templenomics advocates for a paradigm shift in economic policymaking, centered around the holistic well-being of all stakeholders – from citizens and communities to businesses and government entities. At its core, Templenomics seeks to foster a vibrant ecosystem where entrepreneurship thrives, innovation flourishes, and social capital is nurtured. By leveraging the power of technology, fostering inclusive growth, and prioritizing environmental stewardship, Templenomics aims to create a future where every Indian can realize their full potential and contribute meaningfully to the nation's progress. As India stands at the crossroads of opportunity and challenge, the exploration of Templenomics presents a timely and compelling endeavor. Through rigorous research and informed discourse, this study seeks to unravel the principles, prospects, and policy implications of Templenomics, illuminating pathways towards a future of vibrant Bharat – a future where prosperity is shared, opportunities abound, and the promise of India's potential is fully realized (El Menyari, 2021).

At Ayodhya the township has developed around the temple and the tourist attraction is immense. The officials at the tourism department are expecting 10 million visitors on a daily basis which amounts to 3650 million and revenue of 45 billion on an annual basis. The GOI is attempting to set up such 80 townships across the country which existed pre-British period and have to be restored now (Business Today, 2024, January 22).. This is a huge revenue of 3.65 trillion in tourism only. The temple economy in India amounts to approximately 3.02 lakh crores, making up 2.32% of the GDP and providing employment for millions of individuals. This significant economic sector is poised to play a vital role in the government's strategy to attract Foreign Direct Investment (FDI) exceeding \$100 billion. Emphasizing the potential of the tourism industry to generate 100 million jobs, the article underscores the vision of utilizing temples and Yatras (pilgrimages to holy sites, sacred mountains, rivers, or other

revered locations) as key drivers for tourism promotion and economic expansion (Janjua et al., 2021).

India is home to a vast array of temples, ranging from small local shrines to grand architectural wonders that attract millions of pilgrims each year. These temples serve as centers of religious worship, cultural heritage, and community gathering, playing a significant role in the social fabric of the nation. The sheer scale and diversity of temples in India underscore their importance as not just places of spiritual significance but also as economic, social, and educational hubs. According to estimates, there are millions of temples spread across India, representing various faiths and traditions. These temples are managed by both government bodies and private trusts, with considerable resources allocated for their maintenance, administration, and development. Temple festivals and ceremonies are celebrated with great fervor, drawing devotees from far and wide and contributing to the cultural richness and tourism industry of the regions where they are located. India is home to numerous temple townships, each with its own unique cultural, historical, and religious significance (Swain et al., 2023). While it's challenging to provide an exact number, there are several well-known temple townships scattered across the country. Some of the renowned examples are

- Varanasi, Uttar Pradesh: Known as the spiritual capital of India, Varanasi is famous for its ancient temples, ghats, and religious fervor.
- Tirupati, Andhra Pradesh: Home to the renowned Venkateswara Temple, Tirupati attracts millions of devotees annually, making it one of the wealthiest temple townships in India.
- Madurai, Tamil Nadu: The city of Madurai boasts the iconic Meenakshi Amman Temple, a significant pilgrimage site and architectural marvel.
- Puri, Odisha: Puri is famous for the Jagannath Temple, dedicated to Lord Jagannath, and attracts pilgrims from across the country.
- Mathura-Vrindavan, Uttar Pradesh: These twin cities are revered as the birthplace of Lord Krishna and are dotted with numerous temples dedicated to him.
- Ayodhya, Uttar Pradesh: Known as the birthplace of Lord Rama, Ayodhya is home to several ancient temples, including the Ram Janmabhoomi.
- Rameswaram, Tamil Nadu: Situated on an island in the Gulf of Mannar, Rameswaram is known for the Ramanathaswamy Temple, one of the 12 Jyotirlinga temples.
- The Padmanabhaswamy Temple: situated in Thiruvananthapuram, the capital of Kerala, India, is a sacred Hindu temple devoted to Vishnu.

These are just a few examples, and there are many more temple townships across India, each with its own cultural heritage and religious significance. Implementing a Temple Economics model in India could have significant economic ramifications. Temples, being major centers of pilgrimage and tourism, could become focal points for economic activity and development in their surrounding areas. By leveraging the resources and infrastructure of temples, initiatives such as heritage tourism, artisanal crafts, and cultural festivals could be promoted, leading to job creation and revenue generation. Moreover, the management and administration of temple assets could be streamlined and optimized, ensuring efficient utilization of resources for both religious and socio-economic purposes (Purnamawati et al., 2023). Temple funds could be directed towards community welfare programs, infrastructure development, and educational initiatives, fostering inclusive growth and socio-economic empowerment. However, it's crucial to ensure transparency, accountability, and equitable distribution of resources in the implementation of Temple Economics. Careful oversight and governance mechanisms must be put in place to prevent misuse or mismanagement of temple funds, safeguarding the integrity and sanctity of these institutions. The implementation of Temple Economics could have far-reaching social implications, both positive and negative. On one hand, temples could serve as catalysts for social cohesion, fostering a sense of community belongingness and cultural identity. Initiatives such as skill development programs, healthcare services, and literacy campaigns could be undertaken within temple premises, benefiting marginalized communities, and promoting social inclusion (Akumarthi, 2023). However, there's a risk of commercialization and commodification of religious spaces under the Temple Economics model. If not regulated effectively, temples could become commercial hubs, prioritizing profit over spiritual and social welfare. This could lead to disparities in access to religious services and exclusion of disadvantaged groups, exacerbating social tensions and inequality. Incorporating educational initiatives into the Temple Economics model holds promise for enhancing access to quality education, especially in rural and underserved areas. Temples could serve as educational hubs, offering vocational training, scholarships, and educational infrastructure to empower youth and bridge the gap in educational attainment. However, there's a need for caution to ensure that educational initiatives promoted through temples remain secular and inclusive, respecting the diverse religious and cultural fabric of India. Additionally, efforts should be made to uphold the autonomy and integrity of educational institutions, preventing undue influence or indoctrination. The implementation of Temple Economics could have political ramifications, particularly in terms of governance, secularism, and separation of religion and state. Politicization of temple management and

administration could lead to conflicts of interest, polarization, and erosion of secular principles, undermining the democratic fabric of the country. Furthermore, debates over resource allocation, control, and ownership of temple assets could become contentious issues, with implications for political stability and social cohesion. It's essential for policymakers to navigate these challenges with sensitivity, ensuring that the principles of democracy, secularism, and pluralism are upheld while harnessing the potential of temples for socio-economic development. There are approximately 150,000 temples which can drive the future economy of India by development of township around the main temples (Kestenbaum et al., 2023). The paper proposes to provide an Overview of temple economics as an economic model inspired by ancient societies, discuss the influence of temples on production, distribution, and community welfare, sustainability of the Indian economic. The paper will present key findings and arguments, reflect on the potential of Temple Economics to drive India's future economy and comment on the prospects, and policy implications of Templenomics by using mixed methodology of expert opinion and stakeholder's consensus.

### **Research Scope**

The research aims to explore the concept of Templenomics and its potential implications for shaping India's economic, social, and cultural landscape. This study will delve into various aspects of Templenomics, including its principles, feasibility, challenges, and opportunities, with a focus on fostering inclusive and sustainable development in India. Additionally, the research will examine the role of temples as economic drivers, cultural repositories, and centers for community empowerment, elucidating pathways towards a vibrant and prosperous India.

### **Research Questions:**

1. What are the key principles and components of Templenomics, and how do they differ from conventional economic models?
2. What is the historical and contemporary significance of temples in India, and how have they contributed to the socio-economic, educational, political fabric of the nation?



3. How can Templenomics contribute to fostering inclusive growth, reducing socio-economic disparities, and promoting sustainable development in India?
4. What are the policy implications of Templenomics, and what role should the government, civil society, and other stakeholders play in its implementation and governance?

### **Research Objectives:**

1. To examine the concept of Templenomics and its underlying principles, drawing insights from relevant literature, historical precedents, and contemporary developments.
2. To analyze the socio-economic, educational, and political significance of temples in India, including their role as centers of worship, cultural heritage, and economic activity.
3. To propose strategies and policy recommendations for effectively harnessing the potential of Templenomics to promote inclusive and sustainable development in India.
4. To foster informed discourse and dialogue on the concept of Templenomics, engaging with policymakers, scholars, practitioners, and other stakeholders to explore its implications and possibilities for shaping India's future.

### **Literature Review**

Environmental factors play a significant role in shaping Temple economics in India. These factors can influence various aspects of temple operations, management, and the overall economic impact of temples on their surroundings. The location and surroundings of temples significantly influence visitor traffic and tourism, crucial revenue sources. Factors like scenic beauty, ecological diversity, and accessibility attract pilgrims and tourists, bolstering temple economics. Temples often own vast lands and natural resources, with water availability, soil fertility, and biodiversity affecting agricultural productivity and revenue. Environmental factors impact temple infrastructure, with climate, terrain, and natural disasters influencing construction, maintenance, and visitor accommodations. Many temples reside in ecologically sensitive areas, with conservation efforts and eco-tourism initiatives supporting revenue while preserving natural heritage. Environmental regulations shape temple

operations, including waste management, energy efficiency, and compliance costs, affecting revenue streams. Climate change poses risks to temple infrastructure and ecosystems, necessitating adaptation measures like disaster preparedness and sustainable land management for safeguarding temple economics (Parker et al., 2022).

Economic factors play a vital role in shaping Temple economics in India, impacting various facets of temple operations, revenue streams, and financial sustainability. Temples serve as magnets for pilgrims and tourists, injecting funds into local economies through spending on accommodations, transportation, food, and souvenirs. Fluctuations in economic conditions and tourism patterns directly influence visitor numbers and expenditure, consequently affecting temple revenues. Donations and offerings constitute a substantial portion of temple income, with economic factors like income levels, employment rates, and overall prosperity influencing devotees' generosity and ability to contribute. Additionally, many temples possess extensive land holdings utilized for agriculture or commercial leases, with agricultural productivity, land values, and market demand affecting revenue generation from these assets. Economic growth and government expenditure impact infrastructure development surrounding temples, enhancing accessibility, visitor experience, and revenue potential. Endowments and investments contribute to temple financial stability, with economic conditions influencing investment returns and asset management strategies. Furthermore, economic policies, taxation, and regulatory changes have implications for temple finances, affecting revenues, expenditures, and compliance costs. Temples also engage in social welfare and community development initiatives, the scope and effectiveness of which are influenced by economic factors, especially during periods of economic flux (McNutt et al., 2020).

In India, strong religious beliefs and practices drive devotees to visit temples regularly, participate in rituals, and contribute donations, sustaining temple patronage and financial support. Temples act as community hubs, hosting gatherings, festivals, and social events, fostering a sense of belonging and identity among devotees. Social connections within temple communities encourage mutual support and collective contributions to temple finances. Volunteerism and service from devotees, including maintenance and event organization, reduce operational costs and support temple activities. Many temples engage in charitable initiatives like free meals and healthcare, attracting support from devotees and philanthropists. The cultural and historical significance of temples draws tourists and scholars, generating revenue through entry fees and donations, thus promoting economic growth. Additionally, temples provide social support networks, offering counseling and assistance to individuals in need, strengthening community bonds and commitment to temple activities (Pandey, 1994); (Reddy, 2024); (Elfaleh et al., 2024).



Spiritual factors wield significant influence on temple economics, molding devotees' attitudes, behaviors, and financial contributions. Devotees feel a profound sense of duty and devotion, leading to regular visits, participation in rituals, and financial support for temple maintenance. Many adhere to the belief that contributing financially to temple activities accrues spiritual merit and blessings, driving monetary backing. Religious obligations, such as donations and rituals, are viewed as integral to spiritual practice, prompting consistent financial contributions. Seeking divine intervention and blessings, devotees perceive supporting temple finances as pivotal, influencing their monetary donations. Temples serve as spiritual sanctuaries, fostering community and shared values, fostering devotee's commitment to sustaining and enhancing the temple's spiritual mission through financial support (Martinho et al., 2023).

Sustainable practices significantly influence temple economics by improving operational efficiency, resource management, and community involvement. Utilizing energy-efficient measures like LED lighting and solar panels reduces costs and supports environmental sustainability, preserving funds for temple activities. Water-saving technologies and rainwater harvesting systems minimize water usage and expenses, ensuring long-term financial stability while protecting the environment. Waste reduction programs lower disposal costs and generate revenue from recycled materials, enhancing temple finances. Investing in eco-friendly infrastructure and engaging in community sustainability initiatives attract environmentally conscious devotees, boosting revenue. Additionally, biodiversity conservation efforts not only benefit ecosystem health but also attract nature enthusiasts and eco-tourists, further supporting temple economics (Bhardwaj, 2022).

Governance factors are essential for temple economics, ensuring transparent resource management, fostering accountability, and building stakeholder trust. Effective governance practices encompass financial management, resource allocation, and regulatory compliance, instilling confidence among devotees and donors. Transparent decision-making processes guide the fair distribution of resources to support temple operations and community programs. Compliance with legal obligations and risk management practices safeguard temple finances, promoting long-term sustainability. Upholding ethical standards and promoting stakeholder engagement further enhances trust and credibility, fostering a sense of ownership and commitment to temple economics within the community (Dinizulu et al., 2024).

Temples in India are prominent tourist destinations, attracting millions of visitors annually, both locally and internationally. The revenue generated from temple tourism, including entry fees, donations, and sales of religious items, directly bolsters the national economy. Furthermore, temples often function as economic hubs within

their communities, bolstering local businesses such as hotels, eateries, and souvenir shops. The economic activity surrounding temples creates job opportunities and stimulates growth in neighboring areas (Bhadeshiya et al., 2024).

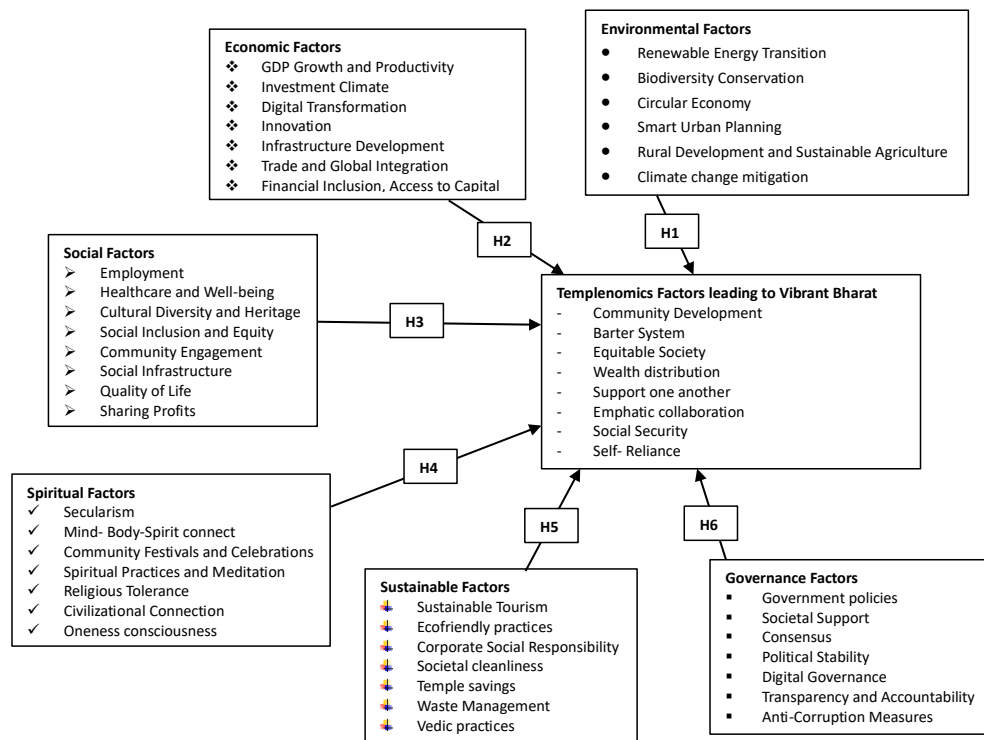
Investments in temple infrastructure by both governmental and private entities, such as roads, transportation, and utilities, not only enhance access to temples but also contribute to broader regional development. Improved infrastructure supports tourism and economic endeavors, thereby driving economic expansion. Temples are integral to India's rich cultural heritage, serving as architectural wonders with deep historical significance. Preservation efforts for temples not only promote cultural tourism but also aid in heritage conservation, amplifying India's global appeal and attracting enthusiasts. Many temples actively engage in social welfare initiatives, spanning education, healthcare, and community development. These endeavors address societal needs, enhance human capital, and foster social and economic advancement in surrounding communities. Donations from devotees to temples often fund philanthropic endeavors, such as disaster relief, poverty alleviation, and educational scholarships. Charitable contributions through temples play a pivotal role in uplifting society and fostering economic empowerment. Moreover, with the rise in popularity of wellness tourism, temples offering spiritual retreats, yoga, meditation, and ayurvedic treatments appeal to wellness-seeking tourists. This niche market not only adds to tourism revenue but also promotes holistic well-being, aligning with India's wellness tourism goals (Wu et al., 2024).

Templenomics, which focuses on the economic, social, and cultural dimensions of temples and their impact on society and the economy, stands to gain from integrating ESG principles. ESG factors, encompassing environmental impact, social responsibility, and governance practices, are crucial considerations for temples given their significant influence on surrounding communities. Integrating ESG into temple management can foster sustainable practices like eco-friendly initiatives, enhance social inclusivity, and ensure transparent governance. Environmental, Ethical, and Social (EES) considerations are also paramount for Templenomics, especially regarding the environmental impact of temple activities, ethical resource management, and community social responsibilities. Temples, often possessing vast resources, must manage them sustainably to aid environmental conservation and ensure ethical utilization for societal benefit (Singh et al., 2024). The Triple Bottom Line (TBL) approach, focusing on economic prosperity, social equity, and environmental sustainability, offers a framework for evaluating temple impacts. Adopting TBL principles in Templenomics entails assessing economic impacts, promoting social equity through inclusive practices, and championing environmental sustainability via eco-friendly measures and resource preservation. By integrating ESG, EES, and TBL

principles, Templenomics can foster sustainable development, bolster community development, aid environmental conservation efforts, and promote transparent and ethical governance practices, thereby contributing to the overall well-being and integrity of temple ecosystems (Fu et al., 2024). The conceptual model shown in figure 2 and the hypotheses formulated are shown below.

## Conceptual model using the integrated ESG, EES, Triple Bottomline models for Templenomics, the future of vibrant Bharat (INDIA)

Figure 2



Developed by the Authors

## Hypotheses

**H1:** There is a significant relationship between Environmental Factors and Templenomics Factors leading to Vibrant Bharat.

**H2:** There is a significant relationship between Economic Factors and Templenomics Factors leading to Vibrant Bharat.

**H3:** There is a significant relationship between Social Factors and Templenomics Factors leading to Vibrant Bharat.

**H4:** There is a significant relationship between Spiritual Factors and Templenomics Factors leading to Vibrant Bharat.

**H5:** There is a significant relationship between Sustainable Factors and Templenomics Factors leading to Vibrant Bharat.

**H6:** There is a significant relationship between Governance Factors and Templenomics Factors leading to Vibrant Bharat.

## Methodology

The topic is so vast that it requires substantial research, and it will contribute to the research area as there are not many findings on this topic. Mixed methodology will open the interest on this topic and encourage future research. The survey will be conducted across the Indian states and parts of Malaysia, Indonesia, UAE where the temple culture predominates. The sample size of 888 respondents will be collected and analyzed to test the hypotheses formulated. The expert opinion of 25 Industrial, Temple Management, government officials will give detailed viewpoints on the various aspects of the topic. The quantitative data analysis will be done using PLS-SEM on ADANCO 2.3 and the qualitative data analysis will be done using thematic analysis. Thematic analysis served as the methodology for scrutinizing interview data. The researcher meticulously transcribed and evaluated responses to ensure precision (Strijker et al., 2020). By coding the data and scrutinizing it for commonalities, primary themes and sub-themes emerged. The study's discoveries were efficiently showcased through Table 1, which succinctly summarized the identified main themes and sub-themes. Quantitative research techniques streamlined the analysis of extensive data, yet their drawback lay in the inability to offer nuanced explanations for participant's decisions. In response, the questionnaire incorporated open-ended queries, fostering more elaborate participant feedback. To counterbalance bias, the study embraced a diverse and representative sample of 888 individuals from various nations. The questionnaire's meticulous structure addressed all pertinent aspects of the research topic through clear, succinct inquiries. Employing a blend of qualitative and quantitative methodologies, the study achieved a holistic comprehension of the subject matter: qualitative data furnished intricate insights, while quantitative data facilitated

statistical analysis (Iyer, 2020). Table 1 gives a summary of the thematic analysis of the interviews conducted for 25 experts.

**Table 1. Interview Summary**

| <b>Interviewee no,<br/>(Experience in<br/>years),<br/>Designation,<br/>Location</b> | <b>Main Comments on “Templenomics, the future of vibrant<br/>Bharat (INDIA)” (Other Interviewees agreeing to these<br/>comments)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 1. (10)<br>CEO, NGO,<br>Holy trust in<br>Uttar Pradesh,<br>India.                   | <ul style="list-style-type: none"> <li>- Environmental sustainability leads to protecting natural resources and ecosystems for future generations. The interplay between environmental factors and economic development is increasingly evident in the context of India's aspirations for a vibrant future.</li> <li>- India's push towards renewable energy is crucial for several reasons. Firstly, it reduces the dependency on fossil fuels, which not only contributes to air pollution but also makes the economy vulnerable to price fluctuations in the global oil market.</li> <li>- A transition to renewable energy can create new economic opportunities, such as jobs in the renewable energy sector, and can attract investment in infrastructure development. India's biodiversity is incredibly rich and vital for its economic prosperity, particularly in sectors like agriculture, pharmaceuticals, and tourism.</li> <li>- By promoting practices such as recycling, reuse, and remanufacturing, the circular economy can create new business opportunities, reduce production costs, and enhance resource efficiency. (Interviewee 4, 10, 12, 15, 21) (Joensuu et al.,2020)</li> </ul> |

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| <p>2. (15),<br/>Head, Temple<br/>Trust<br/>Management,<br/>Chennai</p>        | <ul style="list-style-type: none"> <li>- Preserving biodiversity enhances Vibrant Societal Value Factors through fostering a bond with nature, celebrating cultural diversity, and bolstering ecological resilience.</li> <li>- Conservation efforts not only preserve unique ecosystems but also protect vital ecosystem services like pollination, water purification, and climate regulation, which are fundamental for sustainable agriculture, human health, and resilience against climate change impacts.</li> <li>- Human rights ensure that individuals are treated with dignity, equality, and respect and contributes to Equitable Sustainable Factors by advocating for social justice, equal opportunities, and fair treatment for all members of society.</li> <li>- This can contribute to job creation in waste management, recycling industries, and sustainable product design, thereby promoting inclusive growth (Interviewee 4, 7, 10, 16), (Kavas et al., 2023); (Malik et al., 2023).</li> </ul> |
| <p>3. (13),<br/>Senior Vice<br/>President,<br/>Banking sector,<br/>Mumbai</p> | <ul style="list-style-type: none"> <li>- Infrastructure development is critical for supporting economic activities, enhancing productivity, and improving living standards.</li> <li>- Preserving the natural surroundings of these temples enhances their appeal to tourists and pilgrims, leading to increased visitor numbers. More visitors mean more income from donations, entrance fees, sales of religious items, and other services provided to visitors.</li> <li>- Temples often have a close connection to the natural environment, with trees, plants, and animals playing important roles in religious rituals and beliefs.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                    |



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|                                                                       | <ul style="list-style-type: none"> <li>- Biodiversity conservation efforts can create eco-tourism opportunities around temples, such as guided nature walks, birdwatching tours, or wildlife safaris.</li> <li>- Biodiversity conservation initiatives often involve promoting sustainable livelihoods for local communities, such as eco-friendly agriculture, agroforestry, or handicraft production using natural materials.</li> <li>- Many temples are located near rivers, lakes, or other water bodies, which are critical habitats for biodiversity. Conservation efforts aimed at protecting these water resources ensure a clean and reliable water supply for the temple and surrounding communities (Interviewee 5, 6, 10, 12, 18) (Apollo et al., 2023); (Dash et al., 2023)</li> </ul>                                                    |
| <p>4. (15)</p> <p>Senior Vice President, IT Sector Company, Delhi</p> | <ul style="list-style-type: none"> <li>- Temples often attract tourists and pilgrims, contributing to local economies through spending on accommodation, transportation, food, and souvenirs. The revenue generated from temple-related tourism can contribute to overall GDP growth in the region as seen in most Temple townships like Chidambaram, Ayodhya.</li> <li>- Temples and associated facilities, such as guesthouses, shops, and restaurants, create employment opportunities for local residents. The income earned by employees in these sectors contributes to household spending and, subsequently, to economic growth.</li> <li>- Temples play a significant role in preserving cultural and heritage sites, which can enhance the attractiveness of an area for tourism and investment. Preserving and maintaining temples</li> </ul> |

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|  | <p>can contribute to the overall quality of life and sense of identity in a community, indirectly supporting economic growth.</p> <ul style="list-style-type: none"> <li>- Temples often engage in social and community development activities, such as providing education, healthcare, and welfare services to local residents. These initiatives can improve human capital and productivity levels within the community, ultimately contributing to economic growth.</li> <li>- Technological advancements and innovation can enhance the visitor experience at temples through the development of digital guides, augmented reality applications, and multimedia presentations.</li> <li>- Innovative approaches to conservation and preservation can help maintain temple structures and surrounding ecosystems, attracting more visitors, and enhancing their cultural and spiritual significance.</li> <li>- The mind-body-spirit connection emphasizes the holistic well-being of individuals, encompassing physical, mental, and spiritual aspects. Temples serve as sacred spaces where people engage in spiritual practices such as prayer, meditation, and yoga to nourish their inner selves and cultivate a deeper sense of connection with the divine.</li> <li>- Technology-driven fundraising platforms and donation systems can streamline financial transactions and improve transparency in temple finances, leading to increased trust and support from donors. (Interviewee 1, 6, 9, 13,15, 19) (Michal Apollo et al., 2023).</li> </ul> |
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| <p>5. (9)<br/>HR Director<br/>Education<br/>sector, Dubai</p> | <ul style="list-style-type: none"> <li>- Improved transportation infrastructure, such as roads, railways, and airports, can facilitate easier access to temples, attracting more tourists and pilgrims.</li> <li>- Political stability also enables government agencies to formulate and implement policies that support temple preservation, cultural heritage conservation, and community development. By prioritizing the interests of temples and religious institutions, political leaders can create conducive frameworks and allocate resources for their sustainable growth and prosperity.</li> <li>- Infrastructure projects related to water supply, sanitation, and waste management can enhance the overall cleanliness and hygiene of temple premises, improving the visitor experience and satisfaction.</li> <li>- Development of accommodation facilities, restaurants, and other tourism-related infrastructure near temples can create employment opportunities and stimulate economic growth in surrounding areas.</li> <li>- Participation in global trade networks can increase the visibility of temples and promote cultural exchange through international tourism and pilgrimage.</li> <li>- Global integration can facilitate the exchange of knowledge, expertise, and best practices in temple management, conservation, and promotion.</li> <li>- Exporting religious artifacts, handicrafts, and cultural products associated with temples can generate revenue and support local artisans and craftsmen.</li> </ul> |
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|                                                                                 | <ul style="list-style-type: none"> <li>- Secularism fosters an environment of religious freedom and tolerance, where individuals are free to practice their faith without fear of persecution or coercion. This inclusivity attracts a wide range of devotees and visitors to temples, enhancing their economic viability by increasing footfall, donations, and patronage.</li> <li>- International collaborations and partnerships can attract foreign investment for temple preservation, infrastructure development, and community welfare projects (Interviewee 4, 6, 11, 12, 17), (Bhadeshiya et al., 2024); (Vijayabanu et al., 2023).</li> </ul>                                                                                                                                                                                                                                                                                                                               |
| 6. (10)<br>Public sector<br>Administration<br>Vice President,<br>Chennai, India | <ul style="list-style-type: none"> <li>- Temples often serve as hubs of economic activity, directly and indirectly generating employment opportunities. Roles within temples include priests, caretakers, administrators, and support staff.</li> <li>- Temples play a vital role in fostering community engagement and social cohesion. They serve as gathering places for religious ceremonies, festivals, and cultural events, bringing together people from diverse backgrounds.</li> <li>- Many temples offer healthcare services such as medical camps, clinics, and dispensaries to cater to the health needs of devotees and local residents.</li> <li>- These programs may include yoga and meditation sessions, stress management workshops, nutritional counseling, and fitness activities.</li> </ul> <p>By encouraging holistic well-being, temples help prevent diseases and improve the physical, mental, and emotional health of individuals within the community.</p> |

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|                                                                                        | <ul style="list-style-type: none"> <li>- Temples serve as spaces for social support and counseling, offering guidance and assistance to individuals facing personal, familial, or emotional challenges.</li> <li>- The sense of belonging and identity associated with temples strengthens social bonds and promotes mutual support among community members, contributing to overall social well-being.</li> <li>- Tourism revenue generated by temples often contributes to infrastructure development, public services, and community welfare programs, improving overall living standards in the region. (Interviewee 3, 6, 14, 15, 16), (Kanaujia, 2024).</li> </ul>                                                                                                                                                                                                                                                                                |
| 7. (10)<br>General<br>Manager<br>Temple<br>Management<br>Trust,<br>Karnataka,<br>India | <ul style="list-style-type: none"> <li>- Additionally, temple-related businesses such as vendors selling religious items, flower sellers, and food vendors thrive around temple premises, creating further employment opportunities.</li> <li>- Temples may also support local artisans and craftsmen by commissioning religious artifacts, sculptures, and decorations, providing them with steady work and income.</li> <li>- Temples are repositories of cultural heritage and traditions, preserving ancient rituals, architectural styles, and artistic expressions. This preservation contributes to the maintenance of cultural identity and pride within communities.</li> <li>- The quality of life of residents impacts their disposable income and spending patterns.</li> <li>- Higher quality of life indicators such as income levels, employment opportunities, and access to amenities can lead to increased local spending.</li> </ul> |

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|                                                                             | <ul style="list-style-type: none"> <li>- These services may include free or subsidized medical consultations, diagnostic tests, vaccinations, and distribution of essential medications.</li> </ul> <p>By providing access to healthcare services, temples contribute to the well-being of the community, addressing health issues and improving overall quality of life.</p> <ul style="list-style-type: none"> <li>- The presence of temples and associated cultural practices helps transmit religious and moral values to future generations, fostering a sense of continuity and connectedness with the past.</li> <li>- Temples attract tourists and pilgrims, leading to increased economic activity in the local area. This includes spending on accommodation, transportation, food, and souvenirs, benefiting local businesses and entrepreneurs. (Interviewee 1, 5, 9,20, 21), (Suwantana et al., 2024)</li> </ul> |
| 8. (9)<br>Head of<br>Spiritual<br>Organization,<br>Madhya<br>Pradesh, India | <ul style="list-style-type: none"> <li>- Temples provide spaces for spiritual reflection, meditation, and prayer, offering solace and comfort to individuals facing personal challenges or crises.</li> <li>- Regular participation in temple activities can contribute to improved mental health and well-being by providing a sense of purpose, meaning, and belonging.</li> <li>- Additionally, organizing guided tours, cultural workshops, and experiential activities can enrich the cultural and educational value of temple visits, enticing more people to explore the area and contribute to the local economy through spending on lodging, dining, transportation, and souvenirs.</li> <li>- Temples often serve as focal points for community gatherings, religious ceremonies, and cultural events.</li> </ul>                                                                                                   |

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|                                                                          | <ul style="list-style-type: none"> <li>- Residents with higher incomes are more likely to contribute financially to the temple through donations, event attendance, and purchases of religious items or services. This increased local spending power can bolster temple revenues and support economic activities in the surrounding area.</li> <li>- Temples often organize wellness programs and health awareness campaigns to promote preventive healthcare practices and healthy lifestyles.</li> <li>- Temples frequently engage in charitable healthcare initiatives, providing free or low-cost healthcare services to underserved and marginalized populations.</li> <li>- Temple initiatives may include mobile medical vans, health camps in rural areas, and support for orphanages, shelters, and old-age homes. By addressing healthcare disparities and serving vulnerable populations, temples fulfill their social responsibility and contribute to social equity and justice (Interviewee 4, 7, 11, 13, 22), (Raghavan et al., 2023)</li> </ul> |
| <p>9. (13)</p> <p>International<br/>Consultant ,<br/>Calcutta, India</p> | <ul style="list-style-type: none"> <li>- Many temples incorporate traditional healing practices such as Ayurveda, herbal medicine, and alternative therapies into their healthcare offerings.</li> <li>- Strong social infrastructure can support the development of commercial establishments such as restaurants, cafes, shops, and markets near temples. These businesses cater to the needs and preferences of temple visitors and local residents, offering a wide range of goods and services, including food, souvenirs, religious items, and handicrafts.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |



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|                                                                                                | <ul style="list-style-type: none"> <li>- These traditional healing modalities are often deeply rooted in local culture and are valued for their holistic approach to health and well-being.</li> <li>- By promoting and preserving traditional healing practices, temples support indigenous knowledge systems and provide culturally relevant healthcare options to the community.</li> <li>- Priests and spiritual leaders provide counseling and support to individuals dealing with grief, trauma, relationship issues, or mental health concerns.</li> <li>- Sharing profits with the local community demonstrates a commitment to social responsibility and community development.</li> <li>- Through compassionate listening and spiritual guidance, temples contribute to the emotional well-being and resilience of community members.</li> <li>- Temples often organize charitable activities such as food distribution, healthcare camps, and educational programs, fostering a sense of social responsibility and solidarity within the community.</li> </ul> <p>(Interviewee 2, 8, 9, 13, 25) (Farrer, 2023)</p> |
| <p>10. (18)</p> <p>Vice President<br/>Hotel<br/>Operations,<br/>Tourism sector,<br/>Mumbai</p> | <ul style="list-style-type: none"> <li>- Promoting social inclusion ensures that all members of the community, regardless of their background or socio-economic status, have equal access to temple services, activities, and opportunities.</li> <li>- Embracing social inclusion and equity helps temples broaden their support base by reaching out to underrepresented and marginalized groups.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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|                                                                     | <ul style="list-style-type: none"> <li>- Temples can contribute to reducing social and economic inequality within communities by providing support and assistance to vulnerable groups.</li> <li>- By creating a vibrant commercial ecosystem, social infrastructure can generate employment opportunities, stimulate entrepreneurship, and generate revenue for both businesses and the temple through taxes, rents, and sales.</li> <li>- Initiatives such as free healthcare services, education programs, vocational training, and microfinance schemes can help empower marginalized individuals and families, enabling them to improve their socio-economic status and quality of life.</li> <li>- Embracing social inclusion and equity fosters a sense of solidarity and mutual respect among community members, leading to stronger social bonds and cohesion.</li> <li>- By addressing root causes of exclusion and inequality, temples can contribute to building more resilient and inclusive communities that are better equipped to withstand economic shocks and crises. (Interviewee 1, 8, 9, 12, 18), (Fry et al., 2023); (Mega, 2022).</li> </ul> |
| 11. (12)<br>Vice President,<br>Environmental<br>Agency,<br>Malaysia | <ul style="list-style-type: none"> <li>- By actively involving diverse groups in temple activities, including marginalized communities, temples can increase participation and engagement, leading to a stronger sense of belonging and ownership within the community.</li> <li>- Temples that actively engage with diverse communities can attract more devotees, volunteers, and donors, leading to increased financial support and sustainability.</li> <li>- They also contribute to a Healthy Society by fostering social support networks and enhancing overall well-being.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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|                                 | <ul style="list-style-type: none"> <li>- By fostering a culture of empowerment and participation, temples can harness the collective strengths and talents of the community, driving positive social change and economic development.</li> <li>- By embracing and respecting cultural differences, temples contribute to the preservation of cultural heritage, enriching the spiritual and social fabric of the community.</li> <li>- Improving the social infrastructure around temples by providing accessible and inviting spaces for these activities can attract more people to the area, leading to increased foot traffic and economic activity. For example, constructing parks, plazas, or community centers near temples can create opportunities for social interaction and leisure activities, encouraging visitors to spend more time and money in the surrounding area</li> <li>- Consensus among stakeholders can facilitate the implementation of long-term plans and strategies for temple development, infrastructure improvement, and community welfare. This strategic alignment ensures that resources are allocated efficiently and effectively, maximizing the impact of temple economics on the well-being of society.</li> <li>- Socially inclusive temples empower marginalized communities by providing them with opportunities for leadership, skill development, and capacity building. (Interviewee 1, 5, 7, 9, 15, 21), (Sudhira et al., 2007); (Lin et al., 2021).</li> </ul> |
| 12. (7)<br>Senior<br>President, | - Temples that actively promote inclusivity create spaces where people from different backgrounds can come together, interact,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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| <p>Corporate Services, Calcutta.</p> | <p>and build relationships based on shared values and common goals.</p> <ul style="list-style-type: none"> <li>- Socially inclusive temples celebrate cultural diversity and promote the preservation of indigenous traditions, languages, and customs.</li> <li>- Promoting social justice involves addressing social inequalities, discrimination, and exclusion based on gender, race, ethnicity, or socio-economic status. It emphasizes equal opportunities, access to resources, and fair distribution of benefits.</li> <li>- This practice also helps minimize pollution and environmental degradation, contributing to a Healthy Society and Equitable Sustainable Factors.</li> <li>- Social infrastructure plays a crucial role in attracting tourists and pilgrims to temple sites. Improving amenities such as transportation, accommodation, signage, information centers, and public facilities around temples can enhance the overall visitor experience and encourage longer stays.</li> <li>- Socially inclusive temple economics promote resilience and sustainability by ensuring that the benefits of economic growth are equitably distributed across society.</li> <li>- Engaged community members are more likely to contribute financially to the temple through donations, fundraising events, and membership fees (Interviewee 1, 6, 8, 13, 23), (Knapik et al., 2023); (Paudel et al., 2023).</li> </ul> |
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| <p>13. (8)</p> <p>Senior IT<br/>Director,<br/>Bhopal, India</p> | <ul style="list-style-type: none"> <li>- Temples are often significant cultural and religious sites, attracting visitors from diverse backgrounds. Cultural diversity can increase the appeal of a temple to a broader range of visitors, including both tourists and pilgrims. This influx of visitors can drive economic activity in the surrounding area, benefiting local businesses such as hotels, restaurants, souvenir shops, and transportation services.</li> <li>- Societal support can manifest in various forms, including financial donations, volunteerism, and advocacy for temple-related causes. Individuals, families, and businesses may contribute resources, expertise, and time to support temple operations, maintenance, and community outreach programs.</li> <li>- Taking responsibility for environmental impacts is crucial for sustainable development. This includes reducing carbon emissions, conserving natural resources, and adopting eco-friendly practices to minimize negative environmental externalities.</li> <li>- Accessible and affordable healthcare services for all individuals are crucial for maintaining a Healthy Society. This includes preventive care, disease management, and promoting healthy lifestyles.</li> <li>- Encouraging ethical business practices, such as fair trade, responsible sourcing, and corporate social responsibility, ensures that economic activities are conducted in a manner that respects human rights, labor rights, and environmental standards.</li> <li>- A higher quality of life often correlates with desirable living conditions, including well-maintained infrastructure, access to</li> </ul> |
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|                                                     | <p>green spaces, and low crime rates. These factors can enhance property values in the vicinity of the temple, leading to higher property taxes collected by local governments.</p> <ul style="list-style-type: none"> <li>- Social infrastructure can support the delivery of essential community services, such as healthcare, education, childcare, and social welfare, to temple visitors and local residents (Interviewee 2, 7, 10, 14), (Mohapatra, 2021)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 14. (14)<br>President,<br>Healthcare<br>Group, Pune | <ul style="list-style-type: none"> <li>- These financial contributions are vital for maintaining the temple infrastructure, conducting religious ceremonies, organizing cultural events, and supporting various community initiatives.</li> <li>- Temples often host cultural events and festivals that celebrate the diversity of traditions and heritage associated with them. These events can draw large crowds, creating opportunities for economic growth through ticket sales, merchandise, food vendors, and sponsorships.</li> <li>- Cultural diversity enriches these events by showcasing various traditions, rituals, music, dance, and culinary delights, thereby attracting a more diverse audience.</li> <li>- Inclusive growth focuses on ensuring that the benefits of economic development are shared by all segments of society, including marginalized groups. It involves policies and programs to reduce income disparities and enhance social mobility.</li> <li>- The increased tax revenue can be allocated to infrastructure improvements, public services, and community development projects that benefit the temple and its surrounding area, thereby indirectly contributing to temple economics.</li> </ul> |

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|                                                                   | <p>- Encouraging civic participation, volunteerism, and community involvement strengthens societal values. Active participation in decision-making processes and community initiatives fosters a sense of belonging and ownership (Interviewee 3, 5, 12, 13) (Shinde, 2021); (Nair, 2022); (Schoneveld, 2020).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>15. (7)<br/>Start-up<br/>Entrepreneur in<br/>Gaming, Delhi</p> | <p>- Temples are integral parts of a region's cultural heritage and preserving them contributes to the overall attractiveness of a destination.</p> <p>- Governments and organizations often invest in the conservation and restoration of historic temples to promote tourism and stimulate economic development.</p> <p>- Cultural diversity adds to the appeal by highlighting the unique architectural styles, religious practices, and cultural rituals associated with different communities.</p> <p>- Community practices, such as sharing economies, cooperative initiatives, and community-based conservation efforts, are vital for achieving Equitable Sustainable Factors and Vibrant Societal Value Factors.</p> <p>- Trust and Collaboration: Building trust among individuals and organizations.</p> <p>- Establishing healthcare clinics, schools, daycare centers, and social service agencies near temples improves access to these services and enhances the quality of life for community members.</p> <p>- By addressing the diverse needs of the population, social infrastructure contributes to community well-being, cohesion, and resilience, creating a favorable environment for economic development and investment</p> |

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|                                                       | <ul style="list-style-type: none"> <li>- Gross Domestic Product (GDP) growth is a widely used indicator of economic performance. A high and sustainable GDP growth rate signifies a thriving economy. (Interviewee 2, 7, 11, 15), (Labadi et al., 2021); (Hoang, 2021); (Shen et al., 2022)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 16. (10),<br>Community<br>Head,<br>Tirupati,<br>India | <ul style="list-style-type: none"> <li>- Temples serve as community centers where people gather for religious ceremonies, social events, and cultural activities.</li> <li>- Embracing cultural diversity fosters inclusivity and strengthens community bonds, leading to increased participation and support from a wider range of individuals and groups. This support can manifest in various forms, including donations, volunteerism, and patronage, which are essential for sustaining temple operations and initiatives.</li> <li>- A strong sense of belonging and commitment among community members encourages regular and generous donations, which are essential for sustaining temple operations and promoting growth</li> <li>- Cultural industries such as art, music, literature, and traditional crafts can generate revenue, foster creativity, and innovation, and promote social cohesion, contributing to a vibrant economy. Social inclusion and equity are essential for building a cohesive and resilient society, which is fundamental for economic vibrancy.</li> <li>- Many temples in India are owned and managed by government bodies or trusts set up by the government. The government's policies regarding the ownership and control of temples can dictate how funds are managed, who has authority over temple</li> </ul> |



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|                                                                   | operations, and how revenue generated by the temples is utilized (Interviewee 4, 8, 9, 17), (Ahmad, 2023); (Meskell, 2021)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 17. (9),<br>Political<br>Party<br>Secretary,<br>Lucknow,<br>India | <ul style="list-style-type: none"> <li>- Trade and global integration play a vital role in India's economic development by expanding market opportunities, promoting technology transfer, and attracting foreign investments.</li> <li>- Temples provide opportunities for cultural exchange and collaboration among diverse communities.</li> <li>- By fostering dialogue and understanding between different cultural groups, temples can promote cross-cultural appreciation and cooperation. This collaborative approach can lead to joint cultural events, educational programs, and initiatives that attract broader participation and support, thereby enhancing the economic viability of temples.</li> <li>- Government regulations often govern the collection and utilization of donations and offerings made by devotees at temples. These regulations can include rules on transparency in financial transactions, the allocation of funds for specific purposes such as maintenance, renovation, or charity, and the prevention of misuse or misappropriation of temple funds.</li> <li>- By reinvesting a portion of temple revenues into initiatives that benefit residents, such as infrastructure upgrades, educational programs, healthcare services, and poverty alleviation efforts, temples contribute to the overall well-being and prosperity of the community. This investment creates a positive feedback loop, as improved living conditions and opportunities in the community can lead to increased support and patronage for the temple, thereby enhancing its economic sustainability.</li> </ul> |

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|                                                        | <ul style="list-style-type: none"> <li>- Social factors such as empowering communities, promoting participatory decision-making processes, and supporting community-led development projects can enhance social cohesion, resilience, and economic vibrancy (Interviewee 1, 4, 9, 15, 18, 20), (Dsouza, 2024); (Shinde, 2022)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 18. (8) Head of Vedic University, Uttar Pradesh, India | <ul style="list-style-type: none"> <li>- Community engagement encourages individuals to volunteer their time, skills, and resources to support temple activities and initiatives.</li> <li>- Volunteers play a crucial role in various aspects of temple operations, including administration, event planning, maintenance, and outreach. By relying on volunteers, temples can reduce labor costs and enhance efficiency, thereby maximizing the impact of limited financial resources.</li> <li>- Moreover, volunteering fosters a sense of camaraderie and unity among community members, strengthening social bonds and promoting a culture of mutual support.</li> <li>- Temples in India may be subject to various taxes and levies imposed by the government, including income tax, property tax, and goods and services tax (GST). Government policies related to taxation can impact the financial viability of temples by affecting their revenue streams and operating costs.</li> <li>- Community engagement facilitates networking opportunities with local businesses, organizations, and government agencies, leading to potential collaborations, sponsorships, and partnerships that benefit the temple economically.</li> <li>- The mind-body-spirit connection emphasizes the holistic well-being of individuals, encompassing physical, mental, and spiritual aspects. Temples serve as sacred spaces where people</li> </ul> |

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|                                                                           | <p>engage in spiritual practices such as prayer, meditation, and yoga to nourish their inner selves and cultivate a deeper sense of connection with the divine.</p> <ul style="list-style-type: none"> <li>- Temples that foster oneness consciousness can attract individuals seeking spiritual growth and communal upliftment, leading to increased participation in temple activities and greater support for temple initiatives, thereby bolstering temple economics (Interviewee 5, 10, 15, 21, 25), (Bagnall et al., 2023); (Sharma et al., 2023)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>19. (14)</p> <p>Professor,<br/>Private<br/>University,<br/>Manipal</p> | <ul style="list-style-type: none"> <li>- Strong social infrastructure fosters civic engagement and participation, empowering community members to contribute to decision-making processes, volunteer initiatives, and community development projects.</li> <li>- Sharing profits fosters a sense of solidarity and mutual support among temple members and the broader community.</li> <li>- Government policies related to infrastructure development and urban planning can influence the surrounding areas of temples, thereby affecting their economic activities. For example, investments in improving transportation networks or tourism infrastructure near temples can lead to increased visitor traffic and revenue for the temples.</li> <li>- Secularism fosters an environment of religious freedom and tolerance, where individuals are free to practice their faith without fear of persecution or coercion. This inclusivity attracts a wide range of devotees and visitors to temples, enhancing their economic viability by increasing footfall, donations, and patronage.</li> </ul> |

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|                                                | <p>- Religious tolerance promotes acceptance and respect for diverse religious beliefs and practices. In a society characterized by religious tolerance, temples become symbols of unity and harmony, welcoming people from all faiths and backgrounds to worship and commune together (Interviewee 9, 13, 18, 22, 24), (Mion et al.,2023); (Sharma et al., 2023)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 20. (15), HOD, Operations, Public Bank, Baroda | <p>- By fostering a sense of ownership, accountability, and pride in local assets such as temples, social infrastructure encourages collective action and investment in shared goals, leading to sustainable economic growth and prosperity.</p> <p>- When individuals see tangible benefits from temple activities and enterprises, they are more likely to feel invested in the success of the temple and contribute their time, resources, and expertise to its endeavors.</p> <p>- Many temples in India are important cultural and heritage sites that attract tourists from around the world. Government policies aimed at promoting heritage conservation and tourism development can benefit temples by increasing their visibility, visitor numbers, and revenue from tourism-related activities such as entry fees, souvenir sales, and accommodation.</p> <p>- Religious tolerance fosters a climate of mutual respect and understanding, reducing interfaith tensions and conflicts. Temples that embrace religious tolerance can attract a broader base of devotees and visitors, leading to increased revenue from donations, offerings, and tourism-related activities.</p> <p>- Temples often serve as repositories of cultural heritage and symbols of a civilization's rich history and traditions. They are integral to the cultural identity and collective memory of</p> |

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|                                             | communities, serving as focal points for social and religious gatherings, festivals, and rituals (Interviewee 8, 13, 14, 17, 19), (Srivastava, 2023); (Mehrichi, 2024).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 21. (12), Vice President, Logistics, Mumbai | <p>- Temples often serve as custodians of cultural heritage, preserving and transmitting traditional practices, rituals, and values to future generations. - Community engagement ensures the active participation of community members in these cultural preservation efforts, fostering a sense of pride and ownership in their shared heritage. This commitment to cultural continuity not only strengthens the social fabric of the community but also enhances the appeal of the temple as a cultural and educational institution, attracting visitors and supporters who value cultural diversity and heritage.</p> <p>- Engaged citizens play an active role in shaping the social, economic, and cultural life of their neighborhoods, including the management and governance of temples.</p> <p>- Sharing profits allows temples to address pressing social needs and priorities within the community, such as poverty, education, healthcare, and environmental sustainability.</p> <p>- By directing funds to initiatives that tackle these challenges, temples can make a meaningful difference in the lives of vulnerable populations and contribute to broader social and economic development goals.</p> <p>- Some government policies may mandate temples to allocate a portion of their revenue towards social welfare and community development initiatives such as education, healthcare, and poverty alleviation programs. These policies aim to ensure that temples contribute to the overall welfare of society and address</p> |

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|                                          | socio-economic disparities (Interviewee 6, 10, 15, 18, 19), (Quang et al., 2023); (Kasih et al., 2023)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 22. (10), Head of Temple Committee, Goa. | <ul style="list-style-type: none"> <li>- Actively engaged community members are more likely to attend temple events, religious services, and cultural activities on a regular basis. Their presence not only contributes to the vibrancy and energy of the temple environment but also increases the likelihood of attracting other visitors, including tourists and pilgrims.</li> <li>- Higher attendance rates translate into increased revenue opportunities for the temple, such as ticket sales, merchandise purchases, and donations during religious ceremonies and festivals.</li> <li>- Active participation fosters a sense of belonging and spiritual fulfillment among community members, encouraging them to continue supporting the temple financially and emotionally.</li> <li>- A positive reputation for social responsibility can attract new supporters and partners, including businesses, philanthropic organizations, and government agencies, who may be more inclined to invest in temple projects and initiatives that align with their values and objectives.</li> <li>- For example, supporting education and skill-building programs can empower individuals to improve their economic prospects and contribute positively to the local economy, while investing in healthcare services can enhance overall well-being and productivity.</li> <li>- Government policies may also focus on the preservation and promotion of religious and cultural traditions associated with temples. This can involve funding for religious festivals,</li> </ul> |

|                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                  | <p>cultural events, and heritage preservation efforts, which can have economic implications for the temples and the surrounding communities.</p> <ul style="list-style-type: none"> <li>- Emphatic collaboration involves active cooperation and mutual support among various stakeholders, including temple authorities, local communities, businesses, and government agencies. When stakeholders collaborate effectively, they can pool resources, share expertise, and collectively address challenges facing temples, such as infrastructure maintenance, preservation of cultural heritage, and community development initiatives (Interviewee 3, 4, 17, 19, 20), (Vekemans, 2021); (Khan et al., 2023)</li> </ul>                                                                                                                                                                                                                                    |
| <p>23. (6),<br/>Business<br/>Owner,<br/>Textile,<br/>Tirupur</p> | <ul style="list-style-type: none"> <li>- Spiritual factors such as promoting oneness consciousness can foster empathy, compassion, and social responsibility, leading to more sustainable and inclusive economic development.</li> <li>- Engaged community members serve as ambassadors for the temple, promoting its activities, values, and significance within their social networks and beyond.</li> <li>- Through word-of-mouth recommendations, social media advocacy, and community outreach initiatives, they help raise awareness about the temple and attract new visitors and supporters.</li> <li>- This sense of belonging and collective ownership strengthens social bonds within the community, enhancing cooperation and collaboration for the common good. Strong social bonds can lead to increased volunteerism, participation in temple activities, and financial support, all of which are essential for temple economics.</li> </ul> |

|                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                  | <ul style="list-style-type: none"> <li>- Temples that share profits transparently and responsibly build trust and credibility with their stakeholders, including donors, volunteers, visitors, and local residents.</li> <li>- By promoting values of compassion, empathy, and mutual respect, et al., temples can play a pivotal role in building bridges across different social and economic groups, thereby creating a conducive environment for sustainable economic development and prosperity.</li> <li>- Civilizational connection enhances the significance and appeal of temples, attracting not only devotees but also scholars, historians, and tourists interested in exploring the cultural and historical legacy of a civilization. Temples that leverage their civilizational connection can capitalize on heritage tourism and cultural exchange initiatives, boosting their economic prospects (Interviewee 2, 6, 11, 14, 21, 24), (Paisri et al., 2022); (KC, 2022)</li> </ul> |
| 24. (16),<br>Owner,<br>Jewelry<br>Business,<br>Gujarat,<br>India | <ul style="list-style-type: none"> <li>- When people see that temple revenues are being used effectively and ethically to benefit the community, they are more likely to support and engage with the temple over the long term.</li> <li>- By reinvesting profits into community-building initiatives and environmental conservation efforts, temples can help create a more resilient and equitable society that balances economic prosperity with social justice and environmental stewardship. This long-term perspective is essential for ensuring the continued relevance and prosperity of temples in an ever-changing world.</li> </ul>                                                                                                                                                                                                                                                                                                                                                    |



|                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                     | <ul style="list-style-type: none"> <li>- Self-reliance refers to the ability of temple communities to meet their own needs and aspirations through sustainable practices, local resources, and innovative solutions. By promoting self-reliance, temples can reduce dependence on external support and enhance their economic resilience.</li> <li>- Temples that promote oneness consciousness inspire individuals to transcend egoic limitations and embrace a broader sense of identity and belonging. They become centers for spiritual awakening and collective transformation, where people come together to celebrate their shared humanity and interconnectedness (Interviewee 3, 5, 8, 16, 22), (Na et al., 2024); (Anthathi et al., 2022)</li> </ul>                                                                                                                                                                                                                           |
| 25. (15),<br>Ashram<br>Manager,<br>Kochi,<br>Kerala | <ul style="list-style-type: none"> <li>- Sharing profits promotes a more sustainable and inclusive approach to economic development that prioritizes the well-being of people and the planet over short-term financial gains.</li> <li>- When wealth is distributed more equitably, people from all income levels have greater access to religious and cultural activities, including visiting temples, participating in religious ceremonies, and attending festivals.</li> <li>- A more equitable distribution of wealth can help mitigate social tensions and disparities within society, fostering greater social cohesion and harmony. In such an environment, temples can serve as important centers for community engagement, dialogue, and conflict resolution</li> <li>- Social security measures, such as welfare programs, healthcare services, and poverty alleviation initiatives, can contribute to the economic well-being of temple communities by addressing</li> </ul> |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>underlying socio-economic challenges and promoting inclusive development.</p> <ul style="list-style-type: none"> <li>- Civilizational connection enhances the significance and appeal of temples, attracting not only devotees but also scholars, historians, and tourists interested in exploring the cultural and historical legacy of a civilization. Temples that leverage their civilizational connection can capitalize on heritage tourism and cultural exchange initiatives, boosting their economic prospects.</li> <li>- Oneness consciousness refers to the realization of interconnectedness and unity among all beings and phenomena. It transcends religious and cultural boundaries, emphasizing the fundamental unity of existence (Interviewee 1, 4, 12, 23, 24), (Sheldon, 2020); (Thakadipuram, 2023)</li> </ul> |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Source: Developed by the Author

Experts stress the significance of adopting a Temple Economy Model and planning for the future strategically. Technology plays a central role in driving innovation, improving products and services, and streamlining operations. Consequently, it's vital for businesses to stay updated on the latest technological advancements and actively explore new technologies to leverage their potential benefits. Nevertheless, it's equally important for the industry to be mindful of the ethical considerations associated with technology use, ensuring alignment with their core values. Understanding how the temple economics growth can spur overall growth is essential. While technology offers ample opportunities for businesses, it's critical to approach its implementation with care, considering the potential risks and impacts it may bring about. (Mukil et al., 2023). Table 2 summarizes the demographic profiles of the Survey respondents.

**Table 2**

| Age              |        |     | Gender               |        |     | Profession        |     |
|------------------|--------|-----|----------------------|--------|-----|-------------------|-----|
| 16-28 Years      | 21.40% | 190 | Male                 | 47.63% | 423 | Self Employed     | 99  |
| 29-40 Years      | 36.71% | 326 | Female               | 51.35% | 456 | Trader            | 174 |
| 41-52 Years      | 22.74% | 202 | Don't want to reveal | 1.02%  | 9   | Salesman          | 184 |
| 53-65 Years      | 10.92% | 97  | Total                | 100%   | 888 | Entrepreneur      | 299 |
| > 65 years       | 8.23%  | 73  | Education Level      |        |     | Housewife         | 87  |
| Total            | 100%   | 888 | Undergraduate        | 26.12% | 232 | Student           | 59  |
| Income Level     |        |     | Bachelors            | 36.14% | 321 | Teacher           | 123 |
| < 6000 AED       | 38.85% | 345 | Masters              | 13.28% | 118 | Advertiser        | 89  |
| 6001 – 11000 AED | 31.08% | 276 | Professional         | 10.24% | 91  | Social Media User | 349 |
| 11001- 21000 AED | 23.98% | 213 | Doctorate            | 14.18% | 126 |                   |     |
| > 21001 AED      | 6.59%  | 54  | Total                | 100%   | 888 |                   |     |
| Total            | 100%   | 888 |                      |        |     |                   |     |

### Quantitative Analysis using ADANCO Output Analysis of the Measurement Model

The study utilized Dijkstra-Henseler's rho ( $\rho_A$ ) coefficient and AVE values, alongside discriminant validity analysis, to ensure the uniqueness of the constructs, as shown in table 3. Results revealed that correlations within each construct were higher than those with other constructs, confirming good discriminant validity. Additionally, structural equation modeling (SEM) was employed, a well-established statistical technique capable of handling complex models and exploring multiple relationships simultaneously. This approach provided a comprehensive understanding of the connections between constructs, making it a suitable choice for this study. Overall, the research employed sound methods to assess construct and convergent validity, along with discriminant validity. SEM facilitated a thorough investigation into the relationships among constructs, offering valuable insights into the Holistic Economy Model (Iyer et al., 2020).

**Table 3: Analysis of Measurement Model**

| Latent Variables                                  | Convergent Validity |                               | Construct reliability   |                                       |
|---------------------------------------------------|---------------------|-------------------------------|-------------------------|---------------------------------------|
|                                                   | AVE<br>>0.50        | $\rho_A$ reliability<br>>0.70 | Pc reliability<br>>0.70 | Cronbach's<br>alpha( $\alpha$ ) >0.70 |
| Environmental Factors                             | 0.5098              | 0.7698                        | 0.8371                  | 0.8341                                |
| Economic Factors                                  | 0.5267              | 0.7959                        | 0.8658                  | 0.7954                                |
| Social Factors                                    | 0.5467              | 0.8425                        | 0.8226                  | 0.8165                                |
| Spiritual Factors                                 | 0.5569              | 0.8256                        | 0.8471                  | 0.8358                                |
| Sustainable Factors                               | 0.5698              | 0.8543                        | 0.8655                  | 0.8372                                |
| Governance Factors                                | 0.6753              | 0.7543                        | 0.7789                  | 0.7863                                |
| Templenomics Factors<br>leading to Vibrant Bharat | 0.5953              | 0.7167                        | 0.8012                  | 0.8652                                |

Source: ADANCO result, 2023

In PLS path modeling, establishing construct validity commonly entails the utilization of indicator variables alongside their outer loading values, a method widely recognized and embraced in the field. Typically, an outer loading value of 0.70 or higher, standardized, is deemed acceptable, signaling a robust representation of the construct by the indicator variable. To present these outer loading values, Table 4 is utilized in this investigation, providing a succinct and comprehensible overview that enhances data comprehension and interpretation, thereby bolstering the assessment of construct validity. The study demonstrates the adept application of indicator variables and their outer loading values, with results showcasing their reliability in representing their respective constructs, surpassing the 0.7 threshold (Sarstedt et al., 2022) as seen in Table 4.

**Table 4 shows the Discriminant Validity heterotrait-monotrait ratio**

| Construct                                      | Environmental Factors | Economic Factors | Social Factors | Spiritual Factors | Sustainable Factors | Governance Factors | Templenomics Factors leading to Vibrant Bharat |
|------------------------------------------------|-----------------------|------------------|----------------|-------------------|---------------------|--------------------|------------------------------------------------|
| Environmental Factors                          |                       |                  |                |                   |                     |                    |                                                |
| Economic Factors                               | 0.7891                |                  |                |                   |                     |                    |                                                |
| Social Factors                                 | 0.7513                | 0.8216           |                |                   |                     |                    |                                                |
| Spiritual Factors                              | 0.6389                | 0.7677           | 0.8097         |                   |                     |                    |                                                |
| Sustainable Factors                            | 0.6245                | 0.6976           | 0.7841         | 0.8437            |                     |                    |                                                |
| Governance Factors                             | 0.6198                | 0.6251           | 0.6489         | 0.6842            | 0.7271              |                    |                                                |
| Templenomics Factors leading to Vibrant Bharat | 0.5981                | 0.6145           | 0.6365         | 0.6534            | 0.6632              | 0.7356             |                                                |

Source: ADANCO results, 2023

**Table 5 Discriminant Validity**

| Construct                                      | Environmental Factors | Economic Factors | Social Factors | Spiritual Factors | Sustainable Factors | Governance Factors | Templenomics Factors leading to Vibrant Bharat |
|------------------------------------------------|-----------------------|------------------|----------------|-------------------|---------------------|--------------------|------------------------------------------------|
| Environmental Factors                          | <b>0.5903</b>         |                  |                |                   |                     |                    |                                                |
| Economic Factors                               | 0.5661                | <b>0.6732</b>    |                |                   |                     |                    |                                                |
| Social Factors                                 | 0.5661                | 0.6594           | <b>0.7254</b>  |                   |                     |                    |                                                |
| Spiritual Factors                              | 0.5250                | 0.6256           | 0.6974         | <b>0.7765</b>     |                     |                    |                                                |
| Sustainable Factors                            | 0.5045                | 0.5908           | 0.6876         | 0.7618            | <b>0.7895</b>       |                    |                                                |
| Governance Factors                             | 0.5045                | 0.5908           | 0.6876         | 0.7582            | 0.7735              | <b>0.8056</b>      |                                                |
| Templenomics Factors leading to Vibrant Bharat | 0.4943                | 0.5894           | 0.6371         | 0.7461            | 0.7669              | 0.7791             | <b>0.8124</b>                                  |

Developed by the Authors

Table 5 displays the discriminant validity measures, which gauge the correlation level between a variable and other variable in the structural model. These measures are assessed utilizing the Fornell-Larcker criterion and cross-loadings. The bold figures along the diagonal in the table denote the highest values in both rows and columns,

providing robust evidence of discriminant validity. The analysis was executed utilizing the ADANCO 2.3 output, following the methodology outlined by Sarstedt et al. (2022).

**Table 6 Loadings of Indicator Loadings**

| Indicator | Environmental Factors (ENVF) | Economic Factors (ECOF) | Social Factors (SOCF) | Spiritual Factors (SPIF) | Sustainable Factors (SUSF) | Governance Factors (GOVF) | Templenomics Factors leading to Vibrant Bharat (TFLVB) |
|-----------|------------------------------|-------------------------|-----------------------|--------------------------|----------------------------|---------------------------|--------------------------------------------------------|
| (ENVF1)   | 0.7033                       |                         |                       |                          |                            |                           |                                                        |
| (ENVF2)   | 0.7114                       |                         |                       |                          |                            |                           |                                                        |
| (ENVF3)   | 0.6875                       |                         |                       |                          |                            |                           |                                                        |
| (ENVF4)   | 0.7654                       |                         |                       |                          |                            |                           |                                                        |
| (ENVF5)   | 0.7765                       |                         |                       |                          |                            |                           |                                                        |
| (ENVF6)   | 0.8064                       |                         |                       |                          |                            |                           |                                                        |
| (ECOF1)   |                              | 0.7564                  |                       |                          |                            |                           |                                                        |
| (ECOF2)   |                              | 0.7324                  |                       |                          |                            |                           |                                                        |
| (ECOF3)   |                              | 0.6543                  |                       |                          |                            |                           |                                                        |
| (ECOF4)   |                              | 0.8321                  |                       |                          |                            |                           |                                                        |
| (ECOF5)   |                              | 0.7761                  |                       |                          |                            |                           |                                                        |
| (ECOF6)   |                              | 0.7452                  |                       |                          |                            |                           |                                                        |
| (ECOF7)   |                              | 0.7543                  |                       |                          |                            |                           |                                                        |
| (SOCF1)   |                              |                         | 0.6654                |                          |                            |                           |                                                        |
| (SOCF2)   |                              |                         | 0.6543                |                          |                            |                           |                                                        |
| (SOCF3)   |                              |                         | 0.7329                |                          |                            |                           |                                                        |
| (SOCF4)   |                              |                         | 0.7659                |                          |                            |                           |                                                        |
| (SOCF5)   |                              |                         | 0.6754                |                          |                            |                           |                                                        |
| (SOCF6)   |                              |                         | 0.8543                |                          |                            |                           |                                                        |
| (SOCF7)   |                              |                         | 0.6687                |                          |                            |                           |                                                        |
| (SOCF8)   |                              |                         | 0.7876                |                          |                            |                           |                                                        |
| (SPIF1)   |                              |                         |                       | 0.7459                   |                            |                           |                                                        |
| (SPIF2)   |                              |                         |                       | 0.7765                   |                            |                           |                                                        |
| (SPIF3)   |                              |                         |                       | 0.7654                   |                            |                           |                                                        |
| (SPIF4)   |                              |                         |                       | 0.6432                   |                            |                           |                                                        |
| (SPIF5)   |                              |                         |                       | 0.8129                   |                            |                           |                                                        |
| (SPIF6)   |                              |                         |                       | 0.6349                   |                            |                           |                                                        |
| (SPIF7)   |                              |                         |                       | 0.7321                   |                            |                           |                                                        |
| (SUSF1)   |                              |                         |                       |                          | 0.7654                     |                           |                                                        |
| (SUSF2)   |                              |                         |                       |                          | 0.7342                     |                           |                                                        |

|          |  |  |  |  |        |        |        |
|----------|--|--|--|--|--------|--------|--------|
| (SUSF3)  |  |  |  |  | 0.6432 |        |        |
| (SUSF4)  |  |  |  |  | 0.6594 |        |        |
| (SUSF5)  |  |  |  |  | 0.7843 |        |        |
| (SUSF6)  |  |  |  |  | 0.7654 |        |        |
| (SUSF7)  |  |  |  |  | 0.7564 |        |        |
| (GOVF1)  |  |  |  |  |        | 0.6757 |        |
| (GOVF2)  |  |  |  |  |        | 0.7543 |        |
| (GOVF3)  |  |  |  |  |        | 0.7332 |        |
| (GOVF4)  |  |  |  |  |        | 0.7643 |        |
| (GOVF5)  |  |  |  |  |        | 0.7589 |        |
| (GOVF6)  |  |  |  |  |        | 0.6857 |        |
| (GOVF7)  |  |  |  |  |        | 0.7343 |        |
| (TFLVB1) |  |  |  |  |        |        | 0.6238 |
| (TFLVB2) |  |  |  |  |        |        | 0.7651 |
| (TFLVB3) |  |  |  |  |        |        | 0.7881 |
| (TFLVB4) |  |  |  |  |        |        | 0.7571 |
| (TFLVB5) |  |  |  |  |        |        | 0.7652 |
| (TFLVB6) |  |  |  |  |        |        | 0.6779 |
| (TFLVB7) |  |  |  |  |        |        | 0.8254 |
| (TFLVB8) |  |  |  |  |        |        | 0.6454 |

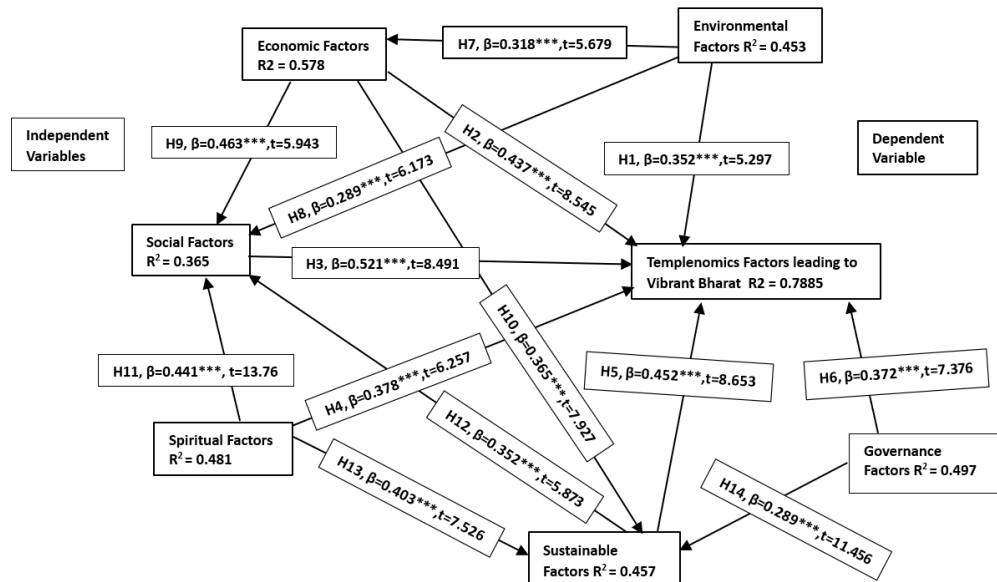
Table 6 exhibits the cross-loadings, providing insight into the influence of variables on each other. The coefficient of determination ( $R^2$ ) elucidates the relationship between constructs in the research study. A minimum threshold of 0.25 for  $R^2$  was set, indicating relevance and significance of a construct if the  $R^2$  value surpassed this threshold. According to the findings, the  $R^2$  value (Table 7) for Templenomics Factors leading to Vibrant Bharat was 0.7885, signifying its relevance, significance, and high explanatory power over all variables in the research (Cheah et al., 2018).

**Table 7 R- Squared**

| Construct                                      | Coefficient of determination ( $R^2$ ) | Adjusted $R^2$ |
|------------------------------------------------|----------------------------------------|----------------|
| Environmental Factors                          | 0.453                                  | 0.415          |
| Economic Factors                               | 0.578                                  | 0.534          |
| Social Factors                                 | 0.365                                  | 0.327          |
| Spiritual Factors                              | 0.481                                  | 0.456          |
| Sustainable Factors                            | 0.457                                  | 0.429          |
| Governance Factors                             | 0.497                                  | 0.458          |
| Templenomics Factors leading to Vibrant Bharat | 0.7885                                 | 0.685          |

Figure 3 shows the PLS-SEM Validation framework given by the ADANCO software.

Figure 3 PLS-SEM Validation



All hypotheses are supported and  $t > 2.59$ ,  $\beta^{***}$ ,  $R^2 > 0.25$

So, the above research framework was developed and tested for validity and reliability using PLS-SEM has been a useful contribution of this research paper and by getting a consensus of 888 respondents- stakeholders of the Supply chain and Logistics sector. The methodology followed goes a long way in addressing the scarcity of relevant data for future researchers and lays the path for further research by developing on this model or such similar models. The above-cited theories have their importance in a particular situation in stable economies, equal education opportunities, infrastructure availability. However, in recession, COVID, sanction regimes, these above theories seem lacking to explain many factors. Hence some concrete, a sound research-based framework has been developed to contribute to further work () .

*All p-values indicating the validity of the relationships are well below the significance level of 0.05, providing strong support for the hypotheses. The results data not only support but also authenticate all the hypotheses, as mentioned by Hair et al. (2021). The consensus found from the expert interviews and supported by statistical SEM H1 to H14 are well supported as indicated by the \*\*\*, the t value well over 2,59 and the  $\beta$  value well over 0.2 as prescribed by the statisticians.*

**H1:** Environmental Factors to Templenomics Factors leading to Vibrant Bharat (supported),  $H1, \beta=0.352^{***}, t=5.297$

The Temple economics is based on the Environmental Factors from the ancient times, using sunlight, natural resources of wood, biomass to cook, light lamps which is indicative of renewable energy using the technology advancements. The temple civilization is about being one with nature and leading a sustainable lifestyle. The biomass concept of burning cow dung and wood for cooking is free of pollution and is an example of circular economy. This is the consensus found from the expert interviews and supported by statistical SEM  $H1$  is well supported as indicated by the  $***$ , the  $t$  value well over 2.59 and the  $\beta$  value well over 0.2 as prescribed by the statisticians. Biodiversity conservation is enhanced and has a positive impact on the economics. Smart urban planning is possible as the township around the temple can be developed in proper architecture using the technologies leading to smart cities of the future. The Rural development and Rural areas play a vital role in India's economy, particularly in agriculture. Sustainable agriculture practices not only ensure food security but also promote environmental sustainability by reducing chemical inputs, conserving water resources, and preserving soil fertility. Climate change can be arrested to a greater extent.

**H2:** Economic Factors to Templenomics Factors leading to Vibrant Bharat (supported),  $H2, \beta=0.437^{***}, t=8.545$

The economic factors have overwhelming bearing on the Templenomics factors leading to the vibrant self-reliant Bharat. The experts agreed along with the survey respondents on the temple township economics can lead to Bharat's future growth in terms of tourism, hospitality, the business hubs around the temple leading to employment opportunity, the big temples can pool in 1 billion per annum like Ayodhya Ram temple. The growth of 150, 000 major temple townships across the country can propel India to a 10 trillion economy much before the scheduled 2034 milestone. This will enhance the investment environment like the gift cities around the temple townships, deriving the advantage of the infrastructure developed due to the tourism hospitality. Investors, world bank loans, major economy developments will propel the minor cities to greater growth. The hypothesis  $H2$  is well supported as indicated by the  $\beta=0.437^{***} (> 0.2)$  and  $t=8.545 (t > 2.59)$ .

**H3:** Social Factors to Templenomics Factors leading to Vibrant Bharat (supported),  $H3, \beta=0.521^{***}, t=8.491$

The temple economics growth enhance tourism, hospitality augmenting the employment opportunities in the surrounding area. The recent example of the Ayodhya Ram temple has given direct employment opportunities for 20000 population of the township, ensuring 100% employed youth. This automatically increases the other sectors as people have money power, increasing the health and wellbeing clinics. The



temple economics ensures cultural diversity and heritage as more people are attracted to these tourist centers. The temple township growth leads to social inclusion and equity wealth distribution keeping the social pressures under control. Community engagement encourages social inclusion, social infrastructure, and improved quality of life. The wealth equitable distribution ensures that sharing of profits is well spread across the population ensuring the overall growth of the community.

**H4:** Spiritual Factors to Templenomics Factors leading to Vibrant Bharat (supported),  $H4, \beta=0.378^{***}, t=6.257$

Secularism fosters inclusivity and respect for diverse beliefs, nurturing unity and collaboration crucial for economic development. By equally honoring all religious beliefs, secularism cultivates harmony among individuals of different faiths, bolstering community development. The holistic perspective on mind, body, and spirit encourages a comprehensive approach to economic exchange, potentially favoring the barter system. These practices also promote mental clarity and inner peace, positively influencing economic decision-making and social relationships. Festivals and celebrations emphasize communal participation, fostering equality and solidarity within the community. Through collective festivities, wealth and resources may be shared more evenly among members, diminishing disparities. Embracing religious tolerance fosters mutual support and cooperation, creating a network of collaboration. Tolerance nurtures empathy and understanding, leading to joint efforts to tackle economic challenges and back one another's pursuits. Recognizing historical and cultural ties within a civilization strengthens social bonds, enhancing mutual aid and contributing to social security. Belonging to a broader civilization instills confidence and self-reliance, motivating community members to embark on economic ventures. Oneness consciousness underscores the interconnectedness of all beings, motivating collective endeavors for sustainable community development. This recognition fosters a culture of mutual assistance, where community members actively support each other in economic pursuits.

**H5:** Sustainable Factors to Templenomics Factors leading to Vibrant Bharat (supported),  $H5, \beta=0.452^{***}, t=8.653$

Sustainable tourism fosters community involvement, preserves cultural heritage, and generates local economic benefits, nurturing community development. It can also stimulate local businesses and artisans, potentially reviving traditional barter systems. By providing inclusive opportunities for communities to engage with and benefit from tourism, it contributes to a fairer society. Eco-friendly practices reduce resource consumption and environmental harm, promoting more equitable wealth distribution by preserving resources for future generations. Embracing these practices fosters mutual support among community members in adopting sustainable lifestyles and protecting the environment. Corporate Social Responsibility (CSR) initiatives can support social welfare programs, education, and healthcare, thereby advancing social

equity. Collaborations between temples and corporations on CSR projects cultivate empathy and cooperation, driving joint efforts for community advancement. Maintaining community cleanliness enhances public health and well-being, reducing healthcare expenses and bolstering social security. A hygienic environment empowers communities to take responsibility for their surroundings, fostering self-reliance and community pride. Utilizing temple savings for community development projects, education, or aiding marginalized groups promotes even wealth distribution. Temples can also function as community financial institutions, providing support during times of need and reinforcing social security. Effective waste management creates employment opportunities in recycling and waste treatment sectors, contributing to community development. It also mitigates environmental pollution and health risks, bolstering social security and well-being. Vedic practices emphasize communal support and solidarity, nurturing a culture of cooperation. Embracing these principles encourages empathy and collaboration, leading to joint efforts for societal welfare and economic progress.

**H6:** Governance Factors to Templenomics Factors leading to Vibrant Bharat (supported),  $H6, \beta=0.372^{***}, t=7.376$

Government policies prioritizing infrastructure development, education, and healthcare are pivotal for fostering community development. Supportive policies encouraging local trade and entrepreneurship can revitalize traditional barter systems. Policies promoting equal opportunities and resource access contribute to a more equitable society. Societal support for wealth redistribution programs ensures fairer wealth distribution. A culture of mutual support and solidarity strengthens community bonds and encourages collaborative efforts. Consensus-building fosters empathy and cooperation, enhancing collaboration within the community. Political stability creates a conducive environment for economic activities, ensuring social security. Digital governance initiatives enhance access to information and services, contributing to community development. Digital platforms improve transparency and accountability, reducing corruption and fostering trust in institutions. Transparent and accountable governance promotes fair resource allocation and an equitable society. Strong anti-corruption measures safeguard against resource misallocation, supporting wealth distribution and social security.

**H7:** Environmental Factors to Economic Factors,  $H7, \beta=0.337^{***}, t=6.545$

Temple infrastructure can transition to renewable energy sources through innovative technologies, boosting GDP growth by stimulating new industries and job creation. This transition also enhances productivity by optimizing energy utilization. Investment in renewable energy infrastructure attracts both domestic and international capital, supporting economic expansion. Conservation efforts drive innovation in sustainable resource management and eco-tourism, presenting economic opportunities. Preserving biodiversity can attract eco-tourism, potentially increasing trade, and

global integration. Infrastructure development for protected areas and wildlife corridors, necessitated by conservation efforts, stimulates economic activity. Transitioning to a circular economy requires investment in recycling infrastructure, waste management, and product redesign, creating economic prospects. Effective urban planning reduces commute times and energy consumption, thereby fostering economic growth. Smart technologies in urban areas spur innovation in urban management and services, leading to economic opportunities. Investment in rural infrastructure and agricultural technology stimulates economic activity in rural areas. Improving access to capital for rural communities and small-scale farmers bolsters economic development in these regions.

**H8:** *Environmental Factors to Social Factors, H8,  $\beta=0.289^{***}$ ,  $t=6.173$*

Biodiversity Conservation stems from usage of resources, not harming any species, believe in circular economy which is the basis of the temple economics. Smart city planning using the latest technologies, renewable energies will reduce pollution, mitigate climate change leading to better quality of life. The employment prospects are improved when renewable energy and urban, semi urban cities are constructed. A circular economy of recycling resources, rural development and sustainable agriculture will lead to better social infrastructure navigation. Environmental degradation, pollution, and climate change can exacerbate health issues, highlighting the interconnectedness between environmental and social factors in healthcare and well-being. Cultural diversity and heritage include better community engagement and social inclusion. Sustainable practices in industries lead to the creation of green jobs, which contribute to employment opportunities. Protecting biodiversity and ecosystems preserves cultural diversity and heritage for future generations. Engaging local communities in decision-making processes regarding land use, resource management, and environmental conservation fosters a sense of ownership and empowerment. Environmentally sustainable practices can lead to economic benefits, such as cost savings from energy efficiency measures or revenue generation from eco-friendly businesses. Sharing these profits equitably ensures that the benefits of environmental conservation are distributed fairly among all members of society.

**H9:** *Economics Factors to Social Factors, H9,  $\beta=0.463^{***}$ ,  $t=5.943$*

Employment is a crucial driver of economic vitality, offering financial stability and fueling productivity. Social investments in education, vocational training, and equal access to opportunities can bolster employment levels. Policies focusing on sectors like healthcare and renewable energy can spur inclusive growth and alleviate poverty. Quality healthcare and well-being services are pivotal for human capital development and productivity, with initiatives like mental health support and healthcare equality further enhancing economic vibrancy. India's cultural richness adds to its economic dynamism, with efforts to preserve heritage sites and promote cultural tourism creating employment and stimulating economic activity. Addressing income inequality

and social disparities, along with ensuring marginalized groups have access to education, healthcare, and employment, fosters inclusive and sustainable development. Community involvement is key in driving social capital and local development initiatives, while investments in social infrastructure like education and healthcare improve human well-being and drive economic growth. Enhancing quality of life through access to essential services and work-life balance supports economic vibrancy by boosting productivity and attracting talent. Equitable wealth distribution and robust social safety nets reduce poverty and social tensions, contributing to a stable and inclusive economy. By prioritizing social development and inclusive growth, India can forge a resilient and prosperous society benefiting all its citizens.

**H10:** Economics Factors to Sustainable Factors,  $H10, \beta=0.365^{***}, t=7.927$

Economic factors such as investments in sustainable infrastructure, tourism development, and promotion of responsible travel contribute to the growth of sustainable tourism. Governments and businesses can incentivize sustainable tourism practices through financial support, tax breaks, and grants. Consumer demand for environmentally friendly products and services also drives businesses to innovate and adopt sustainable practices to remain profitable. CSR initiatives contribute to sustainable development by addressing societal needs, building trust with stakeholders, and enhancing brand reputation. Governments and businesses allocate funds for cleanliness campaigns, public education programs, and waste disposal services to maintain cleanliness in urban and rural areas. Temple savings or donations support community development projects, social welfare programs, and cultural preservation efforts. Economic benefits derived from Vedic practices, such as improved agricultural productivity, reduced healthcare costs, and ecological sustainability, incentivize individuals and communities to preserve and revitalize these traditional practices.

**H11:** Spiritual Factors to Social Factors,  $H11, \beta=0.441^{***}, t=13.76$

By embracing secularism, temples foster inclusivity and respect for diverse beliefs, enhancing social cohesion and harmony among members. Mind-Body-Spirit Connection: Practices like meditation and yoga promote holistic well-being, fostering a supportive environment where individuals can cultivate inner peace and resilience, thereby enhancing social interactions and community bonds. Festivals provide opportunities for communal worship, cultural exchange, and bonding, reinforcing a sense of belonging and shared identity among temple-goers. Engaging in spiritual practices fosters personal growth and introspection while also promoting empathy and understanding among community members, thereby strengthening social ties within the temple ecosystem. Temples that uphold religious tolerance create a welcoming environment for individuals from diverse backgrounds, promoting mutual respect and cooperation, and fostering a sense of unity despite religious differences. Temples serve as custodians of cultural heritage, connecting members to their shared

history and traditions, which fosters a sense of pride and identity within the community. The principle of oneness encourages compassion and altruism, leading to acts of kindness and service within the temple community, thus promoting a spirit of unity and interconnectedness among its members.

**H12:** Sustainable Factors to Social Factors,  $H12, \beta=0.352^{***}, t=5.873$

India's rich cultural tapestry and heritage represent invaluable assets that bolster its economic vitality. Initiatives aimed at conserving cultural heritage sites, fostering cultural tourism, and celebrating diversity serve as magnets for both domestic and international visitors. These endeavors not only spur economic activity but also foster job creation. Furthermore, addressing social inequities, reducing income disparities, and promoting social mobility are pivotal in fostering societal cohesion and trust, thus underpinning economic stability and growth. Efforts geared towards ensuring equitable access to education, healthcare, housing, and employment opportunities for marginalized communities unleash their latent potential, fostering inclusive and sustainable economic development. Community involvement emerges as a cornerstone in nurturing social capital and propelling local development endeavors forward. Moreover, community engagement in sustainable development initiatives, environmental conservation, and social entrepreneurship ventures yields favorable social and economic dividends, enriching local economies. Recognizing the importance of social infrastructure—including education, healthcare, housing, and transportation—in human capital development and enhancing overall quality of life is paramount. These pillars serve as the foundation for a thriving society, contributing to sustainable progress and prosperity.

**H13:** Spiritual Factors to Sustainable Factors,  $H13, \beta=0.403^{***}, t=7.526$

Secularism, a fundamental principle of India's constitution, promotes the coexistence of diverse religious and cultural beliefs, nurturing social harmony. It also plays a role in fostering economic vibrancy by creating an environment conducive to investment, entrepreneurship, and innovation. By upholding religious freedom and minority rights, secularism fosters social stability and inclusivity, essential for attracting investments, promoting cohesion, and driving economic growth. India's spiritual heritage emphasizes holistic well-being, promoting practices like mindfulness and yoga, which contribute to human capital development, productivity, and creativity, thus enhancing economic vibrancy. Investments in wellness tourism and holistic healthcare further bolster economic opportunities. Community festivals and celebrations are integral to India's cultural identity, fostering social bonds and stimulating economic activity. These events not only attract tourists but also support local businesses and artisans, contributing to economic vibrancy at the grassroots level. Spiritual practices like meditation and mindfulness are increasingly valued for their positive impact on mental health and productivity. Promoting such practices can



improve workforce productivity, reduce healthcare costs, and enhance overall quality of life, contributing to economic vibrancy. Religious tolerance is vital for social cohesion and stability, fostering an environment conducive to economic growth. By promoting mutual respect among diverse religious communities, religious tolerance reduces social tensions and fosters economic collaboration. India's rich civilizational heritage, spanning millennia, enhances its global competitiveness and attractiveness as a destination for tourism and investment. By showcasing its cultural treasures and spiritual heritage, India can stimulate economic growth, cultural exchange, and international cooperation. Oneness consciousness, rooted in India's spiritual traditions, fosters a culture of trust and shared prosperity, contributing to a vibrant and resilient economy. Embracing these spiritual values can lead to a more inclusive, compassionate, and sustainable economy that benefits all citizens.

**H14:** Governance Factors to Sustainable Factors,  $H14, \beta=0.289^{***}, t=11.456$   
Establishing clear organizational structures within temples facilitates efficient decision-making, resource allocation, and activity coordination, ensuring smooth functioning over time. Transparency in financial transactions, administrative processes, and decision-making fosters stakeholder trust and enhances accountability, promoting integrity and responsible resource management. Engaging with the community allows temples to understand members' needs, preferences, and concerns, ensuring relevance and responsiveness. Developing long-term strategic plans helps temples set goals and allocate resources effectively, guiding sustainable growth. Sound financial management practices, including budgeting and fundraising, are crucial for securing funding and maintaining stability. Adhering to legal and regulatory requirements ensures risk mitigation and safeguards the institution's reputation. Investing in human resources and institutional capacity strengthens skills and capabilities, enabling adaptation and growth in a changing environment.

Thus, it is seen that all the Hypotheses formulated have been supported, validated, and are tested statistically for reliability.

## Conclusion and recommendation

### Implications of This Research

#### *Practical Implications:*

The research on the Future of Vibrant Bharat (India) has significant practical implications for stakeholders across various domains. Policymakers can gain insights into the economic, social, and cultural importance of temples, leading to potential policy recommendations such as tax incentives for donations and transparent governance regulations. Temple management authorities can benefit from guidance on sustainable practices, revenue optimization, and digital engagement strategies.

Community leaders may be inspired to actively participate in temple preservation efforts, governance, and cultural initiatives, fostering a sense of ownership and involvement. Scholars and educators can utilize research findings to develop educational resources highlighting temple significance, aiming to raise public awareness and appreciation. Tourism development strategies can be informed by identifying key pilgrimage routes and heritage sites, enhancing local economies and livelihoods. Moreover, the research aligns with Sustainable Development Goals, offering insights into how temples can contribute to poverty alleviation, cultural preservation, and sustainable tourism. Lastly, the research encourages interdisciplinary collaboration among scholars, policymakers, and practitioners, facilitating dialogue and knowledge exchange to address complex challenges facing temple ecosystems (Pérez Vega et al., 2021).

#### *Social Implications:*

The social implications of a research paper are contingent upon its specific focus and findings. Emphasizing inclusive growth may prompt policies to reduce social inequalities, empower marginalized communities, and ensure equitable distribution of development benefits. Such efforts could enhance access to education, healthcare, and employment, particularly for women, minorities, and rural populations. With a focus on "Templenomics," the research may advocate for cultural preservation, promoting tourism, and supporting traditional arts. Community-based development approaches might empower local governance structures and foster sustainable solutions tailored to community needs. Additionally, the research could foster social cohesion by promoting dialogue and tolerance among diverse religious and ethnic groups. Advocating for policies addressing social determinants of health could improve public health outcomes. Gender equality initiatives could combat gender-based violence and promote women's participation in various sectors. Recognizing the importance of India's youthful population, the research may advocate for investments in youth education, skill development, and entrepreneurship programs. Furthermore, insights from the research could inspire social innovation to address poverty, education, healthcare, and environmental sustainability challenges, fostering civic engagement. Lastly, understanding community vulnerabilities may inform strategies for building resilience and adaptive capacity, including strengthening social networks and promoting sustainable livelihoods (Speranza et al., 2014).

#### *Managerial implications:*

The managerial implications of the research "Templenomics, the Future of Vibrant Bharat (India)" are diverse and contingent upon its specific findings and recommendations. Insights from the research can guide strategic planning for businesses, government agencies, and non-profits, helping them align strategies with emerging trends and market opportunities. Managers can tailor marketing strategies and product offerings to meet the needs of different consumer segments highlighted in

the study. Additionally, understanding social implications can drive the development of CSR initiatives, enhancing corporate reputation and contributing to sustainable development. Supply chain management practices can be informed by insights related to ethical sourcing and environmental impact reduction. HR policies promoting diversity and inclusion can be developed based on research insights, empowering marginalized communities. The research may inspire innovation in product development, focusing on cultural heritage and preferences of the Indian market. Engaging with local communities and NGOs can strengthen partnerships and mitigate risks associated with social and environmental factors. Technology adoption can be optimized to drive economic growth, while sustainable business practices can align with evolving societal expectations and future-proof the business (Javaid et al., 2022).

### **Limitations and Future Research**

Limitations of the research may arise from data availability and quality, impacting the reliability of findings. Generalizability may be limited due to regional variations and methodological constraints, potentially skewing conclusions. Biases and assumptions in the research could also influence interpretation, neglecting alternative viewpoints. Additionally, the dynamic nature of economic, social, and cultural changes in India may render research findings quickly outdated.

Future research could employ longitudinal studies to track Templenomics' evolution and impact, fostering a deeper understanding of trends and causal relationships. Comparative studies across regions could offer insights into Templenomics' effectiveness compared to other contexts, promoting knowledge sharing. Qualitative methods could provide nuanced insights into lived experiences and socio-cultural dynamics. Sector-specific analyses could examine Templenomics' impact on industries like tourism and community development. Evaluating policy interventions' effectiveness, exploring technological innovations' role, and conducting comprehensive impact assessments on local communities and cultural heritage sites are also vital areas for future research. Enhancing community engagement and integrating gender perspectives into research analyses could further enrich understanding. Ultimately, future studies could offer actionable policy recommendations to stakeholders involved in implementing Templenomics, based on evidence-based research and stakeholder consultations.

### **The Contribution and Originality**

#### **Value of the Research**

The research on "Templenomics, the Future of Vibrant Bharat (India)" presents innovative insights and significant contributions. Introducing the term "Templenomics," it offers a unique framework integrating economic principles with India's cultural heritage and religious sites, offering a fresh perspective on economic



development. By merging economics, cultural studies, and heritage conservation, the research explores the intersectionality of economic growth and cultural preservation, providing a more comprehensive understanding of India's future. Valuable insights from the research inform evidence-based policymaking for policymakers, business leaders, and civil society organizations, highlighting opportunities and challenges associated with Templenomics. Emphasizing the importance of cultural preservation for sustainable development, the research brings attention to the vital role of cultural sustainability in economic growth and social progress. Addressing regional disparities, Templenomics highlights the potential for balanced and inclusive growth across different states and regions in India, fostering community empowerment and social cohesion through bottom-up development approaches. Furthermore, the research's global implications extend to discussions on cultural heritage preservation, sustainable tourism, and economic diversification, offering insights applicable beyond India. Lastly, by identifying future research and policy areas, the research stimulates ongoing dialogue and collaboration among stakeholders, ensuring a forward-looking approach to Templenomics implementation and development.

## Conclusion

Templenomics can contribute to building a more equitable society by promoting inclusive economic growth and reducing income inequality. Temples often engage in philanthropic activities such as providing food, shelter, and healthcare services to the needy, supporting education and welfare programs, and redistributing wealth through charitable donations and almsgiving. By addressing socio-economic disparities and promoting social justice, Templenomics can foster a more equitable distribution of resources and opportunities, leading to greater prosperity and well-being for all members of society. Temples play a significant role in wealth distribution through donations, endowments, and charitable activities. Wealth generated through temple offerings and contributions is often redistributed to support community development projects, social welfare programs, and religious activities. By ensuring that wealth is distributed fairly and used for the benefit of society. In conclusion, the research on "Templenomics, the Future of Vibrant Bharat (India)" introduces a groundbreaking framework that integrates economic principles with cultural heritage and religious sites. This innovative concept offers a new perspective on fostering sustainable growth while preserving India's cultural richness. By bridging economics, cultural studies, and heritage conservation, the research emphasizes the importance of recognizing and leveraging the synergies between economic development and cultural preservation. It underscores the need for balanced and inclusive growth across different regions, empowering local communities and promoting resilience. Furthermore, the research extends its implications beyond India, contributing to global discussions on cultural

heritage preservation and sustainable tourism. It emphasizes the intrinsic value of cultural sustainability for future generations. Going forward, policymakers, businesses, and civil society must collaborate to implement evidence-based strategies informed by Templenomics, driving positive change, and realizing a vibrant, sustainable future for Bharat.

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