



'New Vrindavan' in the works off Yamuna e-way

City To Become Part Of Yogi's 'Heritage Corridor'

TOURISM ZONE PLANNED ON 731 HECTARES



Tentative name
New Vrindavan City

Nearest town from Raya
Vrindavan and Mathura

Distance from Raya to Mathura
16 km

Distance from Raya to Vrindavan
21 km

Time taken from Vrindavan/Mathura to Raya
40 minutes

TOTAL AREA: 9,350 HECTARES

Industrial area	2,113 hectares
Residential area	1,580
Transport Facilities	1,402
Tourism zone	731
Commercial area	439
Riverfront zone	110

Total cost
₹7,000
crores

City to be part of heritage corridor to promote tourism in Mathura, Vrindavan and Agra

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Noida: The Yamuna Expressway Industrial Development Authority (YEIDA) will develop a new city on the lines of Mathura and Vrindavan off the Yamuna Expressway near the upcoming Jewar airport. From marketplaces to ashrams, it will not only showcase the best of the two ancient cities, but will also form a core of the "heritage corridor" that is being planned by the Yogi Adityanath government to promote tourism in cities like Mathura, Vrindavan, Agra and closer home, Dankaur.

The project is likely to be built over 9,350 hectares near Raya, which is on the way to Mathura, at an estimated cost of Rs 7,000 crore. Raya is a little more than 100km from the proposed Jewar airport.

Arun Vir Singh, the chief operating officer (CEO) of YEIDA, said, "The state government has approved the proposal for the new city. The preliminary report was prepared by YEIDA, and the focus was to build the city as a showcase of India's cultural and historical heritage. The project will also focus on Krishna and his life."

According to Singh, 731 hectares of the earmarked land will be developed as a tourism zone and 110 hectares as river front. The remaining area will have residential, commercial and industrial establishments. Work on the project is expected to take off sometime next year.

The go-ahead for the project came on November 6, Singh said, when industries minister Satish Mahana visited Noida. In the review meeting with officials, the minister gave his approval for the project.

The preliminary report prepared by YEIDA has suggested a

Dankaur to be developed as a tourism destination

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Greater Noida: Dankaur, which is known for its Dronacharya temple and finds a mention in the Mahabharata, will be developed into a tourist destination, Jewar MLA Dharendra Singh said.

On the Monday, the government directed the UP State Construction and Infrastructure Development Corporation Limited (UPSIDKO) to prepare a plan on how tourism can be promoted in the area. "The residents of Dankaur have for long been demanding that the town be developed into a tourist destination. I had sent a letter to the chief minister on

number of facilities, such as developing markets that look like ancient haats, ashrams, museums, miniatures, villages, forests, etc. However, a detailed project report (DPR) will be made by an independent consultant, for which an expression of interest is to be floated. Officials said the idea was to have the city ready in time for the Jewar airport, the first phase of which is likely to be completed by 2023. Talking about the DPR, Singh said, "This process will take about a month's time. First, the consultant will be selected, the DPR will be submitted only after that. It will have to be sent to the state government for approval, following which work can begin on the project. May be sometime next year."

According to Singh, the new city "will have elements of Braj,

April 21, 2017, highlighting that Dankaur town, which falls between Hastinapur, Indraprastha, Kurukshetra and Mathura, holds immense historical and cultural importance and can be developed into a tourist spot. The CM has cleared the proposal," Singh said.

The state government on Monday gave UPSIDKO Rs 50 lakh to prepare a plan for Dankaur. "We have been directed to ready a report for Dankaur. The plan will be based on suggestions from the Jewar MLA and entail historical elements of the town. We will be ready with the plan within a month's time," said RK Srivastava, assistant engineer of UPSIDKO.

Mathura and Vrindavan as the government is keen on developing the heritage corridor from Mathura and Vrindavan to Agra. It will also be beneficial from the tourism point of view as the three cities are major tourist destinations of UP."

The official added that a name was yet to be finalised for the city, and the government would take the final call on it.

Sources, however, said that "New Vrindavan" was a favourite at present.

While an estimated 3 crore tourists visit Mathura annually, the expected population growth in the region is 10 lakh in the next decade from about 6 lakh in 2019. Apart from tourism, the region is also important from an economic and commercial point of view.