

## **Analyzing the “Soft Power” of Shri Mata Vaishno Devi shrine**

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Jammu is fortunate to be the important seat of shaktism in India, with Shri Mata Vaishno Devi attracting not less than 70 -80 lakh pilgrims from around the globe. Mata Vaishno Devi's shrine is located in a cave of the Trikuta Hills of the Jammu region and is one of the foremost places of pilgrimage in India. It is situated 61 kilometres to the north of Jammu and is a prime destination in terms of pilgrimage Tourism in the country. As such, it has contributed overwhelmingly to the growth and development of the entire area in particular and of nation in general. The present paper is a humble endeavour to highlight the holy shrine as the leading mixed Heritage site, which has immense intrinsic “Soft Power” to spread the message of “VOCTORY OF GOOD OVER EVIL”, Prosperity, Divinity and above all – DEVI as a life Bestower and final Killer. The objective of this study is to make a holistic assessment of the social as well as economic impact of Shri Mata Vaishno Devi Shrine and its pilgrimage as the binding force, keeping in view the annual increase of 10-12% pilgrims at a daily average of 18,000 to 20,000 per day.

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