



Press Release

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CAIT began Meri Maati Mera Desh campaign from today across the Country

On the call of Prime Minister Shri Narendra Modi for countrywide celebrations of the "Meri Maati Mera Desh" campaign, the Confederation of All India Traders (CAIT) begin this campaign from today in the entire country which will be participated by more than 40 thousand trade associations all over the Country including Delhi till 30th August in their respective cities.

CAIT started this national campaign today Ghantaghar at Chandni Chowk. Hundreds of traders of leading trade associations of Delhi stood in front of the picture of Bharat Mata and took the pledge of patriotism by keeping the soil of the country in their fists while saluting the heroes for their bravery. Beside Delhi, under the banner of CAIT, the traders hold similar events in more than 50 cities including Nagpur, Mumbai, Raipur, Kanpur, Patna, Pondicherry, Bhopal, Vidisha, Surat etc.

The traders present on this occasion were holding various types of play cards in their hands, on which it was written "Meri Maati Mera Desh- Swagat Karen Sabhi Pradesh, Alag Bhasha Alag Vesh- Fir Bhi Apna Ek Hai Desh, Delhi Ho Ya Gauhati – Apna Desh Apni Maati, Har Ghar Tiranga- Har Dil Tiranga, drenching the whole atmosphere with patriotism by raising slogans like Bharat Mata ki Jai, Vande Mataram and saluting the soil. The traders were also holding the tricolor flag in their hands and were also chanting in a loud voice, Saare Jahan Se Accha Hindustan Hamara.

National President of CAIT Mr. BC Bhartia and Secretary General Mr. Praveen Khandelwal referring the campaign said that like last year's Har Ghar Tiranga campaign, this year also traders from all over the country will enthusiastically participate in this campaign under the aegis of CAIT and will penetrate the campaign to every nook & corner of the Country by 30th August not only among the traders but also to the general public. They further announced that in the series of this campaign, from August 13 to August 15, traders across the country will hoist the tricolor flag on their homes and shops.

Mr. Bhartia and Mr. Khandelwal also told that in every city of the country, local trade Organizations under "Vasudha Vandan" will create an Amrit Vatika by planting 75 saplings at one place, while the families of the martyrs across the country will be honored by CAIT and other trade associations in their respective cities and gratitude will be expressed to the families of brave soldiers under program "Veeron Ka Vandan". The traders will also carry "Mitti Yatra" in every city by carrying Kalash having soil. In this campaign, Tiranga Yatra, Marathon Run, Azadi Bike and Car rally, Torch Yatra etc. will also be taken out in the cities and markets all over the Country. A memorial plaque will also be installed in most of the cities of the country in the memory of those who have made sacrifices for the country. When this campaign will be concluded on 30th August by Prime Minister Shri Narendra Modi at the Kartavya Path in Delhi, traders from all over the country will participate.

For more details, please contact CAIT Secretary General Mr. Praveen Khandelwal at +91-9891015165

