



Press Release

28th August, 2023

RAKHI FESTIVAL TO GENERATE A TRADE OF MORE THAN 10 THOUSAND CRORES OF RUPEES INAUSPICIOUS BHADRA KAAL ON 30 AUGUST, TRADERS WILL CELEBRATE RAKHI ON 31 AUGUST

The Confederation of All India Traders (CAIT), the apex organization of traders across the country, has advised traders across the country, including Delhi, that since 30th August is Bhadra Kaal, in which any auspicious work is prohibited, therefore traders across the country 31 should celebrate the pious festival of Raksha Bandhan on August 31st itself. Celebrating this festival on 31st August is completely scriptural. CAIT has sent this kind of advisory to all the business organizations of the country today.

A delegation of CAIT led by National Secretary General of CAIT Mr. Praveen Khandelwal and Delhi State President Mr. Vipin Ahuja yesterday on this subject met the country's well-known Ram Katha Vachak Shri Ajay Bhai ji and other distinguished astrologer and vedic scholar, Acharya Durgesh Tare yesterday at New Delhi and after holding substantial discussion about celebrating Raksha Bandhan, it was advised that Raksha Bandhan should be celebrated on August 31. On the other hand, citing the scriptures and the Bhadra period, CAIT has urged the Secretary of the Union Ministry of Culture, Mr. Govind Mohan, to declare August 31 as a government holiday in view of the current situation, so that everyone can celebrate the festival with enthusiasm and gaiety. If the government declares Raksha-bandhan as a holiday on 31st August, then a large number of government employees and officers, bank employees, school and college people and employees of private companies will also be able to celebrate this festival at the auspicious time and not during Bhadra Kaal.

Mr. BC Bhartia, National President and Mr. Praveen Khandelwal, Secretary General said that this year Rakhi business is expected to be around Rs 10,000 crore whereas last year this business was around Rs 7,000 crore. In the year 2021, it was worth 6 thousand crores whereas in the year 2020 it was 5 thousand crores while in 2019 it was 3500 crores and in the year 2018 it was 3 thousand crores.

Mr. Bhartia and Mr. Khandelwal said that this year a special feature of rakhis is that unique types of rakhis have also been made from famous products of different cities of the country, including Khadi Rakhi made in Nagpur, Sangneri Kala Rakhi in Jaipur, Rakhi in Pune. Seed rakhi, woolen rakhi in Satna, Madhya Pradesh, bamboo rakhi made of tribal items, tea leaf rakhi in Assam, jute rakhi in Kolkata, silk rakhi in Mumbai, date rakhi in Kerala, pearl rakhi in Kanpur, Madhubani and Maithili in Bihar Kala rakhi, soft stone rakhi in Pondicherry, flower rakhi in Bangalore. The distinguished Rakhis also include Tiranga rakhi showing pride of the country, Chandrayaan rakhi, G20 slogan Vasudhaiva Kutumbakam rakhi, Bharat Mata rakhi etc.

Mr. Bhartia and Mr. Khandelwal said that it is expected that during the festive period starting from August 30, Raksha Bandhan, till November 24, the day of Tulsi Vivah, about Rs 3 lakh crore will be infused in the retail trade by way of sale of goods. This year the festival series will start from Raksha Bandhan and during the festive period, other festivals including Janmashtami, Ganesh festival, Navratri, Durga Puja, Dussehra, Karva Chauth, Dhanteras, Diwali, Govardhan Puja, Chhath Puja and finally it will end with Tulsi Vivah on 24th November.

Mr. Bhartia & Mr. Khandelwal said that the trading community of the country is fully geared up to meet the demands of the consumers during the period of the festive season and all the products have been stocked by the traders in sufficient quantity. Traders in all the states of the country will sell only Indian goods as the consumers are also demanding only Indian goods. A nationwide campaign to boycott Chinese goods will be launched by the Confederation of All India Traders from September 1, which will continue till December 31

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

