



Press Release

24th September, 2023

Bharat Ki Naari-Ab Banegi Saksham Vyapari- Resolved CAIT at Jaipur today

After the historic step of getting the Nari Vandan Bill passed in Parliament by Prime Minister Shri Narendra Modi for 33% reservation for women in politics, now taking a big step in this direction, the Confederation of All India Traders (CAIT) today at Ramlila Maidan in Jaipur made a big announcement of *Bharat Ki Naari-Ab Banegi Saksham Vyapari* at a huge gathering of women at Matrishakti Samagam of the women of Rajasthan organized by Dharma Raksha Samiti. Taking women empowerment vision of PM Shri Modi at its core, the CAIT has declared its strong resolve to make women of the Country as capable entrepreneurs and businesswomen. More than 10 thousand women from Jaipur and Rajasthan participated in this Samagam.

CAIT National President Shri BC Bhartia and Secretary General Shri Praveen Khandelwal said that in this national campaign of CAIT, the focus will be on connecting women with digital technology and their financial inclusion. This national campaign of CAIT will be started from Mumbai on 2nd October, the birthday of Mahatma Gandhi. They announced that CAIT has set a target of making 5 lakh women as businesswomen and entrepreneurs across the country by 31st December through more than thousand workshop training which will be organized across the country through online and offline. While in collaboration with local business organizations, such training workshops will also be organized in the markets and residential colonies of the country. CAIT has so far trained more than 500 trainers to impart such training and apart from this, this training campaign will also be conducted across the country through the faculty of training institutes.

In the Matrashakti Samagam held today in Jaipur, former Chief Minister of Rajasthan Smt Vasundhra Raje released the CAIT banner * Bharat Ki Naari-Ab Banegi Saksham Vyapari* This resolution of CAIT got a sanctity when it received the blessings of more than 18 saints and mahatmas present in the Samagam, making it a big milestone for women empowerment.

Shri Khandelwal and Shri Suresh Patodia, while strongly advocating for making the women of India capable, said that in this national campaign, CAIT will connect women across the Country with digital technology and in collaboration with Meta, the company that owns WhatsApp, Facebook and Instagram, training will be imparted as to how they can make optimum use of social media WhatsApp, Facebook and Instagram for wider reach and broadening their network. The training will also enhance their marketing skills through digital technology. Beside this, the CAIT in association with HDFC and other Banks will do their financial inclusion and with MasterCard technology know how they will be trained to adopt & accept digital payments in a smoother way and cautioning them about necessity of cyber security.

Taking Tally as a partner in its drive, the CAIT will train the women about maintaining transparent & efficient accounting system and compliance of laws and rules. The CAIT has designed a comprehensive module for the empowerment of women.

CAIT National President Shri BC Bhartia regretted that women constitute 50 percent of our human resources and despite being capable, they are not used to strengthen the business and are confined only to the four walls of the house. CAIT has now resolved to change this mindset and women will either be included in the lead role in their family business or they will be made traders or entrepreneurs themselves and CAIT will provide them a market across the country through its national network.

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