



Press Release

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Business worth Rs 15 thousand crore expected on Karva Chauth Festival across the country

There is a lot of excitement in the markets across the country including Delhi regarding shopping on Karva Chauth and it is expected that this time the business on Karva Chauth will be more than Rs 15 thousand crore. In Delhi alone, a business worth more than Rs 1,500 crore is expected to be done on Karva Chauth. Although Karva Chauth is a women's festival, now men have also started fasting on Karva Chauth to support their wives.

National President Mr B C Bhartia & Secretary General Mr Praveen Khandelwal of Confederation of All India Traders (CAIT) said that the festival of Karva Chauth is on 1st November. In India, this festival is a symbol of good luck and married women keep a fast on this day and pray for the long life of their husbands and break their fast by darshan and worshipping the moon at night. During the day, women worship Karva Devi and pray for the long life of their husbands and happiness of their family by telling the story of Karva Mata.

Mr Bhartia & Mr Khandelwal said that for the past several days, there has been a huge rush of women in the markets all over the country for the shopping of holy festival of Karva Chauth and now when only two days are left for this festival, today and tomorrow the big festival of Karva Chauth will be celebrated in a big way. A large number of women will come to the markets to shop for which shopkeepers have made a lot of preparations on a large scale and the markets are completely decorated.

Mr Bhartia & Mr. Khandelwal said that on Karva Chauth, everything from jewellery, clothes, make-up material, sarees, puja calendar and puja materials including Karva, sieve, lamp, flower sticks and other puja related materials will be purchased. Most women also buy story books and earthen lamps. Apart from this, various types of karve thali including red glass bangles, toe rings, anklets, lockets and bangles are purchased for adornment items. This time, karvas made of silver are also available in the market and their demand is expected to be high.

In the worship of Karva Chauth, pure ghee, Ganga water, rice, sweets, red Mahavar (color), comb, bindi, bangles, Mehndi Chunari, a photo of Shiva-Parvati and Lord Ganesha, book of fast story, clay or cow for making Deepak Gauri. Cow dung, wheat, water pot, raw milk, kumkum, incense sticks, fruits, flowers etc. are used.

Mr Khandelwal also said that applying Mehndi on the festival of Karva Chauth is considered very auspicious and hence there is a huge business of Mehndi across the country. Artists applying mehendi sit in markets, temples and other public places and there is a line of women who want to get mehendi applied by them. Hanuman Temple located at Connaught Place in Delhi is a place where thousands of women get mehendi applied on their hands. Now even in beauty parlors, special arrangements are made for applying mehendi on the occasion of Karva Chauth, while people applying mehendi in large quantities in homes too.

It is believed that on the fasting day of Karva Chauth, married women should not buy white colored clothes or any makeup items related to this color. Along with this, do not include white colored clothes or bangles in the puja. Any fasting woman should not buy sharp objects like knives, scissors, needles on this day. It is considered very inauspicious to do so on this day.

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