



Press Release

19th November, 2023

During Chhath Puja retail trade registered trade of 8 thousand crores Big trade in clothes, fruits, flowers, vegetables, sarees and earthen stoves & Pooja goods

During the four-day Chhath Puja festival, which started from Nahay-Khay on 17th November and shall continued till 20th November, the people of Bihar and settled in other states besides Bihar and Jharkhand celebrated Chhath Puja with great enthusiasm and excitement and made purchases to the tune of more than 8 thousand crores from retail markets of various states. According to another data, more than 20 crore people are performing Chhath Puja across the country, which includes men, women, youth and children.

Confederation of All India Traders (CAIT), which is releasing the sales figures of every festival this year, while releasing the sales figures of Chhath Puja today said that Chhath Puja is considered to be the biggest festival of folk culture of India which is very popular. Starting from Nahay-Khay and ending at Paran in four days, this festival symbolises the great culture and civilization of India when the setting sun is worshiped first along with the rising sun next day, which clearly shows that dawn also has its significance.

National President of CAIT Shri BC Bhartia and Secretary General Shri Praveen Khandelwal said that apart from Bihar and Jharkhand, this festival is also celebrated with great enthusiasm in Eastern Uttar Pradesh, Delhi, Orissa, West Bengal, Maharashtra, Rajasthan, Chhattisgarh and Madhya Pradesh besides other States as in all these states, people of Bihar earn their livelihood by working in large numbers.

Mr. Bhartia and Mr. Khandelwal told that while fruits, flowers and vegetables were sold on a large scale for Chhath Puja, clothes, sarees, garments, make-up items, food grains, flour, rice, pulses and other food items, vermilion, betel nuts, small cardamom and puja items, coconut, mango wood, earthen stove, desi ghee and other such items were largely purchased by the people to perform and participate the Puja.

Women observe Chhath Puja fast to pray for the long life and good health of their children and husband. In this puja, long vermilion is considered very auspicious for the husband and hence during Chhath Puja, women apply vermilion from nose to forehead. It is believed that the longer a woman applies vermilion, the longer her husband's life will be. After Chhath Puja, now the series of festivals will end on 23rd November when Tulsi Vivah will be celebrated on a large scale across the country and from the same day the wedding season will also start in the country.

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



e-Lala
www.e-lala.biz
e-Commerce Portal

Fayde ka Sauda