



Press Release

23rd November, 2023

About 40 thousand marriages held in Delhi today Tulsi Vivah ceremony was celebrated with great pomp in Delhi today

Today, on the first day of the wedding season, about 40 thousand marriages were performed in Delhi on Dev Uthan Ekadashi, while on the other hand, Tulsi Vivah was also performed today in which Lord Shri Shaligram and Mata Tulsi were married with full rituals. After a long gap of four months, Delhi was once again filled with splendor of weddings.

National President of Confederation of All India Traders (CAIT) Shri BC Bhartia and Secretary General Shri Praveen Khandelwal said that this time due to less auspicious dates for marriages in November-December, there will be a huge number of marriages for about 11 days till 15th December and every such day large number of weddings are scheduled to be held, for which hotels, banquet halls, farm houses, public parks, community centres, dharamshalas and all other types of public places in all parts of Delhi have been booked well in advance.

CAIT Delhi State President Mr. Vipin Ahuja and State General Secretary Mr. Ashish Grover said that band instruments, drums, shehnai, mares for the wedding procession, chariots and other decorative vehicles, light and sound, etc. remain fully booked. On the other hand, professional welcome groups, catering, crockery, tent decoration, flower decoration, orchestra and music groups record a good business today. In the last few years, a new business of event management and gift packing was slowly emerging and this year both these business verticals have also got huge business opportunities. It is also worth mentioning here that during the wedding season, college students or graduate students get a lot of temporary employment during these days.

National Secretary of CAIT, Mr. Sumit Aggarwal said that today was a very busy day for the Pandit class in Delhi because there was a huge demand for Pandits to conduct marriages and that is why today the marriage ceremonies took place three times in the day to meet the requirements of Pandits.

Chairman of Astrology Science and Veda Gyan Committee of CAIT and renowned Ved scholar Acharya Shri Durgesh Tare said that today is the holy day of Devprabodhani Ekadashi and Lord Vishnu wakes up from his sleep every year. He told that the marriage of Shaligram, the form of Lord Vishnu, with Mother Tulsi took place in the evening in which the procession of Lord Shri Shaligram was taken out with great pomp and the procession was welcomed traditionally. In this marriage, on one side is the groom's side and on the other side is the bride's side. Mother Tulsi is decorated as a bride with clothes and other things. And then after that the marriage of Shri Shaligram and Mata Tulsi was done with full rituals.

Shri Tare told that today people recited Shri Vishnu Sahastra Naam and those who had a wish of marriage, offered two lumps of turmeric to Lord Vishnu during Pradosh Kaal and worshiped him to fulfill their wish

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