



Press Release

25th December, 2023

MASSIVE CAMPAIGN PLANNED BY CAIT TO CELEBRATE CONSECRATION OF RAM MANDIR

In the wake of consecration ceremony of the Ram temple on 22 January, apex body of business community of the Country, the Confederation of All India Traders (CAIT) is all set to launch a massive 22 days **Har Shahar Ayodhya-Ghar Ghar Ayodhya** national campaign beginning, from 1st 2024 till make it a memorable sacred event in the history of Bharat.

CAIT National President Shri B C Bhartia & Secretary General Shri Praveen Khandelwal said that on the appeal of Shri Ranambhoomi Trust & the Vishv Hindu Parishad for celebrating 22nd January like the Diwali festival, the CAIT has decided to participate in this program with great enthusiasm and accordingly has decided to organise series of events to encourage both traders & general public to celebrate the occasion in a 'never before' manner as Lord Ram symbolises the great ancient culture, values & humanity of the Country.

In this context, both Shri Bhartia & Shri Khandelwal informed that to began the campaign trade associations all over the Country will distribute Ram flags, posters and stickers to shopkeepers to place in their shops across the Country on 1st January. During the period 1st January to 22nd January more than 5000 "Ram Chowki" will be held in different states with recitation of Hanuman Chalisa & Ram Bhajan. About 5000 Ram Feris in the markets all over the Country will be taken out to connect the people with the spirit of Ram Mandir. An interactive dialogue about sanctity of Ram Mandir, named "Ram Samvad" will be organised at 2500 places in the commercial markets. The CAIT has also decided a mega program of distribution of Ram Mandir Models among the traders and public in general as a souvenir of inauguration of Ram Mandir. The CAIT is calling upon the traders to gift these models in large numbers to the traders and the public.

On the day of the consecration of Lord Ram temple all the markets across the country including Delhi will be illuminated with attractive lights, while on the same day, Shri Ram Mandir model will be lit at many places in temples and other public places in all the cities across the country.

Shri Bhartia & Shri Khandelwal further said that local trade associations all over the Country will make special arrangements at public places in the markets to show live telecast of the Ayodhya event to the people through big LEDs by placing models and pictures of Ram Mandir and on that day, traders will fully celebrate all the programs decided by Vishwa Hindu Parishad. The CAIT has appealed the business community across the Country to decorate their homes & shops as also illuminate them with big fan fare to give a feeling of Diwali festival.

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

