Press Release

01st January, 2024

CAIT KICKSTART NATIONWIDE CAMPAIGN
" HAR SHAHAR AYODHYA-GHAR GHAR AYODHYA FROM NEW DELHI TODAY

In the wake of consecration and inauguration of the Shri Ram Temple in Ayodhya on January 22, the Confederation of All India Traders (CAIT), today initiated the **Har Dukan Ram** campaign under the umbrella of the **Har Shahar Ayodhya - Har Ghar Ayodhya** national campaign from famous Gauri Shankar temple in Chandni Chowk, Delhi. This event, organized at the behest of CAIT, took place not only in Delhi but also in the capitals of all states and various cities across the country. This campaign, which began today, will continue until January 22 nationwide.

To kickstart the campaign, priests performed the worship of Shri Ram flag and Shri Ram Charan Paduka with full rituals. Shri Ganesh's blessings were sought, and the Hanuman Chalisa was recited. CAIT Secretary General Shri Praveen Khandelwal and CAIT Delhi State President Shri Vipin Ahuja presented an attractive model of the Shri Ram Temple, symbolizing the memory of the temple, to Shri Subhash Goyal, the Trustee of Gauri Shankar Temple, on behalf of CAIT.

Following this, a procession of traders moved from Gauri Shankar Temple to Chandni Chowk market, distributing campaign materials to shopkeepers at each shop and each shop owner received a flag of Shri Ram, a Shri Ram Patka,stickers and posters for the shop, and a card featuring an image of the Shri Ram Temple. Traders were urged to decorate and illuminate their establishments and markets by January 22, while also encouraging them to illuminate their homes with the divine light of Shri Ram Jyoti and earthen lamps.

Similar programs were conducted in response to CAIT's appeal in Cloth Market, Fatehpuri, under the leadership of senior trader Shri Gopal Garg, and in Medicine Market, Bhagirath Place, under the leadership of CAIT's State Secretary Shri Ashish Grover. During this campaign, people enthusiastically welcomed CAIT's team everywhere they went. The unwavering faith and enthusiasm of the people towards the Shri Ram Temple were evident, and it was clear that people were eagerly awaiting January 22.

Shri Khandelwal stated that, in response to the appeal from the Vishva Hindu Parishad, CAIT, with the support of local trader organizations across the country, has planned to organize thousands of various types of programs until January 22. These include a special emphasis on inspiring people to place a model of the Shri Ram Temple in every home or give it as a gift to each other.

CAIT National President Shri B. C. Bhartia & Secretary General Mr. Praveen Khandelwal said that from January 1 to January 22, trade associations in every city of all the states of the country shall be joining hands with other social and cultural organizations and actively run the **Har Shahar Ayodhya- Ghar Ghar Ayodhya** campaign. Under this campaign, CAIT has set a target of taking out more than 5 thousand Ram Pheri in the markets across the country. These Ram Feris will create enthusiasm and connect the people in the markets through chanting Ram Bhajans, while more than 2500 Ram Samvad programs will be organized in which people will be encouraged to enthusiastically participate in this campaign. They further said that a target has been set to organize Bhajan programs of Lord Shri Ram by organizing more than 5 thousand *Ram Chowki* in maximum markets and houses of traders across the country. Large number of hoardings shall also be put up in the markets.On January 22, all the markets across the country including Delhi will be illuminated with attractive lights, while on the same day, Shri Ram Mandir will be lit at many places in temples and other public places in all the cities across the country including Delhi. Arrangements will also be made to show live telecast of the Ayodhya event to the people through big LEDs by placing models and pictures and on that day.

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

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