



Press Release

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Karva Chauth celebrated with enthusiasm across the Country, Markets bustling with activity Men in many Cities also observed the fast – Youth overtook elders in observing the fast

Karva Chauth was celebrated with traditional fervor and joy across the country. On this special occasion, markets were buzzing with activity. There was heavy shopping for clothes, jewelry, makeup, puja items, and gifts, with a particular focus on jewelry and silver gift items over the last two days, bringing significant benefits to traders nationwide. According to an estimate by the Confederation of All India Traders (CAIT), business worth over Rs 22,000 crore was generated this Karva Chauth, marking an increase of more than 30% compared to last year. CAIT has projected that the festive season this year will generate business worth Rs 4.25 lakh crore, with Karva Chauth being an integral part of this festive series.

Large Number of Men also observed the Karva Chauth fast

Traditionally, married women observe the Karva Chauth fast for the long life of their husbands. However, this year saw a unique trend, with a large number of men also fasting for the long life and good health of their wives. This tradition is no longer restricted to women; men are increasingly recognizing the significance of this festival and participating in it. The younger generation, in particular, showed greater enthusiasm for the fast, outpacing even their elders, demonstrating that the modern generation understands the importance of staying connected to their traditions.

CAIT Secretary General and Member of Parliament from Chandni Chowk, Mr. Praveen Khandelwal, has been observing the Karva Chauth fast for more than 20 years. He has also been consistently encouraging traders across the country to observe this fast.

Speaking on this, Mr. Khandelwal said, “I have been observing the Karva Chauth fast with my wife for over 20 years, and the purpose is not only to pray for her long and healthy life but also to promote the well-being, prosperity, and unity of the family. This fast fosters equality and respect, strengthens health and self-discipline, and enhances family unity. When both husband and wife participate in a religious ritual, it has a positive impact on the entire family.”

He further added, “I believe that the participation of men in such cultural and religious rituals will promote equality and mutual understanding in society. Observing the Karva Chauth fast not only strengthens the relationship between husband and wife but also sends a message to society that love, respect, and the well-being of the family require equal contributions from both partners.”

For more details, please contact CAIT National General Secretary and Member of Parliament Mr. Praveen Khandelwal at +91-9891015165